Cybersecurity Non-Profit: Completed Business Plan

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Completed Business Plan: Cybersecurity

CYSE 494: Entrepreneurship in Cybersecurity

Dr. Beavers

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Executive Summary

Introduction of CyberVision

The name of the company introduced in this executive summary is CyberVision, and we provide a service in the form of weekend programs for elementary and middle school students to become introduced to the world of cybersecurity. There is no current physical address of the business as is it operated virtually out of my home. The company mission and vision statement are "to inspire the next generation of cyber leaders by sparking a passion early in their life they can carry with them as they go through their education".

Introduction of Owner

The owner is me, Casey Carpenter. I am about to graduate with two degrees – B.S. in Computer Science, and a B.S. in Cybersecurity. I will be returning to school to get my M.S. in Cybersecurity. I do not have any professional experience yet. I am very passionate about getting young children, especially girls, interested in cybersecurity. I was not introduced to the field until I took an elective course during my junior year of college. Looking back, I wish I was introduced at a younger age, so I could've had more time to learn tools and make projects.

This non-profit currently does not have any managers. The volunteers for this program are volunteers. Since this company is not up and running yet, volunteers have not volunteered their time yet. Right now, it is solely me putting together this program. Volunteers in the future need to have professional cybersecurity experience and be able to communicate their knowledge in a way that can connect with elementary and middle school students. It's important for these volunteers to be passionate about cybersecurity, as that is the most important trait to show the students.

I will need approximately five volunteers per program. Five is an important number because that is the number of teams that I imagine splitting up the children into. Five volunteers allow one volunteer to be assigned per team while I move throughout the teams. The credentials expected from the volunteers are outlined in the section above.

My business model is a proprietorship. I am the sole owner of the company. I am open to making it a partnership in the future if I meet someone with the right credentials that can take the company to the next level, but as of right now, I am the sole owner. This is the most advantageous model for me right now because I haven't found the right partner yet. I have the vision and determination to make this business a success, and I will not rush to find a partner that isn't going to be the right fit. I am confident I can run the business on my own and will only be open to a partner if they can bring something new to the table.

Target Market

CyberVision has a few market focuses that will be integral to the program's success. Children in the elementary and middle school age range are the primary marketing focus of CyberVision. These programs created are tailored for these students to spark an interest into the world of cybersecurity and encourage outside interest taken with them from the program. A subcategory of children are young girls who serve as another primary marketing focus of CyberVision. One of the main objectives of the non-profit is to especially encourage young girls to give cybersecurity a try to increase the number of women in cybersecurity careers in the future.

Parents are also the marketing focus as CyberVision wants to get parents excited about the program to want to send their children to attend. Parents are also an integral part to the success of the program as it is planning on happening after-school hours or on the weekend, so

transportation will need to be provided by them for the child. This non-profit also plans to market to the Hampton Roads area. CyberVision aims to work with the region as the non-profit grows to expand with more resources as the students get older.

Competitive Advantage

The main competition to CyberVision is GenCyber, which is a summer camp for young kids to attend to learn about cybersecurity. Although this is nationwide, my non-profit stands out from this program as my non-profit is very local, so transportation will be easier. Also, CyberVision is only one day, so sleeping arrangements will not be an issue, and kids will likely recognize their classmates and be able to form stronger connections with them to take back to their schools. CyberVision is also specialized to the region, so resources will be provided afterwards with more cyber events to attend based on age in the region. It is small scaled, so parents are encouraged to stay and watch, or become a volunteer. Finally, it is tailed to the area through accepting local volunteers in the cyber field, which can become a mentor to some students in the future. CyberVision's keys to success are that we are local, free, and have mentors from the field leading the program.

Sales Strategies & Pricing

The plan for marketing for my service is purely word-of-mouth, reputation, and testimonials. My company will be going directly into schools and selling our program to become an after-school or weekend program. After we successful put on a few programs, our reputation will grow, and testimonials will be put onto our website for potential new schools to see. We will have an excellent website that fully explains our objectives, is equipped with pictures and videos that demonstrate what our program looks like, a list of our volunteers and their credentials, and the testimonials from past schools.

