

EVERGREEN

T e c h n o l o g i e s

Ease of Mind



January 2019

Newsletter

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Company Overview:

Evergreen Technologies is a Philadelphia-based company that develops customized bracelets which detect falling and call emergency services for any unexpected incidents. Evergreen's main product is named Life Band.

Life Band is designed primarily for mature adults to ensure that they can lead a more active, safe, and healthy life. In addition, the company continues to explore the market to develop advanced products for athletes and kids in the future.

Evergreen seeks to innovate an ever-energetic and safer world. Please visit www.evergreenincorporated.com for more information.



New Products:

- ScriptSafe is a discreet, secure pillbox with a combination lock to prevent the dispersion of opioids, a problem that has caused sharp increases in overdose deaths.
- BrainStorm, a mouthguard that, along with concussion prevention, can immediately alert its users to brain damage using state of the art technology.
- HydroGuard is a casual, athletic-wear wristband, designed for athletes and their coaches to track hydration levels.

Mission Statement:

Evergreen believes that vitality rooted in practicality will lead to ease of mind throughout generations. Our goal is to ensure that confidence in the security of loved ones without a second thought is accessible to all.

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Market Analysis:

Hydroguard is a new product we are developing that can detect the dehydration and salinity levels in a student athlete. This product is a wearable band that detects the amount of sodium in the athlete's sweat and analyses whether or not they are dehydrated. The product's target market will be athletes because they are the most susceptible to dehydration. Our new product is very innovative because there are not many substantial products that track sweat through technology.

Most companies that track dehydration through sweat use a wearable patch that you have to replace for every sporting event. While those products do a good job in tracking dehydration, they can be a hassle for the athlete because they have to constantly remember to replace the old patches. Our product is reusable and very light which makes carrying it in a bag very easy. The only competitor on the market is being developed by a company called Eccrine Systems. Eccrine Systems is developing their own sweat detection armband that will send a message when the athlete is dehydrated.



Evergreen Technologies' First Tradeshow!

Michael, Noah and Leo attended Evergreen's first trade show, hosted by Albright College, on January 18th, 2019, generating \$51,000 of sales revenue in one day. This verifies that our projected placement of generating 30% of our revenue from trade shows is realistic and achievable. In the near future, we will introduce HydroGuard to our product line while adding new features to our current products. This adheres to our mission: ensuring that confidence in the security of loved ones without a second thought is accessible to all.

Employee of The Month



January - Michael Harrity

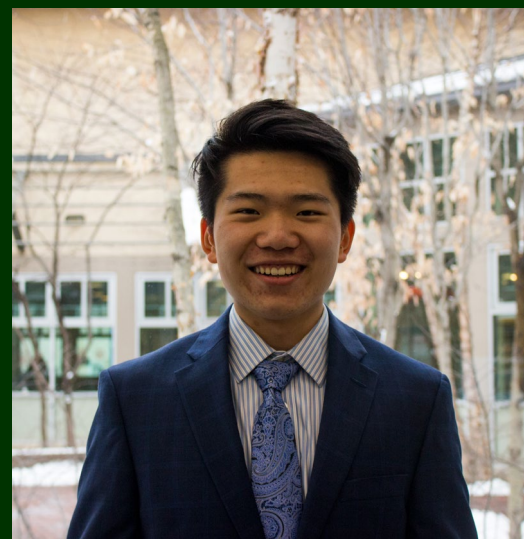
"I am in a one person department, so organization is very important. I try to write down what I need to get done and communicate with my colleagues about what I need from them. Communication and organization are simple ways to remain incredibly productive. The tradeshow was very difficult because we did not have our normal meeting times.

Our team didn't meet to discuss the trade show but we had to find a way to come up with ideas for us to sell our products and give a good presentation.

What is special about our company is that our employees all have unique skill sets and all want to work hard. We obviously don't have the experience but are willing to work together through difficulties."

As the COO of Evergreen Inc., Leo is responsible for overseeing sales and branding in the company. With prior experiences in the financial industry, Leo works closely with CFO and head of sales on the construction of a sustainable business model and sales strategies.

In October, Leo was in charge of creating the business plan, which was immensely successful!



December - Leo Wang



November - Noah Weinstein

Noah Weinstein is the graphic designer for Evergreen. He handles all applications of the company's logo, from business cards to trade show banners and other marketing materials. Noah enjoys creative fields such as filmmaking, graphic design and photography, and utilizes his passion for each of them to put forth a unified and sleek brand for Evergreen!

In November, Noah was in charge of creating the design guide, which recieved high praise from the VEI judges.

