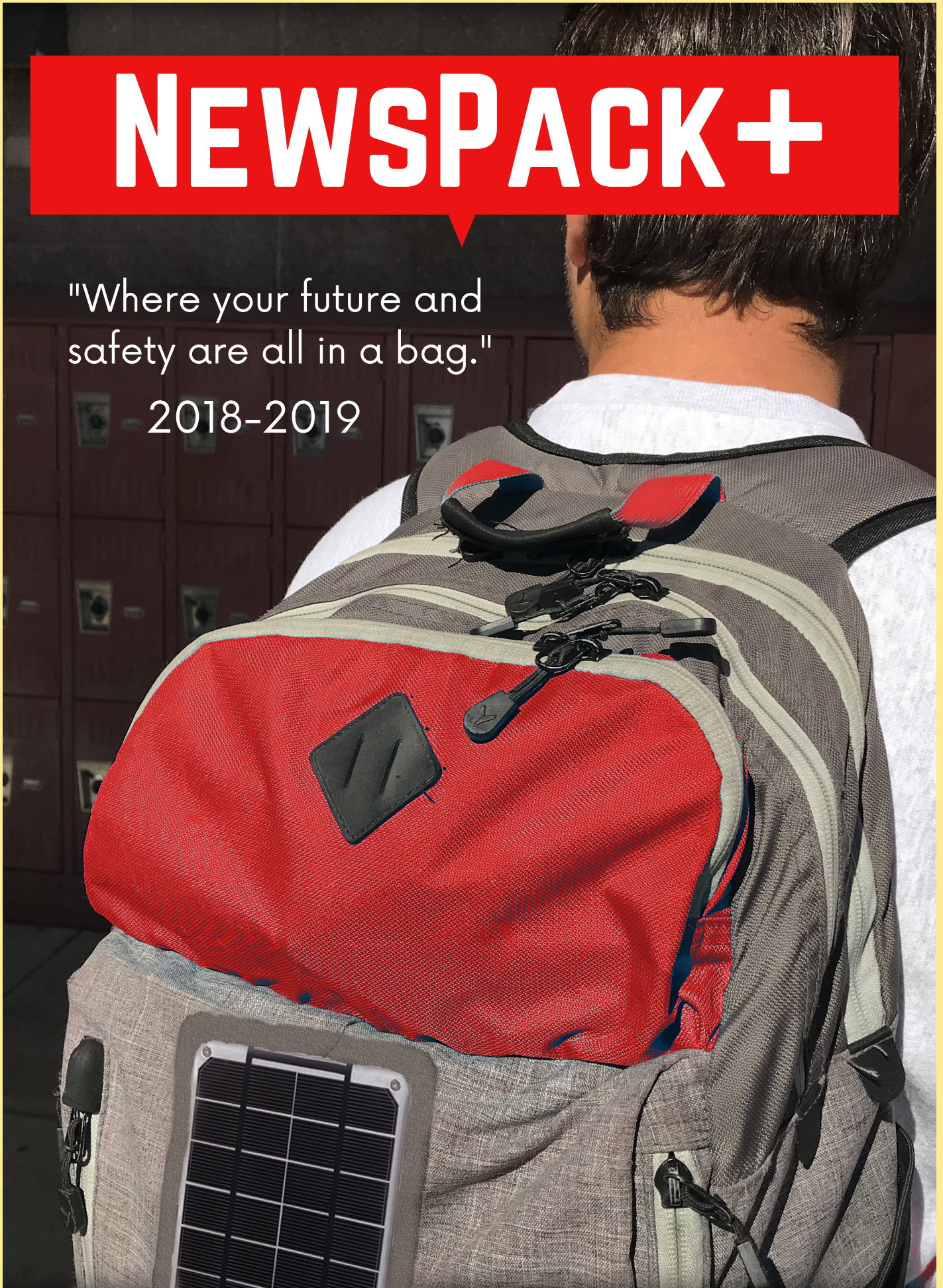


# NEWSPACK+

"Where your future and  
safety are all in a bag."

2018-2019



<https://backpackplus.wixsite.com/backpack> | [backpack.ca@veinternational.org](mailto:backpack.ca@veinternational.org) | 925-456-7890

4700 Lone Tree Way, Antioch, CA, 94531



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## OUR MISSION

We as Backpack+ chose the field of selling solar power bags with first response systems to create a safer more secure life-style by providing those all across the world with protection from dangerous situations.