If a school is interested in hosting our program, we will set up a meeting with the school administrators to go over the program in depth, answer any questions, and set a date. This initial meeting will set the path to what the school wants to do moving forward. My contact information will be put on the website, so schools that are interested can find our contact information easily.

It is very important that the program is accessible to all students. This means that the program must be free for all students to attend. Money should not be a barrier for a young child to participate in an activity that could inspire their career decisions and interests. Because of this objective of our program, we must figure out how to make the money to support it. The employees of this company are volunteers, so they will not be paid to attend and participate in events. The money will be needed for program materials and t-shirts. The non-profit will also take money in the form of donations by parents who choose to. T-shirts will be optional to receive, but they will cost money to purchase, so money will also be made through those.

Current Financial Status

As for CyberVision's goals, at the end of one year, I am planning on not many changes. Schools will still be getting introduced to the program, and we will still be figuring out how to perfect our program. My goal at the end of one year is to have one school reach out to us to put on our program with them per a recommendation from a previous school. At the end of three years, I plan on having a solid program that we are confident in completely and traveling across the region regularly to put on our programs. I want to be a popular program that schools are proud to have at their school. By this time, I want to be in contact with different city leaders to discuss expanding our program. At the end of five years, I want to expand CyberVision throughout the region in the form of conventions.

CyberVision's current financial needs are to raise enough money to be able to purchase five laptops. These laptops will be used to install Cybersecurity software on them to be able to use during the program. These financial needs will not change from now until the end of the first year. This is the main purchase the company will need during its first year.

The First Day

The first day of the business will organize a schedule out to the volunteers. Throughout the work week, the management team will meet on Tuesday nights. The point of this meeting is to set up the plan for the weekend and add any new changes. The team will meet again on Thursday night with the rest of the volunteers to go over the plan for the weekend. Finally, the team will meet on Saturdays after the event is over to conclude and review how the event went. Because the team is composed mostly of volunteers, we will not be able to meet until after normal working hours.

I would like to express my sincerest gratitude to you for taking the time out of your schedule to read through my executive summary and my business plan. I look forward to hearing your thoughts. Thank you!

Company Description

Women are highly underrepresented in the cybersecurity field. According to Nir Kshetri, a professor at the University of North Carolina, in 2017, women's involvement in the U.S. cybersecurity field was only 14%, compared to 48% in the general workforce (Kshetri, 2021). Kshetri continued to mention that this number goes down even more in senior leadership positions, as only 1% of female internet security workers are in senior management positions (Kshetri, 2021). Women only making up 14% of the cybersecurity field is a very low percentage, however, there is hope. In 2020, according to the Internet Systems Consortium (ISC), the

percentage of women in cybersecurity jumped to 24% (Women in cybersecurity, n.d.). This is believed to be caused by new, younger generations showing more interest in the field. Although this jump in percentage is great for creating diversity in the cybersecurity workforce, it is still not high enough. Future generations need to continue to have new programs that can introduce young girls to the field of cybersecurity to make this percentage closer to equal to men.

My business plan addresses this problem through investing time and energy into the next generation of leaders. As the number of women in cybersecurity positions continue to climb one generation after the other, it is important to continue to create programs that will contribute to sparking young girls' interest in the field. My business plan is a solution to this problem by creating a non-profit, after-school program that is free for elementary and middle school students to attend and learn about cybersecurity.

The goal of my program, CyberVision, is to get young kids excited about the field of cybersecurity. To make sure that is the mood at the end of the program, the program will make sure to conduct fun projects and activities throughout the duration of the program, not lectures or PowerPoint presentations. These activities will get the kids to have fun and work in a group setting, while also learning some basic cybersecurity terminology. At the conclusion of the program, the students will all be given a bag with information and resources on how to continue learning about cybersecurity as they get older. The resources will be categorized based on grade level, to ensure that the resources will be reflective of the child's learning level. One of the objectives for this program is to introduce young girls to the field of cybersecurity, which will then make them bring that excitement home with them and lead to a vested interest in the field as they explore career paths on their own as they get older.

