

NEWSLETTER

February 2019

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About Us

At Bloom Technologies, we strive to reduce the anxiety, monetary, and temporal loss experienced by our customers on a daily basis. Our company develops innovative technology so that you can keep what's worth keeping.

Meet the Team



Aidan Curry
CEO



Jekeun Jung
COO



Claire Partridge
CFO



Carlee Nicoll
Head of Marketing



Jacob Sternberg-Sher
Head of Sales



Gigi Guida
Head of Communications



Owen Keim
Accounting Associate



Tommy Fournaris
Marketing Associate



Porter Garst
Head of Human Resources



Ethan Rupp
Web Design



Seth Jhaveri
Sales Associate &
HR Representative



Jackson Quitel
Sales Associate



Max Marlowe
Graphic Design

A Letter to Our Shareholders

Dear Shareholders,

I would first like to thank you for your continued support and investment in Bloom Technologies. Your support in this early stage is vital to Bloom's growth. In this letter, I will discuss recent and notable successes at Bloom Technologies. I will then touch on what's in store for us over the next few months, and review our goals for the upcoming quarter.

When we first started business, we compiled a list of goals that we wanted to complete by the end of Q2 2019. We were able to achieve many of the goals, and have set even more. Here are a sample of a handful of the many goals we set and subsequently achieved:

- Set up website and make first online sale, completed November 2018
- Receive loan to start operations, completed November 2018
- Make 6-figure contract with buyer, completed December 2018

After receiving results from our written business plan in December, Bloom entered a period of reflection and reevaluation. Like most major decisions in our company, we gathered the entire staff and discussed flaws and possible areas of improvements. We listened to each employee's opinions and set forth onto making them into a reality. We hired leaders to take charge of groups of people, delegated work more efficiently, and planned stricter deadlines. This adjustment helped us to prepare for our first trade show. In January, Bloom competed in the NJ/PA Business Expo at Albright College. Our willingness to adapt and shift our firm strategies translated to a business plan that won Bloom 1st place in our region.

We have a bright future ahead at Bloom Technologies. After succeeding at the NJ/PA Business Expo, we will be attending and competing in the National Business Plan Competition at the Microsoft Technology Center in Times Square, New York City. This will be a great opportunity to network with other firms and create valuable relationships that will enhance our profits. We will also be able to work on our firm's efficiency by completing in various department level competitions such as the Finance, Marketing, and Human Resources competitions. Bloom is also planning a large expansion of our product line. By utilizing our Research and Development (R&D) Team, we will be able to increase our sales and expand our target market.

As executives at Bloom Technologies, we understand that our success is key in order to make your investment a smart one. With the help from our finance and accounting department, we have developed a goal to break even with the sale of a total of 7,400 units of our products, of which we've sold 5,400. We are continuing to expand our sales by around 4% every quarter, and plan on making a profit by Q2 2020. We believe that at our current rate of growth that our break even date is very much achievable. Your continued investment into Bloom will allow us to expand our profits and give you the best possible return on investment.

Again, we would like to thank you all for your continued support of Bloom Technologies. Based on our successful growth so far, we believe the goals we have outlined for you to be easily surpassed within the next quarter. I would also like to thank all of our employees for their devotion to Bloom Technologies. Their work ethic and allow us to continue being successful and to deliver on our promises.

Thank You,



Aidan Curry, CEO



Jekeun Jung, COO

New Look!

Our Marketing and Graphic Design teams have collaborated to rethink Bloom's branding image.

BLOOM
TECHNOLOGIES

We've reinvented our logo and reinvigorated our color scheme to bring you a new Bloom.



"Our team really came together when we needed it. Now it's just on to the next competition."

*Jacob Sternberg-Sher,
Head of Sales*

"Going to Albright was an incredible experience that taught me to communicate better with my peers. I am really proud of my team and the effort we put in!"

Ethan Rupp, Web Design

Nationals Bound

ON JANUARY 15TH, Bloom Technologies attended the NJ/PA Business Expo and Business Plan Competition at Albright College in Reading, PA.

