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# The *Nü* York Times

*The Company Newsletter of Nüapps*

## Company News and Highlights

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## Who Are We?

by Derek Pastor (Chief Executive Officer)

Since being founded in Fresh Meadows, New York, in 2012, Nüapps' mission has been to bring tomorrow's' technology to today's' companies. Nüapps is the only technology conglomerate of Virtual Enterprise, offering the latest in business software solutions.

While many companies aim for sales, Nüapps aims for client satisfaction and ensures that it is easy for businesses to transition into a changing marketing landscape for 2019.

Nüapps's technological experience and exclusivity as the only Virtual Enterprise software company makes it the premier choice to work with companies to help them prepare for the future in the sectors of marketing, business development, or moving to mobile platforms.



# WHERE IS NÜAPPS HEADING?

As technology and software progresses to unimaginable feats globally, Nuapps is aiming to make it's mark on not only Virtual Enterprise but it's surrounding community by continuing to be the leading in advertising and mobile app development. We plan to further establish our presence in Fresh Meadows, New York with an emphasis on educating students on the basic aspects of business, economics, finance, and oral skills.

**"Do not be upset with results you did not get from effort you did not give"**

Program Coordinator of Nuapps  
Christopher Power



## PRESENTING TO THE PRINCIPAL

Nüapps' business plan speaking team pitched to the Francis Lewis High School principal Dr. Marmor. Overall, Dr. Marmor was very impressed as to how far the speaking team and Nüapps as a whole came. The visual aesthetics of the presentation appealed to him with upmost astonishment. Although the speaking team did a great job presenting to Dr. Marmor, there is still a long road ahead of them until their ready to outshine the other firms in the National Virtual Enterprise competition.





## LOOKING BACK TO SAN DIEGO

The San Diego trade show trip was Nüapps' first opportunity to present ourselves on a domestic level. The employee's we selected to fly out and represent Nüapps provided a strong overview of what the clear cut intentions of Nüapps are. This further reinforces our dominance as a leading mobile tech company. Carina Mai the Director of Accounting gave the numbers while Derek Pastor the Chief Executive Officer gave the goals. The two of them formed the perfect duo!

Even with such a strong duo, there was a component to the trade show where they felt as if they lacked a sense of direction. The combination of the upcoming business plan deadline, finals, and their first time traveling abroad via airfare on a school trip, it is understandable why they were perplexed at the first sight of it all.



## WHAT WE LEARNED

Trade shows are tough! Nüapps's marketing department was able to have a direct meeting with the two employees we flew out to conduct an AAR (After Action Review) meeting done every time there is a major event for the company.

The After Action Review addressed what could be improved on and what could be strengthened with the intentions of making great employees even better for the real world corporate America. "Fixing these minor mistakes and having these conversations is what makes Nüapps such an amazing atmosphere", says Justin Deonarine (Human Resources Representative) "What makes us special is our ability to take constructive feedback in the right manner and directly fortify it in our work ethic".



## "A BRIGHT LOOK FOR A BRIGHT BEGINNING"

# LOOKING FORWARD TO SAN FRANCISCO

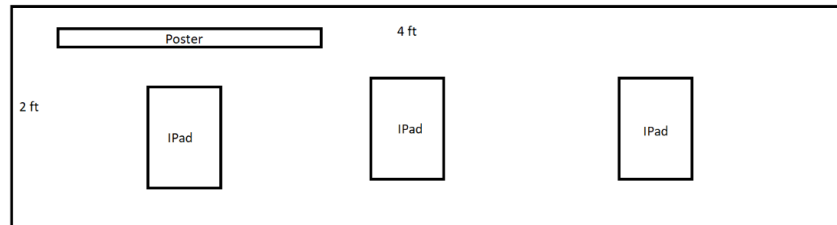
Report by Keyrin Ramirez (Director of Marketing)

## Strategy

- Don't stay at one booth: go from booth to booth and try to sell (only one person) the other person stays at the booth.
- Handouts: We will also be handing out small flyers and the persons business card stapled onto the flyer. The flyer will be given to them after they finish playing the game and they should also be handed out to by passers.
- One person can pitch Nüapps while the other person can pitch our other services and get people to play the game.

## Hook

A mobile game that will attract attendees to our booth. This distinctive layout surpasses the average trade show booth



## MEET THE TEAM

*Alan Cao*

Alan Cao (on the right) is our Chief Technology Officer. Alan has been with Nuapps for more than two years starting off as a basic programmer and working his way to the top through hands on experience and online educational courses. Alan is by far our best pick to cover the tech aspects of our trade show booth.