The company will reach out to elementary and middle schools to discuss setting up the program either as an after-school event or a Saturday event. This non-profit company will be free for children to attend. It will focus on the Hampton Roads region initially. At a future time, there are plans to create a virtual program where students can attend from the comfort of their own home. The plan is to visit different schools every weekend to bring the program to the children. Moving the location of the program weekly makes it more accessible for every student to be able to attend one. The program will last for 4 hours, starting at 8 AM and ending at 12 PM on Saturdays. The program will be created and led by a team of cybersecurity leaders who are interested in forming this non-profit. Additionally, the non-profit will welcome any volunteers from people who work in the cybersecurity field. Volunteers will be able to attend events to aid with or go through a training program to learn the objectives of the program, and then can become a program leader.

CyberVision will get its sources of revenue through many different outlets. Overall, it is an inexpensive business. The workers are volunteers so they will not have to be paid. The participants are free to attend the program, so money from parents will be voluntary in the form of tips asked for after the conclusion of the program. T-shirts will also be created and sold on our website and in-person, for a cost of $20/shirt. The money raised from tips and merchandise will go back into the program in the form of purchasing software, computers, and any extra expenses.

This business has the potential to add a ton of value to young girls. Introducing the world of cybersecurity to young children and strengthening their confidence in themselves to be successful in this field is certain to aid them as they grow up and choose a career path. This is a new business idea with a ton of potential to reach many young girls. Approving this proposal

will be the first step in ensuring that cybersecurity is sparked into the minds of many young girls across the Hampton Roads region.

Market Research

Introduction of Product

CyberVision is the name of the company and the name of our product. As of right now, we are only offering one service, so CyberVision's Cybersecurity Program is the name of the program. Once we can add different options, then we will start naming them more descriptively based on their target audience.

Market Needs

The market needs my product because there is an ever-growing need to get the next generation invested in cyber. The world is changing, and cyber is quickly becoming the top job in the world. If we do not prepare and inspire the next generation to be interested in this field, then the United States will fall behind as a superpower in the cyber world.

Estimated Market Growth

As far as job growth, CBS released an article earlier this year that stated that there is currently 500,000 cybersecurity job openings currently in cybersecurity (CBS, 2021). This number doesn't get filled year-to-year. In a competitive job market like the one today, this number is extremely large.

Barriers to Entering the Market

There are not currently any barriers to entering the market. The only barrier I will have to begin with is getting schools to trust my program enough to let me put it on. The few schools in the beginning will have to believe in my idea enough to let me do it, as I will not have any testimonials or proven facts about success of my program yet.

Laws that will affect product

As far as laws that may affect my product, there are not currently any that I will need to worry about. I do not need to copyright as of right now.

Product/Service

How CyberVision will be Priced

It is very important that the program is accessible to all students. This means that the program must be free for all students to attend. Money should not be a barrier for a young child to participate in an activity that could inspire their career decisions and interests. Because of this objective of our program, we must figure out how to make the money to support it. The employees of this company are volunteers, so they will not be paid to attend and participate in events. The money will be needed for program materials and t-shirts. CyberVision will also take money in the form of donations by parents who choose to. T-shirts will be optional to receive, but they will cost money to purchase, so money will also be made through those.

Market Analysis

The main competition I found is GenCyber, which is a summer camp for young kids to attend to learn about cybersecurity. Although this is nationwide, CyberVision stands out from this program as my non-profit is very local, so transportation will be easier. Also, my program is only one day, so sleeping arrangements will not be an issue. Also, kids will likely recognize their classmates and be able to form stronger connections and cybersecurity networks that will extend past the program. CyberVision is also specialized to the region, so resources will be provided afterwards with more cyber events to attend based on age in the region. My non-profit is also small scaled, so this will encourage more parental participation, which will then translate into more of a vested familial interest. Finally, the volunteers to the program will all work in the

cyber field locally, so they may become mentors to the students as they grow up in the Hampton Roads region.