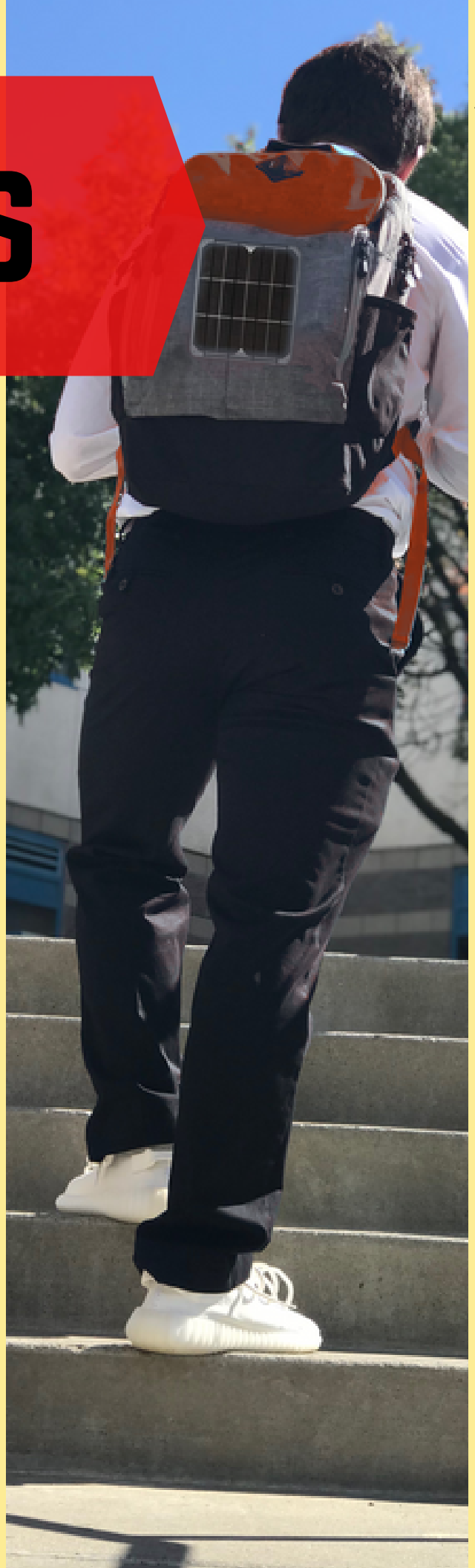


# ABOUT US

In the United States, for every 100,000 children around 545 children are kidnapped. Roughly 55% of those are little girls and 45% are young boys and over 70% are between the ages of 11-18. Children take this risk every time they leave their home. Yet many key factors play into a situation like this, in the tech savvy world we live in today parents rely and their children's phones to save them. 88% of teens own a phone smart phone, and they spend around 16 hours daily on their phone. Our company helps keep your loved ones from becoming one of those statistics.

At Backpack+ we ensure your safety all in one bag, by creating a bag that has everything you may need to help you live a safer and easier life.

**WE ARE BACKPACK+.**  
**WHERE YOUR FUTURE AND**  
**SAFETY ARE ALL IN A BAG.**





# WHAT IS BACKPACK+?

Mark Anthony Catahan, Head of Communications

December 5, 2018

BackPack+ is a company that has hard-working teams and individuals that work to make our society a better and safer place. The current news and stories we hear now show that our community has become dangerous and unsafe these past years. According to the FBI statistics, mass shooting occur every day in this country, kidnappings occur every 40 seconds, and every 98 seconds an American is sexually assaulted. The data shows that we need to stand up and make a change in our society.

Our company began on August 8th, 2018 as an S-Class Corporation. We were deciding what to sell. We came down to two company ideas, which were: a solar-powered backpack with a charging port and a life alert system that alerts the nearest first responders. In the end, we decided to combine the two ideas to create one product for our company. From this point, we formed our company, BackPack+, and established our mission to make our world a better and safer place.

