

I. ABOUT THE BUSINESS

COMPANY DESCRIPTION

Located in Elmhurst, Illinois and founded in October of 2024, REMedy is a company that strives to help individuals improve their quality of sleep through sleep monitoring technology. REMedy brings an individuals' sleep to the next level through sleep masks and bands, paired with an app that provides deep insight into sleep patterns. Functioning as an S Corporation, REMedy uses the benefits of pass-through taxation to maximize revenue while still having shareholders and liability protection.

MISSION STATEMENT

REMedy empowers customers to achieve better sleep through cutting-edge sleep monitoring technology and personalized insights, unlocking a healthier, more fulfilling lifestyle.

ORGANIZATIONAL STRUCTURE

REMedy implements a **functional organizational structure** to provide all employees with an understanding of roles and responsibilities. REMedy emphasizes a culture of leadership, fostering a sense of ownership and encouraging innovation by creating departments with chiefs as their leaders. REMedy focuses on building community through monthly team building activities to improve productivity and collaboration.

"Sleep and Health." Centers for Disease Control and Prevention, Centers for Disease Control and Prevention, 18 July 2023, [www.cdc.gov/healthyschools/sleep.htm#:~:text=High%20school%20students%20\(grades%209%E2%80%9312\)&text=About%207%20out%20of%2010,enough%20sleep%20n%20school%20nights](https://www.cdc.gov/healthyschools/sleep.htm#:~:text=High%20school%20students%20(grades%209%E2%80%9312)&text=About%207%20out%20of%2010,enough%20sleep%20n%20school%20nights). Accessed 18 Nov. 2024.

"What Are Sleep Deprivation and Deficiency?" National Heart Lung and Blood Institute, U.S. Department of Health and Human Services, www.nhlbi.nih.gov/health/sleep-deprivation#:~:text=According%20to%20the%20Centers%20for,at%20least%20once%20a%20month. Accessed 18 Nov. 2024.

Frost, Alexandar. "Why are Gen Zers so much better at sleep than Millennials?" Pearl Strategy and Innovation Design, 24 June 2024, sleepopolis.com/news/gen-z-better-at-sleep-millennials/#:~:text=Sources,%2D2022.aspx;%202022. Accessed 18 Nov. 24

II. BUSINESS RATIONALE

PROBLEM STATEMENT

In the United States, there is currently a growing issue of sleep deprivation. The CDC has reported that **7 out of 10 teenagers** do not get the recommended 8 hours of sleep per night and that **1 in 3 adults** report not receiving enough sleep. In addition, the CDC reports that teenage **sleep deprivation is at an all time high of 77%**. Researchers claim that the reason behind these statistics are activities such as homework, phone use, and sports practices which prevent teens from getting enough sleep. Additionally, adults have to balance their career and family responsibilities which also hinders adequate sleep. The CDC reports that the repercussions of sleep deprivation are mental health issues, obesity, headaches, brain fog, and more. A study by Pearl Strategy and Innovation Design states that **52% of Gen X (45 - 60) and 63% of Gen Z (13- 24)** place a high priority on sleep improvement, proving the issue of sleep deprivation is a primary concern of REMedy's target market.

SOLUTION STATEMENT

To address the problem of sleep deprivation and poor sleep quality, REMedy offers a variety of products that enable its customers to make better sleep decisions. REMedy's **sleep mask and tracking bands** provide personalized information about sleep quality along with helpful insights on REM cycles. REMedy's app provides data in a way customers can easily digest to make **informed sleep decisions**. Caffeine intake, calorie counting, respiratory rates, and stress levels are all things REMedy monitors and uses to provide necessary feedback to customers. With its tailored approach and diverse plans, REMedy empowers individuals to **prioritize better sleep**, enhancing their personal well-being and professional performance.

SHORT TERM GOALS

By January 2025, REMedy will develop a promotional campaign that is focused on emphasizing the essential need of its products. Since sleep trackers are not a necessity, REMedy could see a decrease in sales during an economic downturn. REMedy's marketing department will develop a promotional campaign to emphasize the "need" of the product to a person's overall health and well-being.

By March 2025, all employees will have attended a cyber security workshop and passed the assessment. Due to the increase of cyberattacks and the amount of personalized data REMedy possesses, the firm will hire a third party to train employees on cyber security to better protect both company and customer data.

III. MARKETING PLAN

TARGET MARKET

DEMOGRAPHIC Age: All Gender: All Income: Middle to High Socio-Economic: White, Gold, Gray, Pink and Open Collar Workers	GEOGRAPHIC Urban and Suburban North America
BUYER BEHAVIOR Monthly spend \$200 to \$400 on sleep trackers and supplementary products	PSYCHOGRAPHIC Athletic Lifestyle Sleep Prioritization Exercise Oriented Health Conscious

REMedy markets to individuals of all ages with a middle-to-high income who value their health, though our primary target market focuses on Generation Z (13-24). Ultimately, REMedy's customers are concerned with the negative impact of sleep deprivation and poor sleep quality.