Sales Literature

The plan for marketing for my service is purely word-of-mouth, reputation, and testimonials. My company will be going directly into schools and selling our program to become an after-school or weekend program. After we successful put on a few programs, our reputation will grow, and testimonials will be put onto our website for potential new schools to see. We will have an excellent website that fully explains our objectives, is equipped with pictures and videos that demonstrate what our program looks like, a list of our volunteers and their credentials, and the testimonials from past schools.

How Orders Will be Fulfilled

If a school is interested in hosting our program, we will set up a meeting with the school administrators to go over the program in depth, answer any questions, and set a date. This initial meeting will set the path to what the school wants to do moving forward. My contact information will be put on the website, so schools that are interested can find our contact information easily.

CyberVision Needs

Our needs will depend entirely on what the school can provide. We will, at a minimum, must bring around five laptops in that have access to a Kali Linux Virtual Machine. This way, students can practice some cybersecurity commands in a safe environment. Elementary and Middle School's do not have computers that are equipped with this technology. The reason for five of these computers is to ensure that there is one available per team. Additionally, the beginning of the program will be spent teaching about the cybersecurity techniques that the

students will then do, so a projector of some sort will be needed to put any materials on a big screen for all students to view.

Intellectual Property

There are not currently any trademarks or legal issues that our non-profit needs to address. If we end up wanting to trademark a phrase for our company or symbol, then we will address that when it comes up. As of now, we do not have any plans for trademarking.

Future Plans

CyberVision plans on expanding in the Hampton Roads region to have programs tailored for the students as they get older. We want to create more in-depth programs that are appropriate for a high school student to learn, for example. Our goal with this non-profit is to provide as many resources as we can to get young students excited about the field and help grow the career. If our non-profit is successful, we also would like to create programs in the region specifically for young girls only to attend. The disparity of female representation in cybersecurity is still very high, and we want to help inspire young girls to believe in themselves and their abilities to pursue a cybersecurity career.

Marketing and Sales

Competitive Edge

My service stands above the competition. As mentioned before, CyberVision's competition is GenCyber. Reasons as to why CyberVision is greater than GenCyber is described above in the Market Analysis section of the Product/Service section.

Marketing Strategy

The plan for marketing for my service is purely word-of-mouth, reputation, and testimonials. My company will be going directly into schools and selling our program to become

an after-school or weekend program. After we successful put on a few programs, our reputation will grow, and testimonials will be put onto our website for potential new schools to see. We will have an excellent website that fully explains our objectives, is equipped with pictures and videos that demonstrate what our program looks like, a list of our volunteers and their credentials, and the testimonials from past schools.

If a school is interested in hosting our program, we will set up a meeting with the school administrators to go over the program in depth, answer any questions, and set a date. This initial meeting will set the path to what the school wants to do moving forward. My contact information will be put on the website, so schools that are interested can find our contact information easily.

Pricing Strategy

It is very important that the program is accessible to all students. This means that the program must be free for all students to attend. Money should not be a barrier for a young child to participate in an activity that could inspire their career decisions and interests. Because of this objective of our program, we must figure out how to make the money to support it. The employees of this company are volunteers, so they will not be paid to attend and participate in events. The website will be created and maintained by myself so that will be free. The money will be needed for program materials and t-shirts. The non-profit will also take money in the form of donations by parents or citizens who choose to. T-shirts will be optional to receive, but they will cost money to purchase, so money will also be made through those.

Sales Strategy

Customers will continue to try our product because they will see the inspiration that children leave with after attending our program. Cybersecurity is a major career that is only going to continue to grow exponentially into the next generation. Parents, teachers, and school

administrators alike will all see the need for a program like ours. Cybersecurity is not currently taught in elementary or middle schools, so there is a real need for this program. Our main selling point is that we will inspire the next generation of leaders into the world of Cybersecurity, which will lead them to do more research into the subject while growing up, so they will have a competitive edge when it comes to college and their career path.