Before arriving at Albright, our trade show team met daily to prepare sales materials, assemble a slideshow presentation, and design our booth.

To begin, our team gave a 10-minute oral presentation to a panel of potential investors comprised of business professors, entrepreneurs, and professionals. After-

wards, we answered their clarifying inquiries. Out of nine other attending teams from around the Mid-Atlantic regions, Bloom placed 1st in the Oral Presentation Competition. Our Director of Sales, Jacob Sternberg-Sher, earned Bloom 2nd place in the Sales Pitch Competition.

We spent the rest of the day selling our product to employees from other firms. We adorned our trading booth with a logo banner and posters advertising our sales promotion for the day: a raffle offering real money prizes to the

winners. The more products you bought from Bloom, the more tickets you could enter into the raffle. By the time we were heading home to Philadelphia, Bloom had raised \$48,985 in revenue from the enterprises of the day, overceding our \$35,000 projected revenue estimate.

Looking forward, on April 15th-17th, Bloom will present at the Youth Business Summit in Brooklyn, NY, along with other firms from across the nation. Our team has begun preparations, and we are excited to make the trip!

Employees of the Month

Our employees make us who we are.



November
Carlee Nicoll
Head of Marketing

"Employees like these have dedicated their time and energy to go above expectations. They have made Bloom better."

Jekeun Jung, COO



December
Jacob Sternberg-Sher
Head of Sales



January
Gigi Guida
Head of Communications

Congratulations to Carlee, Jacob, and Gigi for their hard work during Bloom's first few months.

News from Marketing

IN THESE FIRST FEW MONTHS of business at Bloom Technologies, the Marketing Department worked diligently to create an image that rightfully represents our company. In November, Marketing and Graphic Design worked together to compete in the VEI Company Branding Competition. We developed a wide range of materials to represent Bloom, like our company logo, slogan, brand applications, and different social media platforms.

In December, Marketing worked to create a marketing plan for the Regional Business Plan Competition. After diligent research and thoughtful application, the Marketing team submitted Bloom's target market, market segmentation, market analysis, marketing mix, and possible business risks, while also generating the company SWOT analysis. Marketing earned a 5 star score for their section

of the Business Plan.

Our team finished out 2018 by preparing for the regional trade show, and is now assembling materials for the National Business Plan Competition in April.

As we move forward into 2019, Marketing is already working with Bloom's Web and Graphic Design teams to rethink our design image. We also hope to broaden our range of marketing strategies in order to reach customers from a wider array of demographics and build a brand awareness. The Marketing team aims to improve our social media outreach on Instagram and Twitter, offer promotional giveaways, and release advertisements on VEI.



Hello from HR

2018 HAS BEEN A strong first year for Bloom Technologies as a company, and the Human Resources Department has played a significant role in guiding the young company to new growth. As a newly incorporated startup, the diligence, devotion, and well-being of Bloom's employees is key to the firm's success. Here in HR, we pride ourselves on making sure every employee is motivated and thriving in Bloom's workspace environment.

HR started out the year by negotiating salaries with all employees, asking them to consider the expectations and responsibilities of their positions. Next, we designed the management structure of our company. We decided on a hierarchical model in which each employee would have a clearly defined manager to report to (see below). This allows department directors to answer questions quickly and with specific expertise, without the need to run every query by the COO and CEO.