LONG TERM GOALS

By 2026, REMedy will partner with a minimum of 5 high schools to inform students of the importance of sleep and healthy habits as well as their benefit to younger generations.

REMedy will create awareness in high schools about sleep and its direct correlation to mental health and productivity to better teens' lifestyles during this influential stage of development.

By 2026, REMedy will establish 5 business partnerships with other firms in the health and fitness industry to cross-promote. REMedy will develop lasting relationships with other companies and individuals in the health and fitness industry to create better brand recognition along with extending our market reach.

BUSINESS RISKS

Compliance & Regulatory Risk: As a company that gathers data through an app, REMedy must take protective measures to prevent company and customer data leaks such as hiring cyber security support and employees completing cyber security training.

Reputation Risk: By partnering with other health and fitness companies or influencers, there is a risk of negative publicity. Therefore, background research will be conducted to ensure the respective organization(s) have similar business values.

Economic Risk: REMedy has a risk of certain products being considered nonessential so monthly reports on product purchase data will be key to overcoming this issue. Furthermore, REMedy must promote in such a way that consumers believe this is an essential product.

MARKETING MIX

PRODUCT

REMedy offers two top of the line technologies: a **sleep tracking band** and **sleep mask**. Both pair with its newly developed app via Bluetooth to share helpful insights on both sleep patterns and activity gathered through the sensors within its eye mask. Through REMedy, customers can adapt their experience to align with their lifestyle and personalized goals. REMedy also offers **pillows, essential oils, noise machines, and humidifiers**. These products benefit sleep in ways that fit best for its customers.



PROMOTION

To reach an ideal target market, REMedy will implement an **influencer program** to promote on social media platforms that appeal greatly to Gen Z (13-24 year old). Forbes reported that influencers sway the purchasing decisions of **Gen Z by 44% and that 74% of consumers have bought a product recommended by an influencer**. The influencers will document their use of REMedy's sleep products and the impact it makes on their lives. Influencers will be provided with a promotional code, allowing REMedy to track the effectiveness of the influencer program.

Since REMedy's target market is health-conscious, it will develop **partnerships with various companies** to expand its market presence.

To encourage **repeat sales**, REMedy will send **monthly emails** relaying information about new products, promotions, and improvements to REMedy's technology or product base. The company's newsletters will contain up-to-date information about the latest news in the sleep industry allowing customers to achieve the best possible results and experience with REMedy.

PRICE

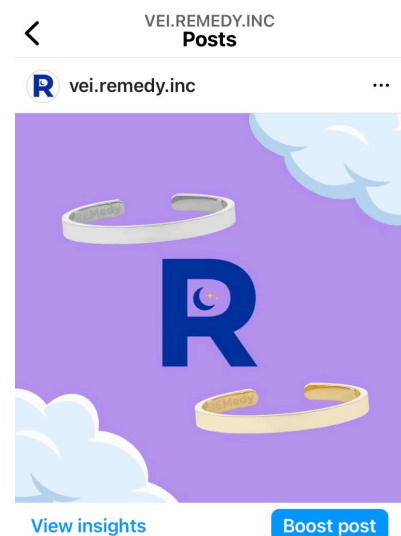
REMedy utilizes a **value-based pricing strategy**. The firm's unique sleep mask and bands provide innovative features that its competitors do not. Though the pricing is slightly higher, customers will recognize that they are receiving higher value for the price. REMedy works with its manufacturer to create a new way of tracking and improving sleep that is in accordance with industry trends. With this in mind, the firm has priced its **sleep mask at \$599** and the **bracelet at \$199**.

PLACEMENT

REMedy is accessible at any time through its **website**, enabling purchases at customers' convenience. To develop relationships through networking, REMedy will be present at **three trade shows** throughout the country and is projected to generate 32% of total sales through these interactions.

POSITIONING

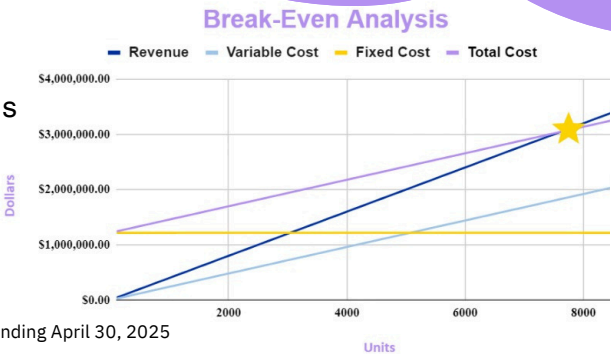
REMedy offers **innovative high-quality sleep technology** that empowers **health-conscious individuals to achieve optimal rest and productivity**. With a focus on both functionality and customization, REMedy's solutions blend advanced but user-friendly technology to assist customers in turning their sleep goals into a reality.