Sales Forecast

At the end of one year, I am planning on not many changes. Schools will still be getting introduced to the program, and we will still be figuring out how to perfect our program. My goal at the end of one year is to have one school reach out to us to put on our program with them per a recommendation from a previous school.

At the end of three years, I plan on having a solid program that we are confident in completely and traveling across the region regularly to put on our programs. I want to be a popular program that schools are proud to have at their school. By this time, I want to be in contact with different city leaders to discuss expanding our program.

At the end of five years, I want to expand our program through the plans described in the section below. By this time, our non-profit should have expanded enough to have enough funds to increase our program.

Milestones in Pricing

CyberVision plans on expanding in the Hampton Roads region to have programs tailored for the students as they get older. We want to create more in-depth programs that are appropriate for a high school student to learn, for example. Our goal with this non-profit is to provide as many resources as we can to get young students excited about the field and help grow the career. If our non-profit is successful, we also would like to create programs in the region specifically

for young girls only to attend. The disparity of female representation in cybersecurity is still very high, and we want to help inspire young girls to believe in themselves and their abilities to pursue a cybersecurity career.

Although these are our future plans, they will only be possible after we hit some milestones in our business. The first major milestone will be once we are requested by a school, instead of us asking the school to introduce our program. This will prove that our reputation is growing positively, and we are on the right path to expanding our business. The next major milestone will be if we are contacted by a local convention to advertise or showcase our product through the cities of the Hampton Roads region. Once we can run our program through a convention in the region, we will have more money that will allow us to expand our business as described above. The last major milestone will be once we attain enough money from our programs that will give us the freedom to introduce more programs. After working through numerous programs and taking donations, we will eventually be able to introduce a high school version of our program, for example. If our reputation grows, the money will grow, and slowly we will be able to attain our future goals.

Operations

The operations section of this plan "identifies my company's objectives, goals, procedures, and timelines". These items will be addressed in the sub-sections below. My non-profit is extremely valuable. The goal of my non-profit is to spark a passion in the next generation of cyber leaders. Due to our impact and our program, a young child may go home excited about a cool project they made. This interest may lead to them looking up how to do more similar projects online. As the child grows up and their skill level does, they will already be steps ahead of other students interested in cybersecurity.

Day-to-day

Throughout the work week, the management team will meet on Tuesday nights. The point of this meeting is to set up the plan for the weekend and add any new changes. I am the manager for the team. The team will meet again on Thursday night with the rest of the volunteers to go over the plan for the weekend. Finally, the team will meet on Saturdays after the event is over to conclude and review how the event went. Because the team is composed mostly of volunteers, we will not be able to meet until after normal working hours. The team will create our service, our program, during these meetings. We will make a 5-hour long program that consists of initial learning followed by a fun team project that helps the students practice what they just learned. Finally, the program will conclude with information about what they can do after the program to keep learning.

Value of Assets

The value of CyberVision is the knowledge the team can bring to these young students. The knowledge from our team, broken down and explained into terminology that children can understand, is unlike anything a child of this age range can find in their school. This program provides students with a unique opportunity is engage in the cybersecurity field at a young age. This engagement will spark an interest that will carry them to explore the subject as they age.

Website Function

The function of the website is a marketing tool. It will contain all my contact information, along with a summary of our program. It will also contain pictures from past events and testimonials from past clients. This website will ensure trust in us with potential new schools.

Materials Needed

The materials that are needed for this service are limited. The only materials we will need are approximately five computers that have access to a Linux virtual machine. We will also need a projector of some sort to project our PowerPoint presentation onto a screen for the students to see. Additionally, we will need tables and chairs for the students to sit in.

How Service will be Created

Our service will be created through the minds of our management team made up of volunteers from the Cybersecurity workforce. We will meet during our meeting times to create and update our program.

