

Heather Harpole, Martina Adrianza, Grace Caspino Startups and Entrepreneurship Final Presentation



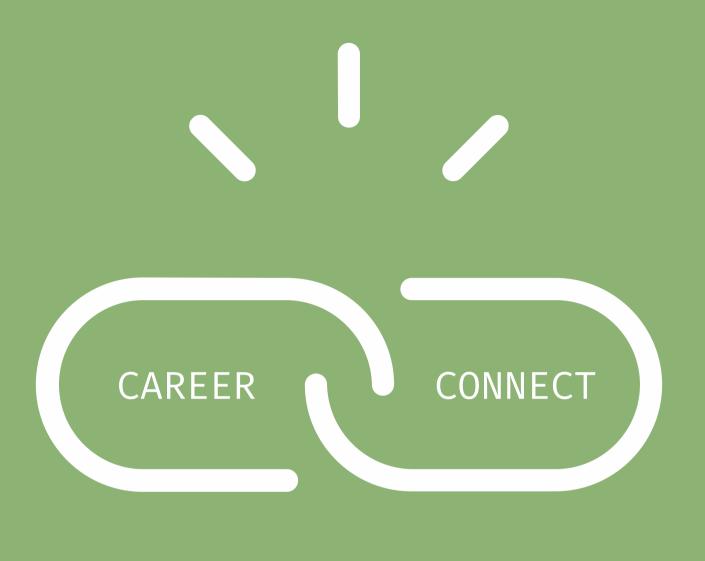
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# Connecting young adults to real career opportunities

# OUR STORY

As seniors in college at The Fashion Institute of Design & Merchandising, students in a Startups and Entrepreneurship class decided to create a brand that could solve students' struggles entering the job market post-grad.

#### Heather Harpole

#### Grace Caspino

#### Martina Adrianza

# PROBLEM & SOLUTION



Today, it is incredibly difficult to connect with industry professionals through job application sites such as LinkedIn with thousands of applicants per listing.

Our business hopes to minimize the stress for entry-level professionals by providing them face-to-face connections with hiring managers at brand sponsored events.

# LUTION

# OUR SERVICES

#### **STUDENTS**

Offer students a place to connect with industry professionals face-to-face while diving deeper into the ins and outs of companies, giving them the opportunity to hopefully land a post-grad job.

BRANDS

Offer brands a partnership to sponsor our events and to expand their imprint in PR with their target market in an organic way.

### HIRING MANAGERS

Offer hiring managers the opportunity to truly dive deeper with candidates face-toface, being able to learn more about the individual for specific job roles.

# MARKET SIZE

#### TAM

Event Industry Market will reach \$2.1 trillion by 2032 (Allied Market Research, 2023).

#### SAM

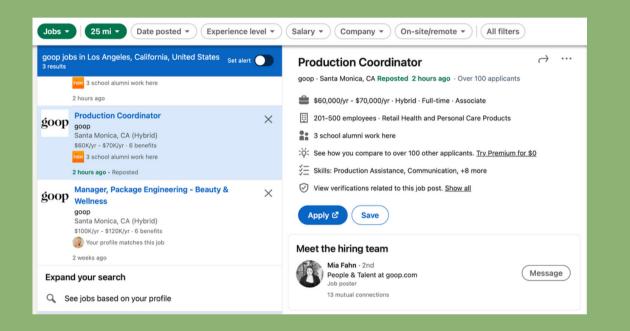
Global public relations market reached \$107 billion in 2023 (Statistica, 2023).

#### SOM

As there are no companies offering our exact services, our goal is to capture 100% of this new service's market share.



# LinkedIn



- Not face-to-face connections
- Hard to get in touch with the hiring team
- Not Gen-Z focused
- More expensive membership fee without guaranteed results
- Too many applicants

# COMPETITION 222 Place

WELCOME TO 222 we create unique social experiences curated just for you.

- Dinner parties to make connections with friends
- Not career-oriented
- Gen-Z focused
- \$30-\$60 per event
- Sponsorships from local restaurants



## Job Fair



- Not very natural environment
- Colleges hold the fairs
- Too many people
- Overwhelming
- In-person connections

# FINANCIAL FORECAST NUMBERS

### Cost of Goods Forecasting

Items	EXAMPLE	Month #1	Month #2	Month #3	Month #4	Month #5	Month #6	Month #7	Month #8	Month #9	Month #10	Month #11	Month #12			
a) units sold of product/service #1: student tickets	\$1,000	175	250	300	375	450	500	550	600	700	700	700	700	6000	350 students cap	o for each event
b) cost of goods per unit product/service #1	\$10	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	cost of food and	drinks	
c) total cost of goods product/service #1 a x b=c	10,000	\$4,375	\$6,250	\$7,500	\$9,375	\$11,250	\$12,500	\$13,750	\$15,000	\$17,500	\$17,500	\$17,500	\$17,500	\$150,000		
d) units sold of product/service #2: brand sponors	\$100	10	20	30	40	50	50	60	60	70	70	70	70	600		
e) cost of goods per unit product/service #2	\$5	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	cost of rent, utiliti	es, party supplies	
f) total cost of goods product/service #2 d x e=f	\$500	\$1,200	\$2,400	\$3,600	\$4,800	\$6,000	\$6,000	\$7,200	\$7,200	\$8,400	\$8,400	\$8,400	\$8,400	\$72,000		
TOTAL (Running)	\$10,500	\$5,575	\$8,650	\$11,100	\$14,175	\$17,250	\$18,500	\$20,950	\$22,200	\$25,900	\$25,900	\$25,900	\$25,900	)		

