



## Proposal

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### NOTE FROM OUR FOUNDER

If you are reading this, you are an educator, an established author, or someone who is passionate about writing, communication, and design and how each of these have possibly moved your own career forward. If neither of those professions apply to you and if you have never thought about how writing, communication, and design have helped shape your career, then you may want to think about it before moving on. Seriously consider if they have helped you in any way in where you stand right now in your career. Then, think of the thousands of people that will never advance in life because they simply do not possess those skills. A story follows below.

I first became a student at New York City College of Technology (City Tech), CUNY, in January 2016, and one of the first courses I took as a general education requirement was ENG 1101. After graduating high school six years earlier, I was a returning adult student that had gone to previous colleges and had not yet completed a degree. I was not only quite concerned about my academic skill level, but my course load, since I was taking 17 credits, and my ability to produce college level writing assignments; however, because of my high school transcript and ACT scores, I did not have to take English remediation courses. In short, I felt ill-prepared to navigate college in a way I could feel confident. I often doubted if I could ever obtain a degree.

Fortunately, as the semester progressed I realized that my fear was just that, and I proved to myself that I could manage my course load and write well enough to advance out of ENG 1101 with an A average; on the other hand, I could not say the same for my peers. At 25-years old and not being in an educational environment in years, I was the one who came out of ENG 1101 with an A in tow in addition to having a strict, old-school professor. Next to students that had been in high school not even a year earlier, I did exceedingly well while they struggled to pull C averages. That was when I realized something was wrong: college students do not know how to write at the academic level and this would prevent them from becoming successful in the workforce. I wondered about how employers perceived students' communications and presentation skills when it came to interviewing them for jobs. I felt compelled to find a solution. That is how Writing Bestie & Company, LLC., came to mind and why I have set out to create a start-up that combines the technology of today with traditional skills that guarantee success.

Writing, communications, and presentation skills are important to employers on a global scale. The English language has become standard in negotiating and networking internationally. Sarpparaje (2016) has stated, "They want employees who can continue to learn and adapt, read, write and compute competently; listen and communicate effectively, think creatively, solve problems independently; manage themselves at work, interact with co-workers, work in teams or groups; handle basic technology, lead effectively as well as follow supervision" (p.94) regarding what employers seek in employees. Sarpparajae (2016) also discusses the National Association of Software and Services Company (NASSCOM) findings that 25 percent of graduates in technical programs are unemployable due to their lack of speaking and writing in English (p.95). This should be alarming to the students attending City Tech since it is a technology college where most students' families speak English as their second language and American born students struggle to write basic essays in English.

As a current student of City Tech, I have seen how STEM programs are held to higher standards and liberal arts degrees are looked down upon because of their inability to bring in money to colleges or because they seem more traditional, but employers seek those who can write. Sacher (2016) has written, “Employees may be hired or not hired, and promoted or not promoted, based upon their writing skills” (p.46). The National Commission on Writing (2004) conducted a study through their panel, CollegeBoard, that shows businesses spend as much as \$3.1 billion to train new hires and current employees in which \$2.9 billion was spent on existing employees.

Writing Bestie & Company, LLC., is seeking \$10,000 to fund our start-up. Our company aims to help students and others develop the skills that are relevant and highly regarded in the workforce outside of college in this economy. We will offer people and businesses tangible solutions that work.

EXECUTIVE SUMMARY



Whether someone is at the beginning of their academic journey or on track to a new career, effective communication, writing skills, and the image they convey to possible networks or those with higher authority can either make or break their chances of progressing to another level where these skills are needed, and often expected. In an ever-changing world where technology is becoming increasingly more advanced and efficient enough to replace jobs once done by humans, it is more imperative than ever for people to develop the skills mentioned so they may create opportunities for their futures. However, certain groups of people such as high schoolers and college students are often unequipped with these skills even after they obtain diplomas and degrees. Many never obtain either. Others who have been working in one position for years become complacent and begin to wonder why they have not gotten a promotion. For English as a Second Language (ESL) speakers who now navigate a world where negotiations are done primarily in English within the realm of international business, hopes of breaking language barriers may seem far from reach. But there is a solution.