IV. FINANCIAL HIGHLIGHTS & PROJECTIONS

BREAK-EVEN ANALYSIS

REMedy’s break-even was determined based on the **average selling price of \$400**, a **cost of goods sold of \$220**, and **fixed costs for its first fiscal year are \$1.2 million**. The firm’s average profit margin is **40%**. This matches the technology industry which fall anywhere between 35% to 45%. REMedy is projected to break-even April 2025 with **7,606 units sold (\$3 million in sales)**.



REMedy	
Balance Sheet As of October 31, 2024	
Assets	
Current Assets	
Cash	\$888.00
Investments in stocks	\$0.00
Accounts receivable	\$0.00
Merchandise inventory	\$0.00
Supplies	\$4,000.00
Total Current Assets	\$4,888.00
Fixed Assets	
Computers	\$30,000.00
Less: accumulated depreciation	\$400.00
Furniture and fixtures	\$19,200.00
Less: accumulated depreciation	\$140.00
Office equipment	\$4,600.00
Less: accumulated depreciation	\$69.00
Total Fixed Assets	\$53,191.00
Total Assets	\$58,079.00
Liabilities and Stockholders' Equity	
Current Liabilities	
Accounts payable	\$0.00
Sales tax payable	\$0.00
Salaries payable	\$0.00
Payroll tax payable	\$0.00
401(k) payable	\$7,670.00
Other payable	\$0.00
Corporate tax payable	\$0.00
Total Current Liabilities	\$7,670.00
Long Term Liabilities	
Loan payable	\$0.00
Total Liabilities	\$7,670.00
Stockholders' Equity	
Common stock, \$10 par value, * # shares issued	\$50,000.00
Additional paid-in-capital	\$0.00
In excess of par value	\$0.00
Retained earnings	\$409.00
Total Stockholders' Equity	\$50,409.00
Total Liabilities and Stockholders' Equity	\$58,079.00

REMedy	
Profit & Loss Statement For the Year Ending April 30, 2025	
Revenue	
Trade Shows	\$975,000.00
Contractual Sales to Non-VE Entities	\$1,480,000.00
Online	\$620,000.00
Total Sales Revenues	\$3,075,000.00
Cost of Goods Sold	
Trade Shows COGS	\$585,000.00
Contractual Sales COGS	\$888,000.00
Online COGS	\$372,000.00
TOTAL COGS	\$1,845,000.00
Gross Profit	\$1,230,000.00
Gross Profit Margin Percentage	40.00%
Operating Expenses	
Salary Expense	\$1,066,338.00
Rent Expense	\$14,000.00
Depreciation Expense	\$4,263.00
Payroll Tax	\$81,574.86
Advertising	\$28,300.00
Insurance	\$399.00
Miscellaneous Expense	\$0.00
Workman's Comp	\$21,326.76
Interest	\$0.00
Utilities	\$2,695.00
Total Operating Expenses	\$1,218,896.62
Income from Operations	\$11,103.38
Interest Expense	\$0.00
Other Revenues	\$0.00
Net Income before Taxes	\$11,103.38
Corporate Income Tax	\$0.00
Net Income after Taxes	\$11,103.38

PROFIT & LOSS STATEMENT

Although REMedy is a start up firm, it is projected to make a net income of **\$11,100** by the end of the fiscal year. REMedy is projected to have **\$1.2 million** in operating expenses. Its most successful months follow attendance at trade shows which make up **\$975,000** of the firm’s total sales. With the launch of the website in November and a seasonal influx of customers in December, REMedy will be well on its way to meet its revenue goals. REMedy will continue growing its brand awareness and closely tracking income as well as expenses to ensure prolonged operations for years to come.

BALANCE SHEET

To allow REMedy to begin its operations, the firm secured in **October** a \$50,000 investment. In **November**, REMedy secured two out-of-network sales contracts worth a total of **\$1,480,000**, or 75% of its salary expenses and three angel investor contracts amounting to **\$150,000**. Securing additional financing will allow REMedy to allocate any capital raised for continued expansion. Most importantly, REMedy is projected to end the fiscal year debt-free as sales increase. As of October 31, 2024, REMedy has **\$53,200** in fixed assets at its disposal if needed.