### Income and Expense Statement

		EXPENSES T					
		11	COME /	and expenses			
CAREER CONNECT			STATEMENT	REPORTING PERIOD			
		STARTING DATE		ENDING DATE			
Martina Adrianza, Grace Caspino, and Heather Harpole		1/1/23	to	12/31/23			
REVENUE		EXPENSES			24	events per year	
ncluding deductions for retu	urns and discounts	Wages and Ben	efits	\$120,000	6000	tickets per year	
Sales Revenue (ticket revenue) \$600,000		Internet & Phone	e	\$0	\$100	per ticket	
Other Revenue (brand sponsors) \$210,000		Travel (LA local)		\$0	600	sponors per year	
GROSS REVENUE \$810,000		Insurance (Profe	ssional Liability In	\$3,000	\$350	sponsor per event	
		Interest		\$0			
		Depreciation		\$0	\$25	per ticket per event on food an	nd drinks
COST OF GOODS SC	DLD	Customer Acqui	sition Costs	\$12,000			
Rent	\$30,000	Marketing		\$36,000	\$1,500	party supplies per event	
Utilities	\$3,000	Taxes		\$7,000			
Food & Drinks	\$150,000	Other Expenses		\$5,000	\$20	20 to acquire each customer	
Party Planning Supplies \$39,000			TOTAL EXPENSES	\$183,000	\$1,500 market each event		
T	OTAL COGS \$222,000						
				NET INCOME			
		Gross Profit minu	us Total Exp <mark>e</mark> nses	\$405,000			
	GROSS PROFIT						
Gross Revenue n							

# **OPPORTUNITY**

# Our goal is to raise \$150,000 to start our company





# TARGET MARKET

Age: **21-25** including students, recent college **graduates**, and **skilled** individuals of their craft

Geographic region: Urban environments such as **Los Angeles** that are **diverse** 



Interests: Attending social events, driven and hard working, immerse themselves in extracurricular activities, passionate about their skills, and strive to be their best selves

Other identifiers: Have disposable income to attend events and demonstrate a skill set beyond a degree

# MARKETING STRATEGY

### INFLUENCER MARKETING

### **GRWM** for a **Career Connect Event with** AminoLean

@alix earle GRWM for a Career **Connect Event with AminoLean!** #careerconnectpartner

### Come with me to a Career Connect **Event**

@alix earle Come with me to a Career Connect event sponsored by AminoLean! #careerconnectpartner

journey!



### LINKEDIN POST

I had a lovely time attending a Career Connect networking event this morning! AminoLean sponsored the event and I had the opportunity to engage with health and wellness industry professionals. Entry-level professionals can benefit from these in-person experiences to further their career endeavors. I highly recommend hiring managers to learn more about the company to meet enthusiastic graduates who are ready for the next step in their professional





# MARKETING STRATEGY

### BILLBOARD



Connecting you to your next career opportunity!

CareerConnect.com











### EMAIL NEWSLETTER

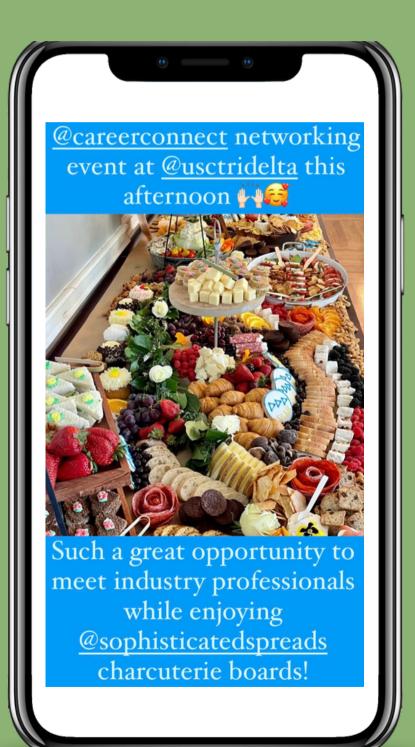
#### Career Connect advertising@careerconnect.com

Subject: Career Connect January Events Newsletter

#### Event Recap Newsletter

# MARKETING STRATEGY

### UGC CONTENT



### SMS EVENT REMINDERS

• • • • • • • • • • • • • • • • • • •	
Career Connect: Looking forward to seeing you at our December event! Start your year off right with real connections!	
Use code "CCHOLIDAY15" for 15% off <u>before 12/1</u> !	
+ iMessage	¥,

#### Director of Marketing Grace Caspino



# FIDM





# OUR TEAM

Director of Public Relations Heather Harpole



#### FIDM QD GIRLS CREW

WALKER • DRAWAS





#### Director of Events Martina Adrianza