Production Time

There is no production time estimate because our service will constantly be updating as Cybersecurity trends change and we update the program to make it better for the students.

Cost of Production

The cost of production is very minimal. Our volunteers are volunteering their time and knowledge, so their knowledge is free.

Quality Assurance

The quality of our product will be ensured through comment cards given out to students, parents, and school administrators at the conclusion of our program. It will also be ensured through testimonials.

Testing

Testing will constantly be occurring throughout our service. Every time we implement a change in our program, we are testing it on the next group of students. This test will be reviewed the same way quality is assured in the above section.

Management

The management section of this plan goes over our non-profit's structure and human resources. We are a non-profit company. Our mission statement is "to encourage and spread the world of cybersecurity to the next generation". Our management team will exemplify this mission statement.

Owner Information

The owner is me, Casey Carpenter. I am about to graduate with two degrees – B.S. in Computer Science, and a B.S. in Cybersecurity. I will be returning to school to get my M.S. in Cybersecurity. I do not have any professional experience yet. I plan on dedicating my time outside of my work entirely to this company. My resume is included below.

CC

CASEY CARPENTER
STUDENT | (757) 724-2292

GOALS

Leader in the Digital Forensic Investigation Field

Teach part-time at Tidewater Community College (TCC)

Volunteer time to teach young girls about coding and cybersecurity field

SKILLS

Proficient in Programming Languages including:
- C++
- Java
- JavaScript
- Python
- HTML/CSS
- PHP

Proficient in Wireshark and Metasploit Framework

Anticipated CompTIA Security+ Certification January 2022

Anticipated Certified Ethical Hacker Certification January 2022

EDUCATION

B.S. COMPUTER SCIENCE • DECEMBER 2021 • OLD DOMINION UNIVERSITY
3.83 GPA in Computer Science
3.79 GPA Overall

B.S. CYBERSECURITY • DECEMBER 2021 • OLD DOMINION UNIVERSTIY
3.95 GPA in Cybersecurity
3.79 GPA Overall

EXPERIENCE

WEBSITE DESIGNER • JAMES A EVANS ATTORNEY AT LAW PLC • MAY-JUNE 2021
Hired to design a website for law firm, is currently paused due to Covid-19 financial effects, has plans to resume project in the future
Set up hosting service plans
Set up Search Engine Optimization (SEO) service plans

APP DEVELOPER & WEB MASTER • CS410 – CS411W • AUGUST 2020 – JUNE 2021
Created a mobile application through the prototype deployment stage
Contributed to the project in a team setting
Created and maintained website for the product in the web master role
Worked as a developer, writing code in Java
UI Designer for the team

Manager Information

CyberVision is managed by myself. The volunteers for this program are volunteers. Since this company is not up and running yet, volunteers have not volunteered their time yet. Right now, it is solely me putting together this program. Volunteers in the future need to have professional cybersecurity experience and be able to communicate their knowledge in a way that can connect with elementary and middle school students. It's important for these volunteers to be passionate about cybersecurity, as that is the most important trait to show the students. The five main volunteers will need to have, at a minimum, this level of experience. Ideally, I would like to pull volunteers that all work in different fields of cybersecurity. This way, they can all bring something different to the table. They can create programs based on what they do in their jobs. This will allow the students to see the wide variety that cybersecurity can offers as a job market.

Estimated Number of Workers Needed

I will need approximately five volunteers per program. Five is an important number because that is the number of teams, I imagine splitting up the children into. Five volunteers allow one volunteer to be assigned per team while I move throughout the teams. The credentials expected from the volunteers are outlined in the section above.

Management Organization

I am the owner of the non-profit, so I am the top of the hierarchy. The professional volunteers are next in line. Next, underneath the professional volunteers, are any college students who are volunteering. Finally, the last tier of volunteers are any parents or non-cybersecurity related field volunteers.

