
VOLUME 1

AREA 304 THE TINY TIMES



MISSION STATEMENT

"Inspiring humanity to live eco-friendly, while
providing comfortable homes and preserving
the Earth"



TABLE OF CONTENTS



INSIDE VOLUME I

About	1
Tiny Home Communities	2
2nd Place in Business Plan Competition	3
Ideas for Great Lakes Trade Show.....	4
Naperville Leadership Conference	5
The Clarizio Effect & Titan Tiny Homes	6-7
Top 10% in Elevator Pitch Competition.....	8
Employees of the Month.....	9
Staff Page	10

ABOUT AREA 304

area304.squarespace.com

Area 304 is excited to begin its fifth year of business. Since the founding of AREA 304, we have maintained a successful hold on the real estate market. This year, AREA 304 is excited to focus our attention on a growing sector of the real estate market: eco-friendly tiny homes. We are genuinely excited to help introduce this new product to the world and show people all over the globe what it means to live eco-friendly.

Tiny homes are some of the most efficient and eco-friendly living spaces available on the market. The growing awareness of global climate change and push for sustainability has increased the need and demand for eco-friendly homes around the world. Our goal is to decrease our carbon footprint while helping people reduce their energy consumption, waste, and living costs.

Area 304 leases 18 tiny homes and 3 types of package models: a Basic Package, a Deluxe Package, or a Supreme Package. Homes with our Base Package include a variety of environmentally friendly additional features such as LED lights, low VOC, and energy-efficient windows. Our Deluxe Package comes with all the features of the Base Package plus a garden, composting toilet, and many more. Finally, our Supreme Package comes with all the features of the Base and Deluxe Packages with the addition of wind and solar power to help make customers' homes more eco-friendly. All homes come in sizes of 160, 320, and 480 square feet. Clients can customize their experience to what fits them.




TINY HOME COMMUNITIES



Today in society, people want simpler, smaller lives. According to Amy Turnbull, director of the American Tiny Home Industry, “the tiny home movement is growing”. Tiny home neighborhoods are growing across the country and are in many states such as California, Texas, and Michigan. They each have their own private backyard and a neighborhood. Specifically outside of San Diego, California has “edible landscaping, on-site farmers market, and a glorious urban garden”, says Deirdre Sullivan of *The Spruce*, a home-improvement newspaper. Not only are these communities small and simple, they are also eco-friendly. All homes in this neighborhood come with solar power and water reclamation. These tiny home communities are the future of simple, basic, and eco-friendly homes in America and across the globe.

2ND PLACE IN ILLINOIS BUSINESS PLAN COMPETITION



Over the past three months, employees at AREA 304 have worked tirelessly on our business plan. On December 7th, AREA 304's business plan presentation team made its way to Northern Illinois University. Before the competition, the team practiced their pitch every day and even rehearsed the presentation in front of the firm. The group fielded answered questions from the class and faced critique on body language and other common presentation techniques. After extensive preparation, the team was ready to take the presentation to NIU.

The business plan competition was filled with many impressive firms and persuasive presentations, but AREA 304 continued to shine as a serious contender for the state championship. The team progressed to the finals and delivered a strong presentation, followed by challenging questions from the judges. AREA 304 eloquently answered the judges' questions, earning second place in the business plan competition!

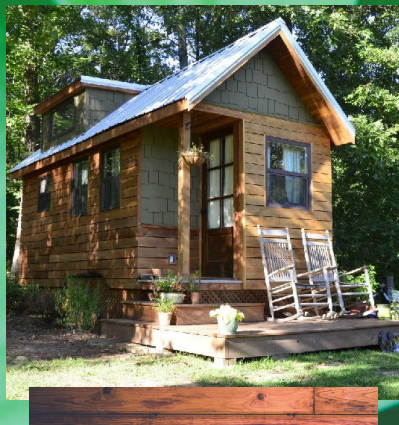
We are proud of our accomplishment and believe that every employee played a vital role in drafting the final copy of the business plan. The presentation team did a phenomenal job and AREA 304 is very excited to continue competing in future competitions.



IDEAS FOR GREAT LAKES TRADE SHOW

IDEAS

Our goal, at Area 304, is to create a breath taking first impression of our company. At the Great Lakes Trade Show, we are creating a tiny home entrance true to size to welcome potential customers to our company. When they walk in, they will be greeted by our employees and receive the chance to look inside a miniature tiny home, created by our high school's woods class, to see what they are leasing from Area 304. Inside our booth, customers can also see our different models and the packages for each tiny home. In turn, they will be able to lease a tiny home from our company right then and there. We will not only use our booth to impress customers, but reach out to other firms around the convention center to advertise our product and establish our name. In addition, we will pass out snacks such as trail mix, dried berry mix, and sunflower seeds with our company logo on it. Not only will people think of our company while they enjoy a healthy snack, but they will receive bouncy balls to take home as a gift. With these great ideas, we hope to attract more people to our booth than we could ever imagine.



NAPERVILLE LEADERSHIP CONFERENCE



On Wednesday October 24th, AREA 304 attended the Naperville Leadership Conference at NIU's Naperville campus. At the conference, our employees learned leadership strategies and tips that we can use inside the VEI classroom, as well as in our future business fields. Some points of emphasis included how to disseminate important information throughout the company and successfully advertise our company's product. Attendees also competed in a simulation that required them to propose solutions to common company problems. However, the AREA 304 team received the greatest business experience when we networked with other firms between sessions. As a result, AREA 304 employees were successful in creating several contacts with other firms, creating the foundation for future collaborative efforts. Overall, the Naperville Leadership Conference was an exciting opportunity for AREA 304 and we look forward to using the skills learned to improve our firm.