Our CEO, Taylor Donaldson, leads our company with the help of the Administration team. In our company, we have five departments that work for this company which is: Marketing/Sales, Accounting, Graphics and IT, Communications, and Human Resources. In Marketing and Sales, they find target markets, help consumer needs, promote the product, create ideas for plans, persuade and get the interest of the customers, and advertise the product and company. In the Accounting department, they make and keep the financial record of the company, manage the employee's payroll, and make the budgets for the company. In Graphics and IT, they design our company's products and maintain our website and our social media. They are the "designers" of our company. In Communications, they write updates and advertise the company and its products with the help of the Marketing and Sales department. Communications also manage the social media accounts and reach out to the customers. Lastly, Human Resources enforces the company rules to the employees. They also keep track of the employee's 401K and solve problems within the workplace. BackPack+ would never exist without the help of our team to make our mission come true.



BackPack+ Team

Source:  
FBI National Press Office. "FBI Releases 2017 Crime Statistics." FBI, FBI, 24 Sept. 2018,  
[www.fbi.gov/news/pressrel/press-releases/fbi-releases-2017-crime-statistics](http://www.fbi.gov/news/pressrel/press-releases/fbi-releases-2017-crime-statistics).





# THE WORLD AND THE STORIES

Arrel Teleb, Director of External Communications  
December 3, 2018

In the United States, a child becomes missing every 40 seconds. Carlie Brucia, an eleven-year-old girl, was kidnapped on her way home from school in Sarasota, Florida on February 1, 2004. The abduction was captured on a surveillance video at a car wash. Five days later, Carlie's body was found.

If Carlie Brucia happened to have our product, it could've prevented this incident. Our product would have prevented her abduction by alerting the nearest authorities, and her synced contacts would have also been alerted. By now, she would have been with her family and living a long happy life.

BackPack+ is very helpful to its community and for the world. The most important features of this product are "first response" system, charging ports, and a solar panel. We know that anywhere you go, there are always dangerous things that can happen, there will still be a criminal around, and we want our community to be safe.

Source:

CNN Library. "Missing Children Fast Facts." CNN, Cable News Network, 28 Mar. 2018, [www.cnn.com/2013/10/22/us/missing-children-fast-facts/index.html](http://www.cnn.com/2013/10/22/us/missing-children-fast-facts/index.html).



# BUSINESS PLAN PRESENTATION

Harold Williams, Editor  
December 7, 2018

On November 30, 2018, our administration team presented our company's business plan at Mountain View, CA to Intuit Corporation. The presenters were Ashley Akegbe, Matthew Wilmes, and Taylor Donaldson. These three presenters worked hard on trying to present the company's business plan to the employees of Intuit.

Ashley, Matthew, and Taylor did a fantastic job at the presentation. There was adversity before going to this presentation. Most of our Backpack+ team were absent or sick, and this affected the presentation for the Business Plan. The adversity did not stop our administration team from going to the presentation and presenting. Ashley and Taylor stayed after school and finished up the business plan, and Matthew still went to present even when he was sick. Their actions show how our team is dedicated to succeed for the company.

In the event, all three presenters felt nervous before their presentations. They described it as stressful, overwhelming and "a hustle," Ashley said. In the end, Ashley, Matthew, and Taylor did an exemplary job at their presentation. Out of the 76 competitors, we have placed in the Top 42 for state and had the chance to compete in the finals at the California State Conference and Exhibition. Our Board Member and Advisor, Kristofor Freeman, says, "Considering the adversity they had to deal with that morning, the team did an incredible job and really pulled through."



[Left to Right]: Ashley Akegbe, Matthew Wilmes,  
Taylor Donaldson



# CALIFORNIA STATE CONFERENCE AND EXHIBITION

Mark Anthony Catahan, Head of Communications, January 22,  
2018

On January 16 and 17, 2019, Backpack+ attended the California State Conference and Exhibition. Our Business Plan team competed for the Business Plan Competition, Human Resources competed in the HR Plan, and Backpack+ team all contributed to designing the booth and making sales. Our company worked hard to come to this Trade Show and compete in many categories.

By the end of the event, our company did well at the competitions that we have entered. Our Business Plan Team got to the Top 16 in the Business Plan competition. We also got in the Top 5 of Salesmanship and got 5th place. Our time at the California State Conference and Exhibition was fascinating and grand. Backpack+ has much to learn and improve in the later Trade Shows, and we will achieve greater achievements as a company.