Operations

As the COO of Evergreen Technologies, I am in charge of three departments including sales, branding and human resources. The sales department is the main revenue source for the company. I have worked closely with our Head of Sales, Javier Carmona, to establish a system that distributes the workload and eliminates the lack of accountability through clarifying responsibilities. In the sales department, we have overcome difficulties that involve creating contracts, pitching our products and establishing long-term relationships with other companies. In the first quarter, we successfully sold 1080 units of LifeBand to our mentor Zabrina Doerck which accounts for 20% of our annual operating cost. Additionally, we are in the process of signing a contract with our Director of Upper School Matthew Young that would exceed 50% of the revenue required for us to break even. The branding department is a unique feature of our company. It combines Marketing, IT and Graphic Design which optimizes cross-department collaborations and exchanges of creative ideas.

We have marketed our products targeting different customer groups. LifeBand is mainly marketed to the older adult generation which consists of Baby Boomers and Generation X. The two new products, BrainStorm and ScriptSafe, are mostly marketed toward young athletes through social media platforms and emails sent to VEI companies. Hydroband is our newest product that is still in the design process. It will be marketed to people of all ages. Our website has been the main alternative of sales aside from the contracts generating more than \$20,000 of sales. The graphic design branch has worked closely with our IT department on the design and content of the website. HR built the organizational structure of our company and negotiated employment contracts with all of the employees.



Marketing

In the first semester of 2018-2019, the Marketing Department collaborated closely with both the Sales and IT Departments and successfully launched Evergreen's three latest products: LifeBand, Brainstorm, and ScriptSafe, in the beginning of October. Marketing also did a close analysis on the target groups through the aspect of demographics, geography, psychographics, socio-economic factors, and customer benefits. Some significant achievements made in the past few months were that we successfully signed a business contract with our mentor, Ms. Zabrina Doerck, and drafted the marketing section of the business plan in December, including strategies for marketing and promotion, price objectives, and identified potential business risks.

In the next four months, the Marketing Department will write an official analytical report on our future potential target groups: athletes and children, establish regulations on how the company will perform and market through social media and other platforms, work closely with Sales, IT, and Design on the New York City International Trade Show in April, and draft the "Management Discussion and Analysis" section of the annual report. Some detailed actions that will be taken including: establish ways to promote/increase exposure of Evergreen's products during the international trade show, and utilize language and communication skills to directly reach out to international companies through emails and phone calls.



Finance

To date, the Finance Department of Evergreen Technologies has been a small, but mighty division of the firm. The first thing we did was establish bookkeeping methods for our nascent firm, creating sales logs, and payroll spreadsheets made primarily using Google Sheets and Docs. We then applied for, and subsequently received a \$150,000 loan from VEI, which has since gone to cover payroll and startup costs as we create a consistent and growing stream of income. After the loan was secured, we set to work on creating the firm's profit and loss statement, break even analysis, and sales projection, along with a financial write-up — all contained within the Evergreen's business plan.

Recently, we helped coordinate trade show sales, which were highly successful. Evergreen's break even point is approximately 10,500 units sold, which we are on track to meet early next year. The economic health of the firm is strong, as our loan is being repaid and our revenue is increasing every month and keep our costs down.

In the future, we look forward to crafting a Financial Overview packet and presenting at the VEI national competition. Further down the line, end of year procedures and reports will be made, and procedures put in place for later years, and our corporate tax return will be completed. The future looks bright for both the Finance Department and Evergreen Technologies.



Graphic Design

The first half of the year has been an exciting time for the Graphic Design Department. First, we created the company's branding. This project created conversations about more than just the physical design of the company's branding, but also what Evergreen stands for, and what our values and design philosophies are. The department in conjunction with executive staff, made the decision for the logo to depict an evergreen tree to convey ideas of stability, endurance and health. Incorporating our branding into the business plan was the second grand challenge. We succeeded in doing so through incorporating our logo into the footer of each page, fully utilizing our chosen font Benton Sans, and using our color scheme in any graphic in the business plan. As the department's mentor stated, "[Evergreen's designs] are clean, simple, and the font is interesting."

The department has a few challenges coming up, that we are looking forward to addressing, one of which is the monthly newsletter. We hope to incorporate a similar strategy to incorporate our branding into the newsletter, as we did in the business plan. As a monthly informative paper, the newsletter design is crucial to our consumers and the future of Evergreen. Through a rigorous process of market research, and working with the Communications department, the Graphic Design department hopes to address the visual desires of the consumer, while conveying Evergreen's philosophies and products.



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