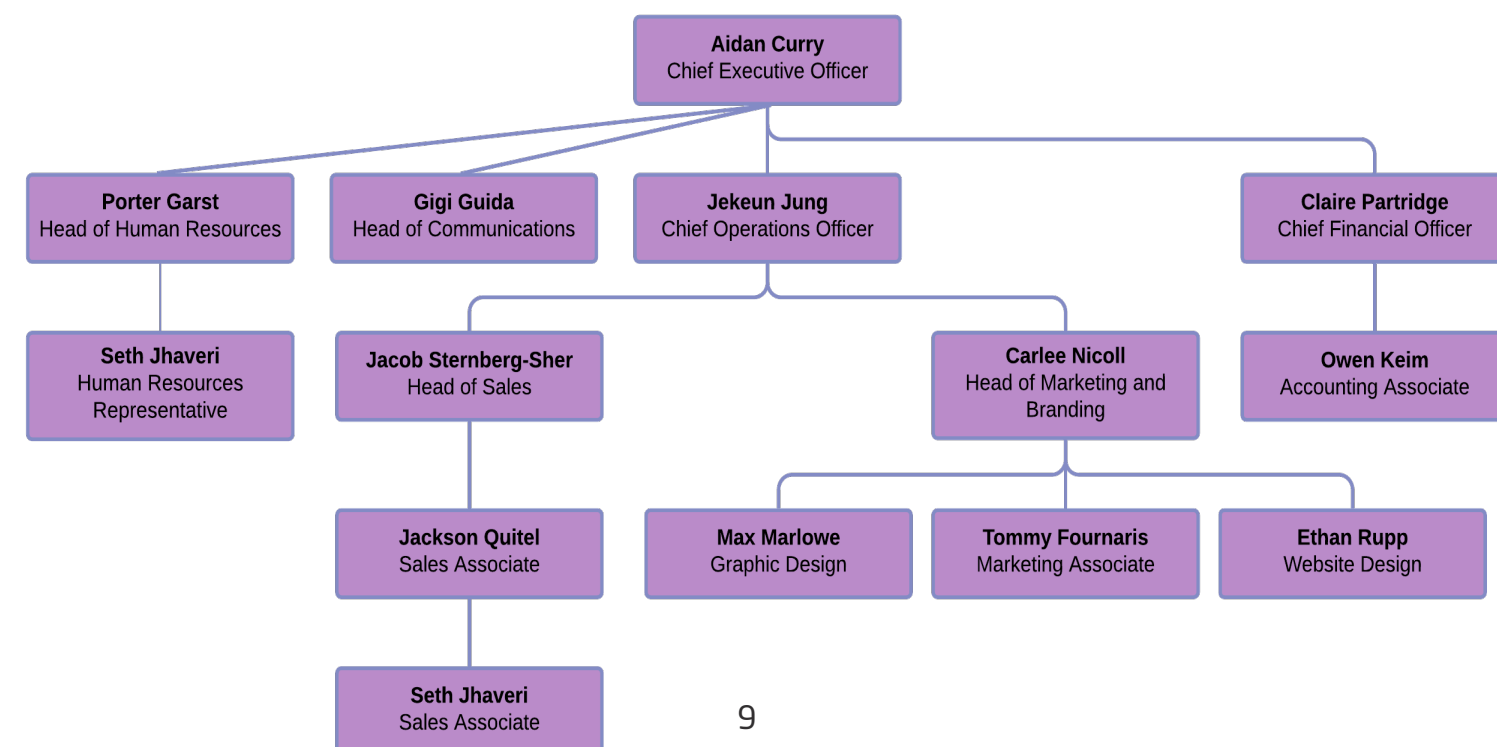
Additionally, as a way to track the accountability of each employee, HR set up a weekly task sheet system that allows managers and executives to review each employee's weekly contributions. HR then filed the necessary paperwork for all employees to begin being paid, and help an orientation that explained the essentials of the payroll process. Most recently, the HR Department hosted employee self evaluations to make sure that they were settling in nicely and feeling supported in their work. We also have just published the first edition of Bloom's employee handbook to explain to employees what is expected of them.

In the coming months, we'll look to add new employee benefits like 401(k) matching and to focus more on management-employee conflict resolution. That being said, because we value the feedback of our employees, HR's first priority is to set up an online form that will allow employees to submit different

feedback ranging from anonymous complaints to personal suggestions. Also, as time goes on and new needs arise, the Human Resources Department is well suited to amend the current employee handbook with any new policy changes or otherwise.



Finally, the Human Resources Department is hoping to reexamine the company culture and employee morale, implementing new programs to bring everyone's voice into the conversation and making sure that Bloom Technologies stays as inclusive as possible.