BackPack+ Team at the California State  
Conference and Exhibition

"Petrifyng, New, and  
Exciting."  
~Ashley Akegbe, VP

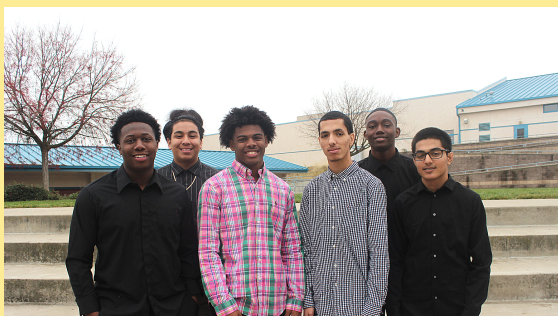


BackPack+ Business Plan Team

# THE TEAM



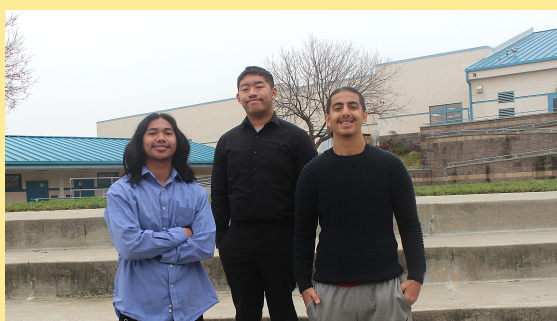
Administration



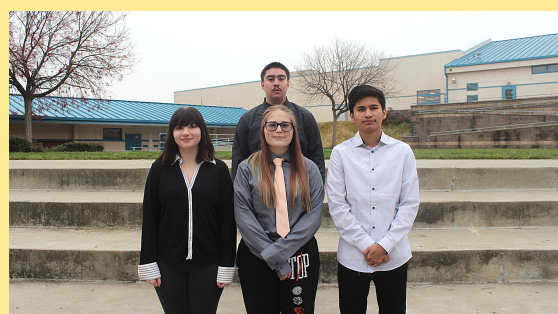
Marketing & Sales



Accounting



Communications



Graphics and IT



Human Resources



# EMPLOYEES OF THE MONTH

November



Ashley Akegbe  
Vice President



Taylor Donaldson  
Vice President

December



Andrew Cordero Canales  
Accounting

January



Matthew Wilmes  
Chief Operating  
Officer

Our team in Backpack+ work very hard for this company. Each month, we recognize our team members through their leadership, initiative, and collaboration in the company.

Every month, the department heads nominate one member from their team, and the Administration decide who becomes the employee of the month.

Congratulations and keep up the great work.

## UPCOMING TRADESHOWS

### CALIFORNIA STATE CONFERENCE & EXHIBITION

When: January 16-17, 2019

Where: Rabobank Convention Center &  
Bakersfield Marriott Hotel 1001 Truxtun Ave.  
Bakersfield, California, 93301

### BAY AREA CONFERENCE & EXHIBITION

When: March 16-17, 2019

Where: Oakland Convention Center 1001  
Broadway, Oakland, CA, 94607

## COMPANY EVENTS

### Company Picture Day

When: Thursday, December 20, 2018

What: Take company photos and individual portraits of team members.

### DV Face-Pie Fundraiser

When: March 1, 2019

Where: Deer Valley High School, Antioch, CA

What: A fundraiser to make money for our Booth in upcoming trade show. Students in Deer Valley will have the opportunity to pie some teachers and staff for fun.

### Keep Antioch Beautiful

When: April 21, 2019

Where: Prewett Ranch Community Center and  
Deer Valley High School

What: Volunteer to help clean Antioch for Earth Day.

### BackPack+ Banquet

When: May 23, 2019

Where: Room 110, Deer Valley High School

What: Celebrate our success as a company and give out company awards.





# BackPack+

— SUPPLY CO. BRAND —

## CONTACT

backpack.ca@veinternational.org  
925-456-7890

## OFFICE HOURS

1:12 PM to 2:51 PM

## MAIN OFFICE

4700 Lone Tree Way,  
Antioch, CA,  
94531

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## OUR WEBSITE

<https://backpackplus.wixsite.com/backpack>

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