Salary

All the positions in this non-profit are voluntary, so no one will be working for a salary. The point of this program is to get a bunch of people together who love working in cybersecurity and spark a passion in the next generation to spend more time at a younger age learning about the field.

Financial Statements

Projected Balance Sheet

Assets

Assets are the money we have currently and the current inventory we have. As of right now, since our business is still in the planning phases, we do not currently have any assets. As our business grows, the main asset we will own is our five laptops. These laptops are priced at approximately $2000 per laptop. The other assets we will have are voluntary donations and money earned from t-shirt purchases, at $20 per shirt. Our total assets are approximately $11000.

Liabilities and Capital

Liabilities are the items that we are spending. This is money that is leaving us because we are spending it. The main liability we have right now is the cost of the t-shirts. We are making t-shirts at $10 per shirt. We also have the cost of the laptops that are a liability since we have not purchased them yet. Finally, the owners' equity can cover the remaining costs. Our total assets are $11000, and our Liability and Equity are $11000, so our equation balances out.

Balance Sheet			
Assets			
Current Assets			
Laptops	$10,000	$2000	$2000

T-shirts	$1000	$1000	$1000
Cash	$20,000	$5000	$5000
Total Assets	$31,000	$8000	$8000
Liabilities and Capital	**Year 1**	**Year 2**	**Year 3**
Accounts Payable	$10,000	$2000	$2000
Total Capital	$21,000	$6,000	$6,000
Total Liabilities and Capital	$31,000	$8,000	$8,000

Projected Break-Even Analysis

A break-even analysis is the calculation to see how much product we will need to sell to break even or cover all our expenses. Right now, the cost of laptops is approximately $10,000. Although the owner can afford to use their equity to cover the cost of these laptops upfront, this calculation will focus on t-shirt and donation money solely. At $20 per t-shirt, we will need to sell 500 shirts to break even. Donations are difficult to calculate because they can depend based on a multitude of variables.

Break-even Analysis	
Monthly Revenue Break-even	500 t-shirts
Assumptions	
Average Percent Variable Cost	50% (donations)
Estimated Monthly Fixed Cost	250 t-shirts +- from 500

Projected Profit and Loss Statement

Revenue

The main point of my non-profit is not to have revenue, but instead to provide a service to the community. For this reason, my revenue will not be very high. The revenue received from my non-profit will be in the form of T-Shirts and voluntary donations from the community.

Expenses

The expenses for my non-profit will be on laptops for children to use during the program. We will need approximately five working laptops that have a Linux OS downloaded onto the system.

Total Operating Expenses

The total operating expenses will be approximately $5000 upfront for the cost of five laptops. This cost will be only in the beginning. The only expense afterwards will be for maintenance of the laptops, if needed.

Net Profit or Loss

The net profit is difficult to calculate because there are many variables. If children want to buy a t-shirt and parents want to donate, then the net profit will be much higher than if they choose not to. It will all depend on how the program goes and how the parents want to donate or not.

Profit and Loss	
Sales	$500
Expenses	
Payroll	Free
Sales and Marketing	Free (website creation, free from myself)
Programming	$5000 (cost of laptops, programming is free from myself)
Rent	Free (will start out of my home)

Total Operating Expenses	$5000
Net Profit	-$4500 (will be paid off from my $20,000 investment)

Projected Cash Flow Statement

Cash Received

My business is planning on bringing in approximately $500 per month. This is a highly variable

number, however. This is based on t-shirt purchases and donations from the community. It

depends entirely on the choices of others.

Expenditures

We are only planning on a one-time cost of $5000 for laptops, and then there will not be any

other expenses. Our entire program can be created online and presented in person. All the

materials we will need can be provided by the schools or are free to create online.

Net Cash Flow

The cash flow will be around $500 per month as we will be doing programs throughout Hampton

Roads every weekend.

Cash Flow	
Cash Received	
Cash from Receivables	$500/month
Expenditures	$5000 one time
Cash Spending	$5000 total
Net Cash Flow	$500 per month

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