A Word From Sales

SINCE THE INCEPTION OF OUR FIRM, Bloom Technologies, in October of 2018, significant progress has been made by our sales department in all aspects of their operations. Due to the fact that Bloom Technologies is an new startup in the VEI market, our firm's primary goals at the beginning of the academic year differed dramatically from many other firms within the VEI market. As a firm, we needed to make sure that we had both adequate financial backing to cover our expenses, as well as monetary runway to allow for investment in long term growth strategies. In relation to our sales team, which encompassed every member of our firm due to the fact that every employee is required to conduct sales, Bloom's stance in the VEI market meant that the sales team primarily focused on making large scale sales to fund daily operations, as opposed to more routine sales to continue to drive firm growth. Our sales team was able to fully grasp this challenge, and members of the sale team reached out to numerous firms and outside investors in order to raise capital for Bloom. Most notably, Bloom's sales team signed a \$14,000 contract with Cloud9 Comfort of Pittsford, New York, a \$19,500 per month contract with Zabrana Doerck on behalf of the Comcast Group, and a \$688,020 contract with Dana Weeks on behalf of Germantown Friends School. Along with this out of network activity, Bloom's website has made \$59,342.20 since its inception. These large sales and strong sales numbers have helped to boost Bloom's overall financial footing, and allowed Bloom to grow at an acceptable rate.