Writing Bestie & Company's mission is to help people enhance their chances of obtaining the kinds of goals they imagine for themselves by building their effective communications and writing skills, and strengthening their personal brands through quality services and an efficient online platform where they can feel comfortable in addressing flaws related to these subjects. We are an online consulting firm with a blogging component that offers connectivity between people seeking the assistance of our professionals and free resources to help them in the areas mentioned above. Our team consists of subject matter experts and communications professionals. Our services gravitate toward students, ESL learners, entrepreneurs, professionals, and businesses.



SERVICES

Students-Professionals-ESL	Businesses	Self-Publishers
<ul style="list-style-type: none"> <li>○ Essay Reviews</li> <li>○ Proposal Reviews</li> <li>○ Speech Evaluations</li> <li>○ Digital Portfolio Review, Creation, and Logo Design</li> </ul>	<ul style="list-style-type: none"> <li>○ Content Creation</li> </ul>	<ul style="list-style-type: none"> <li>○ Manuscript Evaluation</li> <li>○ Editing and Revising Assistance</li> </ul>

Free Resources

Education should not be a privilege; it should be something given freely. Assistance from those with more knowledge on a subject is needed at times—especially when we don’t know how to find a certain solution. We want to have free resources available on effective communication, writing, design, and branding to anyone who lands on our site.

RATES AND MEMBERSHIP

- **One-Time Rates**  
Not everyone always needs an enormous amount of help with writing a paper or delivering an award worthy speech, so for these kind of tasks, we will offer a one-time fee. Customers will be given a consultation and quote for their project.
- **Student Memberships**  
For a monthly fee our customers will have the option of becoming members of Writing Bestie & Company’s University, paid for access to our professionals, instructional videos, and other resources for 3, 6, or 12 months. During this time, they receive their own usernames and passwords and can upload their papers and schedule appointments with a professional for review from their own member dashboard. This accessibility is helpful in many ways. For example, a college student may need assistance for a term of writing tough research papers, so instead of opting for a one-time fee for assistance with one paper, he/she can sign up for 3 months to get help for most of their papers during that semester.
- **Special Rates for Businesses and Self-Publishers**  
Content is so important to this generation. Companies need writers that know how to communicate to the public so they can convince their customers to buy their products. For aspiring authors, the traditional route to publishing seems restrictive, so self-publishing may be a better choice. Through competitive and affordable rates, we will offer the very best content to companies. We will help those authors seeking an alternative to restrictive traditional publishing produce their own books their way.

## MARKET COMPETITION

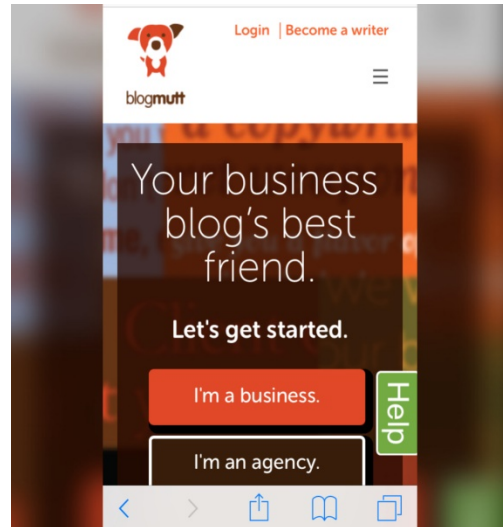
### Freelancers

Freelancers make up a large portion of the writing services market and they can offer their services for less money, so we would also be competing against them.



