



Sylla-buddy

Prepared by **Carlos Fabricio Contreras**

Sylla-buddy Enterprises, LLC

President

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Objective

I am looking to acquire a loan of \$20,000.

Education

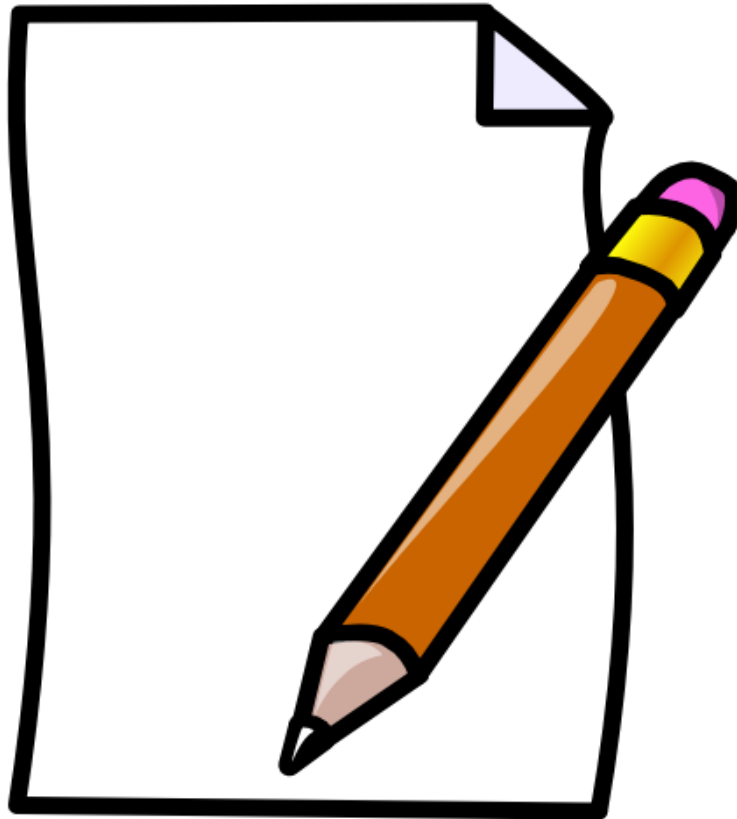
May 2014	City Tech	New York, NY
	<i>Associate of Applied Science in Marketing</i>	
May 2016	City Tech	New York, NY
	<i>Associate of Applied Science in Fashion Marketing</i>	
May 2018	City Tech	New York, NY
	<i>Bachelor of Science in Business & Tech of Fashion</i>	
May 2022	Brooklyn College	New York, NY
	<i>Bachelor of Science in Business Management</i>	

Experience

2022-Present	H&M, Store Manager	
	Responsible for ensuring that my staff give great customer service as well as monitoring the financial performance of the store.	
2018-2022	H&M, Assistant Store Manager	
	Assisted the store manager in recruiting and hiring to ensure the store was fully staffed at all times.	
2016-2018	H&M, Cash Supervisor	
	Managed the customer service operations and supervised cashiers, baggers, and other personnel.	
2014-2016	H&M, Front Line Cashier	
	Assisted customers in the in-store check-out process.	

Capital

My current amount of capital stands at \$90,000



Name

The business will go by the name of "Sylla-buddy"

Location

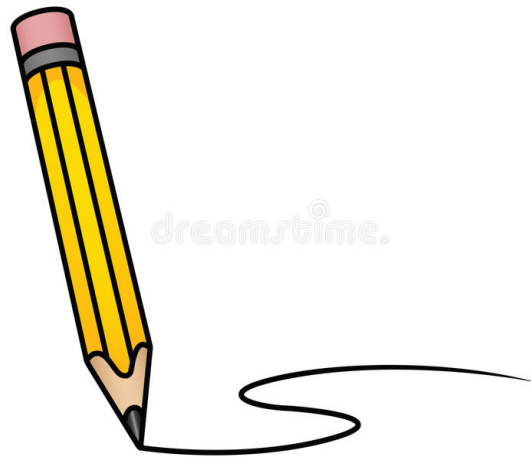
Sylla-buddy will be located on 160 Water Street, Brooklyn, NY
10038

Lease

5 year lease with a 5 year option

Legal Setup

Sylla-buddy will be a Limited Liabilities Corporation that will go by the name of "Sylla-buddy Enterprises, LLC"



Competitors

Direct competitors for my app don't happen to exist; apps that are similar are already out there, but you have to insert the information in manually on those apps.

The Demand

People nowadays don't have the time to sit down and insert their college deadlines into their phone calendars. All everyone has time for is texting, calling, facetimeing, and taking pictures, that's where Sylla-buddy comes in to save the day. Sylla-buddy works by placing a QR code on the bottom left of every syllabus, scanning this code allows my app to insert every deadline on the syllabus directly into a person's calendar. The app doesn't stop there because it then sets three alarms on every assignment

which are scheduled to ring 72, 48, and 24 hours before the paper is due.



Target Market

My target market would consist of people between the ages of 18-45, who are about to start college, have already begun attending college, and own a smartphone made after the year 2011. Marketing for this business consists of emails, actual mail, and social media pages on the most popular online platforms.

Mission Statement

My goal is to provide a helping hand for upcoming and current students. People nowadays are very forgetful and lose track of time very easily. Forgetting to do one assignment could be the difference between passing and failing a certain class. I understand that everyone has a life and responsibilities to take care of. The days of doing an 8 page paper the night before or a business plan for a certain class are a thing of the past, now

instead of having a handful of hours to make something up you have up to 72 hours. My business also hopes to create a profit while minimizing expenses, and to offer the best price for such an app on the market.

Five Year Projected Income Statement

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Revenue	200,00	250,000	280,000	320,000	360,000
Salary	50,000	54,000	55,000	58,000	60,000
COGS	20,000	23,000	26,000	30,000	32,000
Rent	36,000	40,000	45,000	52,000	54,000
Utilities	20,000	20,000	20,000	20,000	20,000
Supplies	4,000	4,500	4,500	4,700	4,800
Note	4,200	4,200	4,200	4,200	4,200
Marketing	1,000	1,200	1,300	1,400	1,500
NET	64,800	103,100	124,000	149,700	183,500

Exit Strategy

I would like to establish my company's name, and make it a household name that college students would recognize before expanding. Once that's established I would like to go international, so that college students all over the world can take advantage of my creation.