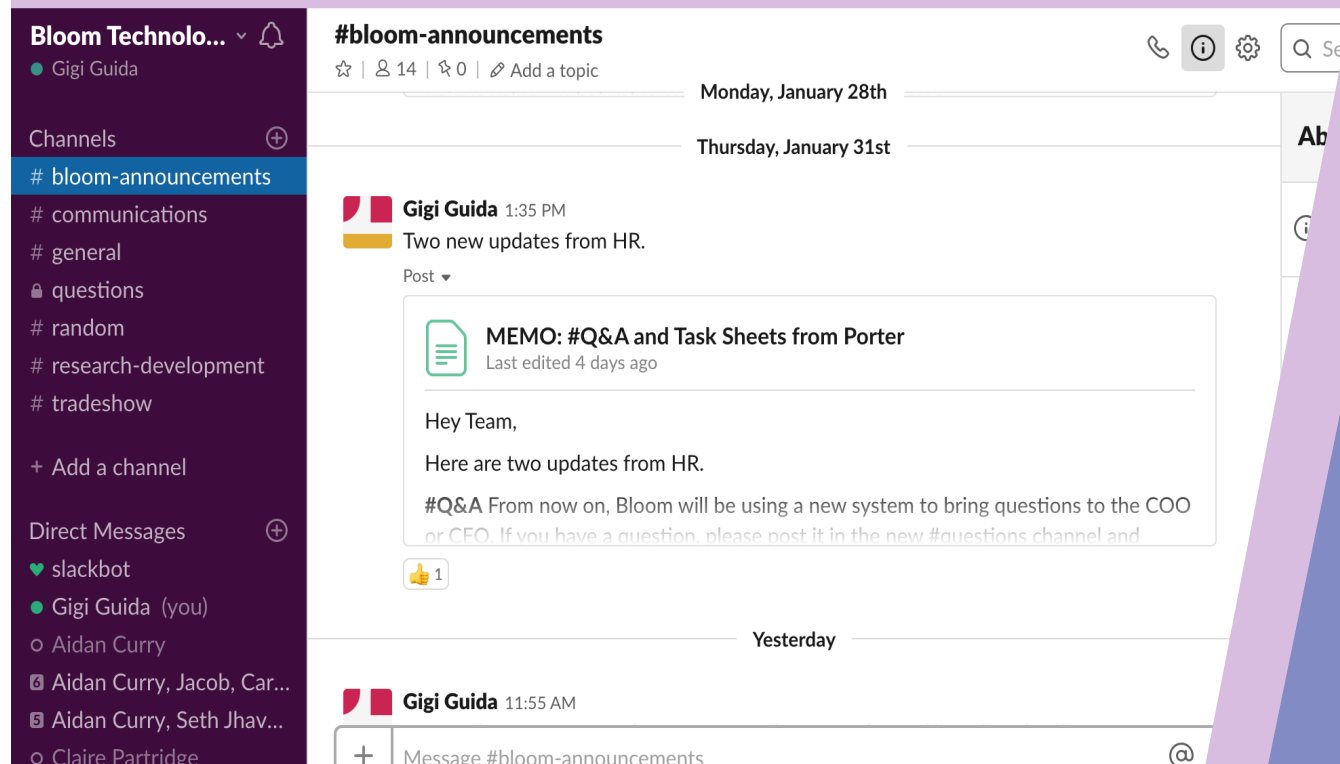


LOOKING FORWARD towards the end of Bloom's first year as a firm, our sales team hopes that Bloom can start to experience growth based on a multitude of small, frequent, consumer sales, as opposed to large scale corporate contracts. Our team determined that \$65,000 through website sales for the rest of the year would be an acceptable goal. Another aim of our sales team in the coming months is to expand our sales internationally during International Sales Month (February). Our sales team hopes to create deals and build strong business networks outside of the United States in order to drive business and appeal to the global market.

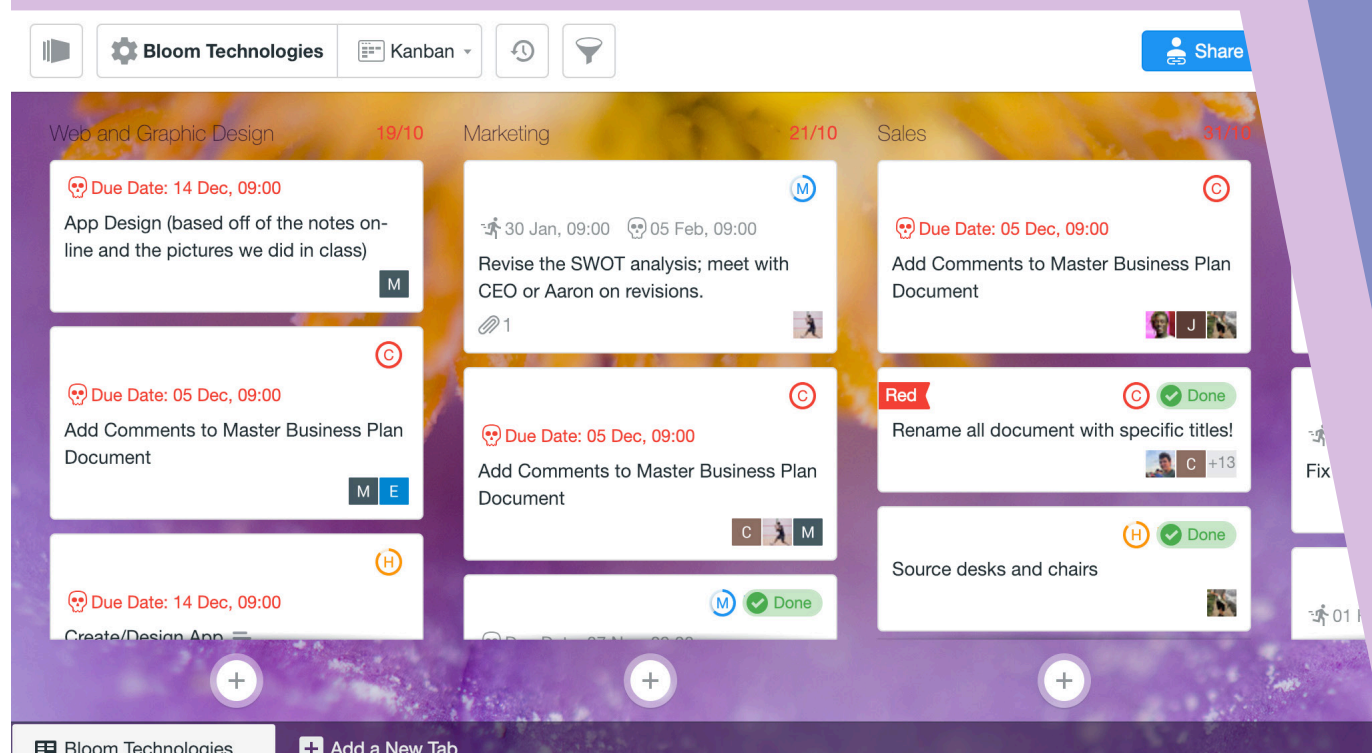
Regarding long term goals, Bloom's sales team hopes to create a strong financial portfolio for our firm that can be expanded as we grow in future economic cycles.