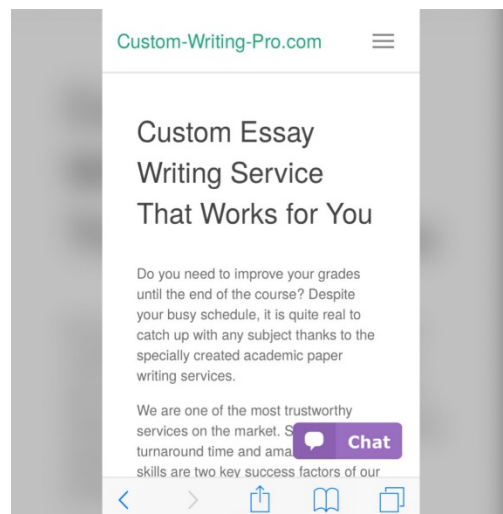
### Content Creation Companies

In terms of the content creation services we are offering to companies, other content creation companies will be competition at this level.



### Essay Writing Companies

These companies write essay for students and that can prevent students from signing up for our memberships. We stand by the belief that writing students' papers is unethical. Students need to master essay writing if they want to have a successful college career and if we write their papers we are preventing them from doing that.

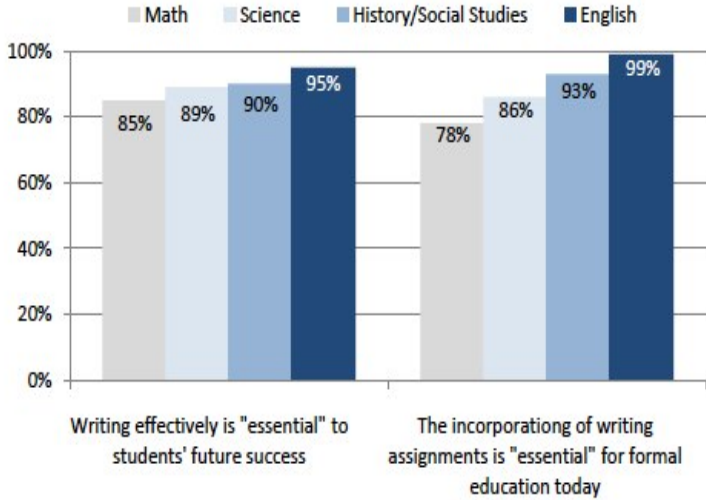




STATISTICS AND EVIDENCE

Teachers of all subjects place a high value on writing, and particularly formal writing assignments, with English teachers leading the way

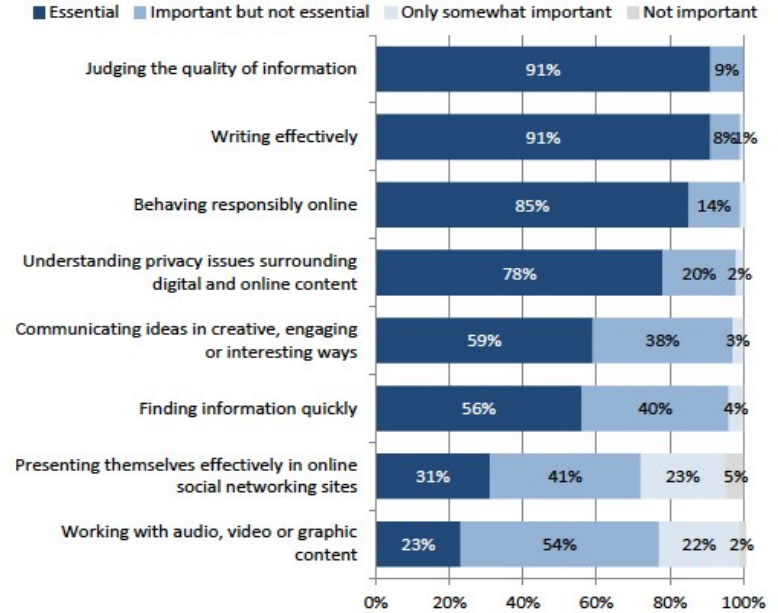
% of each group who say...



Source: Pew Research Center's Internet & American Life Project Online Survey of Teachers, March 7 to April 23, 2012. Based on a non-representative sample of 2,067 middle and high school teachers.

What skills do students need for the future?

How important do you feel each of the following skills is for your students to be successful in life?



Source: The Pew Research Center's Internet & American Life Project Online Survey of Teachers, March 7 to April 23, 2012. Based on a non-representative sample of 2,067 middle and high school teachers.