*Alan's Favorite Quote*

**"Design is not just what it looks like and feels like. Design is how it works ."**

**- Steve Jobs**

*Anthony Chafik*

Anthony Chafik (on the left) is our Chief Financial Officer. Anthony has worked for the United Nations making him a valuable asset to the company. Anthony's hard work and tremendous overtime hours makes it clear he is well equipped with the direction and goals of Nüapps for the trade show

*Anthony's Favorite Quote*

**"Beware of little expenses. A small leak will sink a great ship."**

**- Benjamin Franklin**





# Real World Technological Analysis

In recent years, mobile applications have had a prominent impact on the retail marketplace and the influence is increasingly on display in the actions and choices of businesses and consumers. In a study conducted by Mobile App Daily, 90% of consumers claim positive mobile app reviews influenced their purchases. Nüapps recognizes the potential benefit for companies to utilize apps. Furthermore, as a software company, Nüapps will not be restricting itself to just developing mobile applications and selling mobile advertisements. Nüapps is evolving and transforming into a technology conglomerate, expanding into new research and development sectors, including financial technology and artificial intelligence, and developing a venture capital fund for investing in tech startups. This provides the opportunity for Nüapps to immerse itself in new technologies and opportunities, giving Nüapps a first-mover's advantage. The combination of product offerings, research and development and a venture fund pushes Nüapps into a new and unique position. Nüapps's new business model is similar to companies like Salesforce and Alphabet, who in Q3 of 2018, spent over \$5 billion in research and development, and over \$5.5 billion in VC investments, alongside their usual products and services.

**"The future of technology starts with us"**





# Check Out Our Latest Apps

WRITTEN BY ALAN CAO (CHIEF TECHNOLOGY OFFICER)

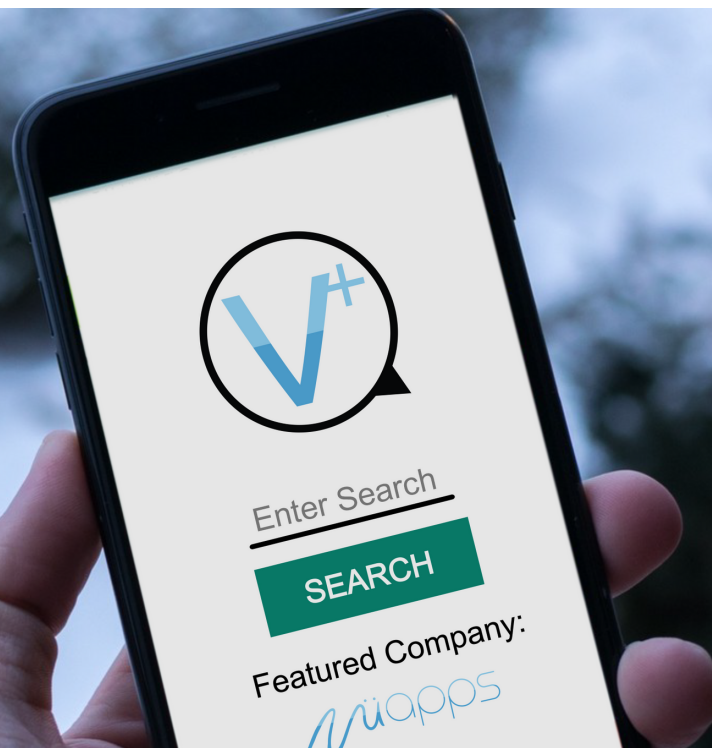
**NüSnake** is an elaborated video game concept on the classic game, Snake where the player maneuvers a line which grows in length, with the line itself being a primary obstacle. The game is modified to work on smartphones or tablets.

## NüSnake



Introducing to you **V+**, currently it is the only social network for VE. This will allow other firms to market their company and employees to increase their outreach.

## V+





# Employee Appreciation

## DENISON ZAMOR

NÜAPPS LEADING SALES ASSOCIATE



"Once my brother went to the army, I had to step up and lead my family. There was no more sitting on the sidelines and being an introvert. Sales gives me the opportunity to improve on that. I thank Nüapps for giving me that opportunity"

## HAMZA MASHRIQI

NÜAPPS LEADING MARKETING ASSOCIATE



"Marketing is close to soccer in the sense that there is always a fast pace. You always have to be ready to adapt and overcome at any time"

### Overview

Hamza Mashriqi is one of Nüapps' most squared away employees. Hamza's ability to communicate with other employees clearly. Alongside his ability to make a creative environment within the Marketing Department is why he lands on this list.

### Acomplishments

- Key note speaker in the NYC Ad Futures Competition
- Creation of the Nüapps trade show banner manufacturing and distribution
- Nüapps Company T-shirt fundraiser organizer



## HUMAN RESOURCES FEBRUARY AGENDA

Nüapps T-shirt Fundraiser

Weekly Evaluations due

Employee Appreciation  
Workshop

Team Building Exercise  
Workshop

Midwinter Break

Programming Update  
Presentation

Diversity in the Workplace  
Workshop

Marketing "How to sell  
Yourself" Presentation

February 6th

February 4th, 11th, 18th  
and 25th

February 14th

February 15th

February 16th–24th

February 25th

February 27th

February 28th