NETWORK

INFORM

CLOSE

THE CLARIZIO EFFECT & TITAN TINY HOMES

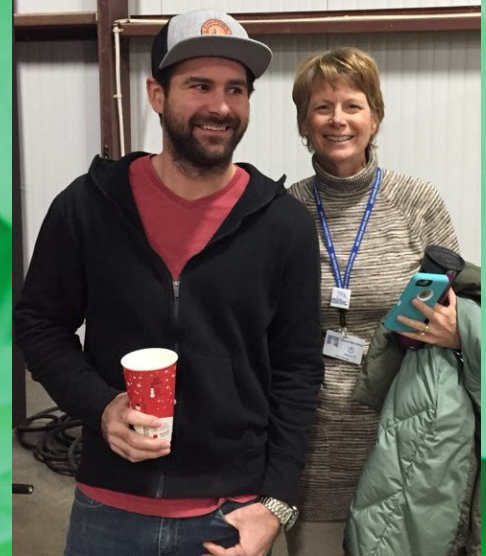
“

*Treat each opportunity
like it is the one that
will change your life*



“Treat each opportunity like it is the one that will change our life,” Bob Clarizio urged the AREA 304 team when he visited our company this November. Bob Clarizio, a remodeling contractor now turned CEO of Titan Tiny Homes, possessed the entrepreneurial spirit from a young age. In high school, he bought and repaired used cars in the drive way of his childhood home, reselling them to his counterparts at high school. As a novice in the contracting business, he observed and learned the business’s operations. He would later use this knowledge to start up his own remodeling business and transition into the tiny home market.

Ironically, he originally thought a tiny home would never sell and in fact, considered the entire concept a ridiculous idea. “What was this?”, Clarizio remarked, remembering his first impression as he talked to our class. However, his perspective changed when he was invited by HGTV to build a tiny home on their set.



Bob Clarizio & Facilitator Jamie Dunlap

“After I built the tiny home, my company’s number of subscribers on Facebook doubled! Doubled!”. To his surprise and our awe, his market appeared to have found him. Once more, Clarizio embraced opportunity, starting one of the first-ever tiny home companies: Titan Tiny Homes.

Success, however, did not fall into Clarizio’s lap. He fought for it, overcoming travail after travail. As the builder of a relatively unknown, unique product, Clarizio had to learn on his feet, from navigating housing seasons to merely acquiring the material for his tiny homes. Three years later, Titan Tiny Homes has become a million-dollar business, redefining the home industry. As CEO, Clarizio now directs the company’s vision and advises new, upcoming firms like us,

THE CLARIZIO EFFECT & TITAN TINY HOMES

sharing his experience and mindset to seek out opportunity.

In late November, we also received the opportunity to visit his manufacturing facility in South Elgin, Illinois. As we explored the space, we observed the construction of Tiny Titan Homes' new "Doris" prototype, pictured below. Next year, Clarizio hopes to expand his operations by moving into a larger facility.

In the future, AREA 304 plans to take his advice as we grow our tiny home business, inspired by his creativity and immeasurable determination.



Doris Model In Progress



AREA 304 at Titan Tiny Homes' Manufacturing Facility

TOP 10% IN ELEVATOR PITCH COMPETITION

**Aaron Stocking****Eileen Drew****Jack Bowman**

In October, Area 304 took part in a contest known as the National Elevator Pitch Competition. An elevator pitch is a quick, brief sales pitch given to someone in a very short period of time. Area 304 had every employee submit their pitch to Virtual Enterprises International and three students placed nationally in the top 10%. These three employees: Eileen Drew, Jack Bowman, and Aaron Stocking all scored a 4.5 out of 5 in this competition, resulting in a position in the top 10%. Although there were the only three employees who placed in the top 10%, Sydney Nitschke, Clayton Zak, Ian Oleson, Alex Smola, and Alex Rittenburg all placed in the top 25%. Area 304 has 21 employees and there were 472 entries in this contest. Eight students placed in either the top 10% or the top 25%. We are proud of all our employees for taking part in this national competition and we are honored that eight of our own placed so high in the national competition.

EMPLOYEES OF THE MONTH



**Creative Director Sydney Nitschke
and CEO Eileen Drew**

As Creative Director of Area 304, Sydney Nitschke is responsible for overseeing the creative aspects of design in the firm. She has surpassed the responsibilities of her role, distinguishing herself through her outstanding work and innovative ideas. From the beginning, she has not only worked on designing the company's colors, logo, and flyers, but crafting a unique brand image that draws customers to our firm. Due to her incredible work ethic and artistic eye, our brand placed in the top 10% of the VEI National Branding Competition. She is Area 304's November Employee of the Month. If you see Sydney make sure to congratulate her.



As Head of Web Design, Clay Zak spearheaded the creation of Area 304's website. Leading a team of designers, Clay incorporated the firm's vision of eco-friendly lifestyle into the website through an elegant, minimalist style. Also, he restructured the web site's entire format after Area 304 decided to pursue different package plans for our tiny homes. Due to his efforts, our website is set apart from other competitors' web sites. Clay is Area 304's December Employee of the Month. If you see Clay, make sure to congratulate him.



**Head of Web Design Clay Zak and
CEO Eileen Drew**



AREA 304

area304.squarespace.com

STAFF

Hannah Pell

Collin Wessel

Kaden Kobylecky

Griffin Baginski

Jacob Meyer

Eileen Drew