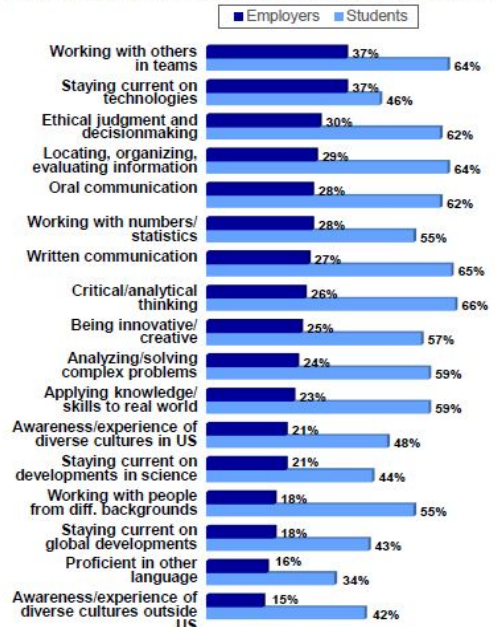
Figure 1: Attributes employers seek on a candidate's resume



Source: Job Outlook 2015, National Association of Colleges and Employers

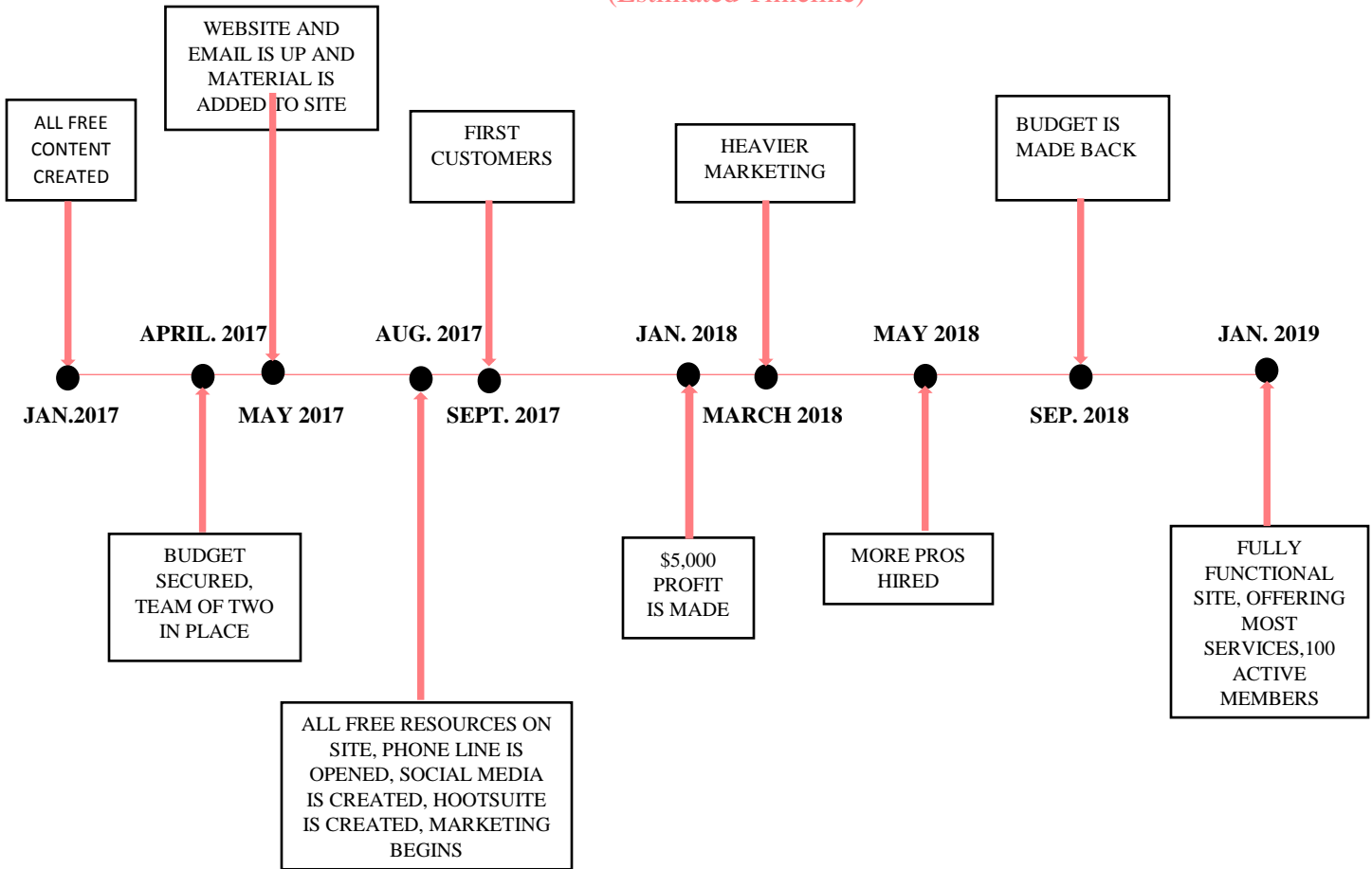
Employers give college graduates low scores for preparedness across learning outcomes; students think they are better prepared.