As a new firm this year, we experienced the hardships that come with managing a small startup business, and hope that in the future, Bloom will be an established firm that withstands the test of time. This aim means that our sales team needs to ensure that we are making sales on a regular basis and hitting our projected sales goals in order to continue financial viability. If we as a firm, and as a sales team, are able to achieve this aim, our firm can grow and expand to become a titan of industry.

A Comment from Comm.



Slack (top) and Kanbanchi (bottom) in action.



TO DATE, the Communications Department at Bloom Technologies has focused on building and sustaining effective communication within the firm while maintaining a standard of external communication that is reflective of who we are as a firm.

This November, in the early stages of Bloom's incorporation, Communications organized Bloom's initial internal communications strategies. We enrolled in online platforms like Slack, Kanbanchi, Google Drive, and Zoom. Slack is an organizational tool that allows us to share general announcements, work files, and more with different combinations or subsets of company employees. We use Slack to stimulate easy collaboration among smaller teams in the company like our New Product Development Team. We also use Kanbanchi, a Google App that allows members to build, display, and interact with digital to-do lists. Communications arranged Bloom's to-do board so that every employee can see what other departments are up to. Facilitated by the Communications team, Bloom's Google Drive presence consists of one large shared company folder hosting a complex of departmental sub-folders. On top of that, we introduced a document naming system designed to ensure employees easy access to any document they may be looking for. Our firm is also now registered with Zoom, a video-call program that allows offsite multi-user meetings.

After internal communication methods were up and running, Communications began to aid in shaping Bloom's external image. We lead a series of firm-wide, discussion-based workshops to craft Bloom's mission and problem

statements. We spent considerable time drafting these statements to make sure they truly reflected the core driving foci of the company.

In December, Communications reviewed several drafts of Bloom's full business plan and gave both grammatical, sentence level feedback and broader, more comprehension-oriented suggestions. In the weeks to follow, Communications assembled Bloom's January newsletter to begin 2019. This included writing newsworthy content and presenting it in accordance with Bloom's branding criteria. Shortly after, Communications helped write and refine Bloom's Albright College Trade Show oral presentation script and facilitated presentation team practices.

Moving forward, Communications. is looking to adjust intra-firm communication strategies to better suit our developing firm dynamic. We plan to initiate this process by collecting employee feedback through firm-wide and departmental discussion and surveys. From there, we will adapt our communication methodology based on synthesized responses.

In terms of managing external communication, we plan to work with Bloom's Marketing Department to develop a branding image that better reflects our evolving identity as a firm. Along with that, Communications would like to collaborate with our Sales Team to ensure that our correspondence with other companies and out-of-network clients is effective and efficient.

Updates from the industry.

