



NEWSLETTER

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Welcome to the FitPet Newsletter!

FitPet is a fitness and safety-based company. Our product is a collar for your pet that can track various aspects of its health and the pet's location. We strive to give pet owners peace of mind knowing that their pet's health and well-being is secured. Our product is sold on the Virtual Enterprise Marketplace.

FitPet began business operations In September of 2018, selling our technology-based pet collar. FitPet currently employs 22 people. We are a Limited Liability Corporation located at 9 Union Avenue, Lynbrook, New York 11563.

Mission Statement

"To monitor the health and safety of all pets, and to connect pet owners across the world."

LIU Post Trade Show

Virtual Enterprise students from Lynbrook High School participated in the Virtual Enterprises Long Island Regional Conference and Exhibition with advisor Dr. Benedict Tieniber on January 9th at LIU Post. The students presented their virtual enterprise company, "Fit Pet," during the event, earning the silver award for company branding.

Approximately 90 student-created firms were represented during the event, including more than 2,000 students, educators and business leaders who represented the virtual economy. The students competed on booth design, salesmanship, impact marketing and more. Lynbrook students presented their business plan which was led by Chief Executive Officer Eric Levine and valuable members of the "Fit Pet" team – Salvatore Cimato, Jonathan Mottola, Allison Shifflett, Aidan Tuosto and Miranda Zaransky. The company brought in more than \$140,000 through Trade Show sales alone during the event.

Further results are expected to be released in early February for the oral and written part of the business plan competition. "Fit Pet" was also selected as a top 50 Virtual Enterprise company in the program within the United States. To earn this distinction as a top firm, the program looks at a firm's engagement and achievement of benchmarks during the year.

VE Students Take On Elevator Pitch Competition

Lynbrook High School students enrolled in Dr. Benedict Tieniber's Virtual Enterprise course participated in the elevator pitch competition at the Long Island Virtual Enterprise Business and Entrepreneurship Leadership Conference on Oct. 19 at LIU Post. The students pitched their company "Fit Pet" and heard from key speaker Marie Moody, the founder and president of Stella & Chewy.

More than 1,500 students from across Long Island attended the event which focused on career-readiness and entrepreneurial enterprise. The conference was open to all VE high school students on Long Island and gave them the opportunity to hear from successful entrepreneurs and industry experts. In addition, the students were able to practice networking and attend engaging breakout sessions.

Although Lynbrook High School did not make it to the final round of the competition, the group did well. Eric Levine, CEO, led the elevator pitch and did a phenomenal job. After the elevator pitches, all the students attended breakout sessions. Breakout sessions included leadership and personal banking, financing your business, marketing your business, and social impact of your business.

Northwell Health Spark Challenge

Lynbrook High School students in Dr. Benedict Tieniber's virtual enterprise class participated in the Northwell Health's Spark! Challenge last month, designed to ignite students' interest in healthcare careers. Northwell teams, educators and students from across Long Island are coming together for the Spark! Challenge to inspire and introduce students to the many career areas which require science, technology, engineering and mathematics skills.

Northwell professionals provided the students with an immersive experience as the class visited a new Northwell Health building in Syosset where they received a closer look at operating rooms, a sterilization room, storage rooms, inpatient room and more. They also visited a Northwell Health building in Great Neck where students learned about the 3-D printing involved to make prosthetics. Here, students observed prosthetic hearts, fins, skulls and more.

Through these two visits, the students were able to see the businesses in action. The behind the scenes experience and chance to interact with members of the Northwell team was a special one for many of the students.

"This opened my eyes to new job opportunities in life," said senior Sal Cimato.

The students involved will create a career advertisement for one of the careers or jobs that they observed during their visit to Northwell Health. Students will connect their career advertisement to Northwell Health's Culture of C.A.R.E. (Connectedness, Awareness, Respect, and Empathy) patient promises. Following the career advertisement project, the students will conduct a two-minute presentation about the same career and Culture of C.A.R.E. promise spotlighted in each of the student's advertisements during a Spark! Challenge Awards Celebration on April 11.

Employees of the Month

September – Sal Cimato
October – Eric Levine

November – Maranda Zaransky
December – Aidan Tuosto

January – Josh Polansky
February – Allison Shifflett

We are proud to announce that we earned Silver for Company Branding at the 2019 Long Island Regional Conference and Exhibition! A branding package was created by VP of Graphics/IT Joshua Polansky, VP of Marketing Connor Reichert, and Graphic Designer Joshua Seltzer. In order to submit a branding package, it had to include the following: logos, fonts, color palettes, a letterhead with a company description, and a business card. An optional part was including three applications of company branding, which we used social media accounts, company merchandise, and a flyer.