Proportions saying they/recent college graduates are well prepared in each area\*



\*8-10 ratings on zero-to-ten scale

**FORECAST**  
(Estimated Timeline)



**START-UP COSTS**

(Rough Breakdown of Estimated Costs)

<i>Materials</i>	<i>Cost</i>	<i>Budget</i>
		\$10,000.00
Website- eCommerce & Email (Academy of Mine)	-\$600.00/ year	\$9,400.00
Marketing-Business Cards, Social media Software (Hootsuite, Adobe Applications)	-\$1,000.00 -\$600.00/year	\$8,000.00 \$7,400.00
Licenses (DBA and Other Fees)	-\$200.00	\$7,200.00
Phone Line	-\$600.00/ year	\$5,800.00
Laptop (with insurance)	-\$800.00	\$5,000.00
Webcam	-\$50.00	\$4,950.00
Printer- copy, scan, fax functions	-\$80.00	\$4,870.00
Team	-\$2,500.00	\$2,370.00
Miscellaneous	-\$1,000.00	
	<b>Business Bank Account</b>	<b>\$1,370.00</b>

### POSSIBLE CONFLICTS

- **Funding**

If we do not secure \$10,000 we will have less capital to work with, and therefore, it will take much longer to get our project completed. Waiting on more money to come in could make us less competitive because more companies offering the same services or similar services could rise in the market, especially with the demand for content creation.

- **Get Timeframe Wrong**

The project could take much longer than anticipated. We have a lot of content to produce and we must ensure we have bulletproof contracts in place for our services. Also, it could take consumers a while to latch onto our services. We will have to test out marketing and see which marketing works best so we can get more customers, but these things have to be implemented at the right time.

- **Students Do Not Use Services**

We are expecting our student market to make up at least half of our customer base and consequently our revenue as well. If they don't use our services, we will have to adjust what we expect to make in the first year of operation. We would have to adjust our services to focus on the types of consumers who do end up using our services.

- **Professionals Become Difficult to Obtain**

As a start-up, we will not be able to pay our hires that much money once we begin operating. This could discourage them from working with us. If professionals don't come on board with us, we will be burdened with spreading the workload amongst a small team and this will slow down the entire process. We would also have to only offer services the small team could handle and have expertise enough to offer.

- **Miscellaneous Things Arise**

No business can plan for every single event that could happen. It is important for us to be willing to take things as they come and to be able to handle any hiccups well.

### CLOSING STATEMENT

Writing Best & Company will be a one stop solution to a growing demand for professional writing services and will meet the needs of those seeking guidance in developing their writing, communications, and personal branding skills. This project is one that has ample potential in the current economy and has room for expansion. \$10,000 would be substantial in supplying this project with the funding it needs to get started. We hope that this proposal conveys an opportunity you would feel obligated to take part of.

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