News in NFC

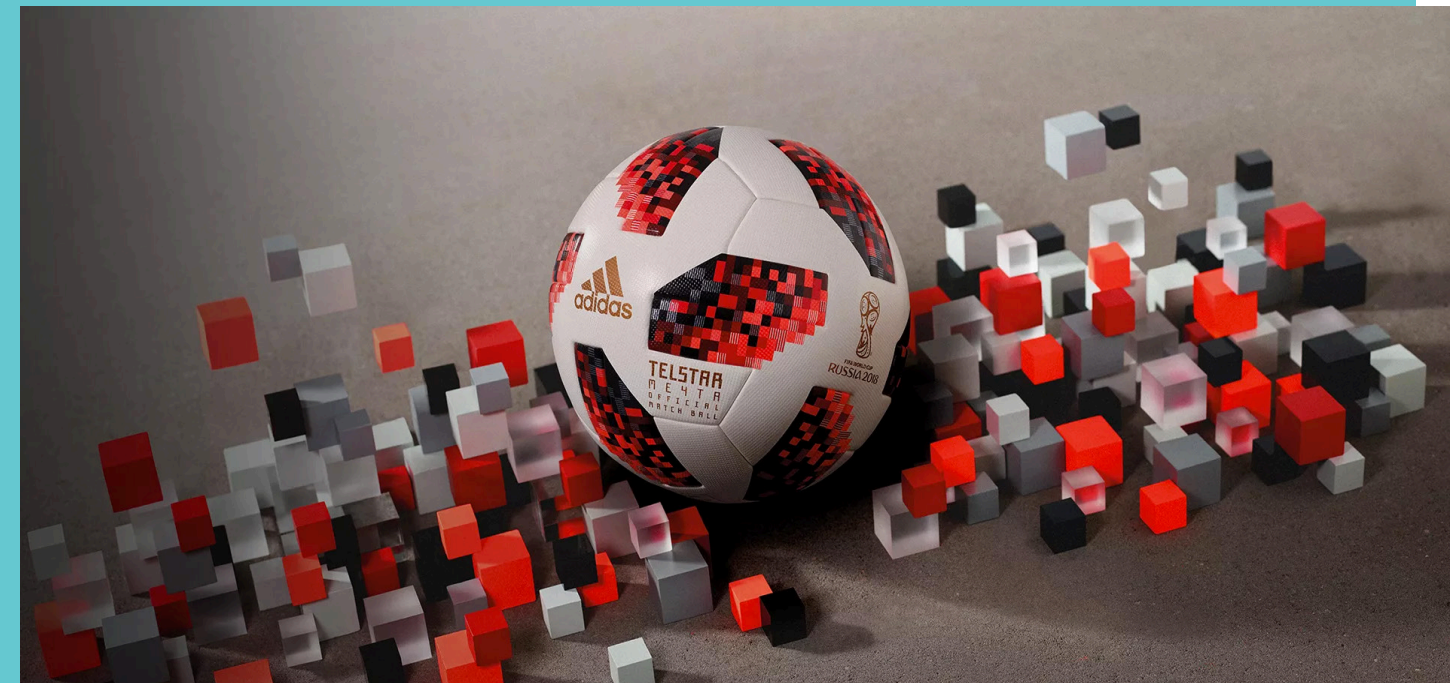


Temple U

As of January 28th, 2019, Temple University now offers OWLCard Mobile, a virtual student ID system that allows students to access buildings, use printers, pay for meals, and more using their NFC-equipped smartphones. With OWLCard Mobile, Temple students can use Apple products

in place of their physical Temple ID's. We're proud to say that our fellow Philly institution is one of the first universities in the country to move to NFC technology in student identification and authorization.

<https://www.apple.com/newsroom/2018/10/apple-adds-support-for-contactless-student-id-cards-in-wallet/>



FIFA

WITH EVERY FIFA WORLD CUP comes the release of an official match ball. Last summer, in anticipation for Russia 2018, Adidas introduced the Telstar 18, a gorgeous soccer ball fitted with an NFC chip. Fans can tap their smartphone to a Telstar to unlock product info, player statistics, and special user challenges. The journey of NFC in World Cup soccer has only just begun; fans hope Adidas will continue developing their technology so that it can track and collect play-related data.

https://www.adidas.com/us/b/soccer/telstar_18/faq.html, <https://www.npr.org/2018/06/20/620053144/the-science-behind-the-world-cup-ball>

Louis Vuitton



PUNCTUALITY, high fashion, and cutting-edge technology all collide in Louis Vuitton's newly released WearOS Smartwatch. Crafted with subtle NFC technology, this watch can do far more than just tell time; each watch is Google Pay compatible and can serve as a suave, efficient payment method. Instead of hold-

ing a phone up to a POS scanner, watch wearers can make purchases with a touch of their gem-studded wrist. Vuitton's smartwatch is nowhere near your average TIMEX; the average price per WearOS model is around \$2,500.

https://www.phonearena.com/news/Louis-Vuitton-Tambour-Horizon-smartwatch-full-specs_id113068



THANK YOU!

Bloom Technologies

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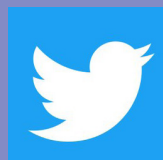
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