



V1*Issue 1—January 2019

FDU Trade Show & Business Plan Competition 2019

On January 15th of 2019 EliaLife, Inc. participated in the FDU trade show and business plan competition for the first time. As a first-year firm, our team did a phenomenal job placing 3rd in Booth Design and Business Plan!

Our sales booth was simple, and elegant, displaying our style and who we are as EliaLife. Our sales team did extremely well in reaching sales over \$48k within a few hours. We not only sold a lot but we got our message of Do Good, Feel Good to all those who participated in the event (just over 20 teams!) and made a name for our new company in the VEI world. Our team were not only successful in the competition but also had a great time networking with other businesses, creating relationships for future partnerships, collaborations and sales growth opportunities.



Mrs. Frangos, Shane T., Ameer B., Jesus R., Mr. Moore, Mrs. Mullin, Victoria B., David C., Shanon N., Alex S.

Our team stood out as unique, energetic and engaging and had many memorable moments including one where a customer tried to buy our olive oil using his real credit card!

The Business Plan competition was a nail-biter! Our team was one of the first to present to a panel of judges and set the bar for the entire competition. The judges adored the energy and emotion EliaLife used to present and sell our Business Plan. Placing third on our first time ever in a VEI competition is a big accomplishment as this year's team at EliaLife set the standard and places a higher standard for next year's competition and future competitions.



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OUR GOAL

as a company is to support small farmers and spread our message of health and happiness with the world by providing you with the highest quality of organic olive oil products available in the world.

WHAT WE CARE ABOUT.

Employee Spotlight



When HR Associate **Sahni S.** is not busy hard at work here at EliaLife, she enjoys learning new things and flexing her cooking muscles, approaching everything she does with confidence and passion. Never one to back away from a challenge, Sahni says EliaLife has challenged her knowledge of HR and she enjoys working with her colleagues creating presentations and addressing her peers.

Sales Associate **Justin V.** may be one of the younger employees at EliaLife, but he is a force to be reckoned with on the Sales Team! Always ready to make someone laugh, Justin enjoys the camaraderie of the sales team and helping others no matter which department they may be in. "Everyday is different than the last here at EliaLife" Justin said. This and the friendly faces he works with make the company a great place to work for Justin.



Fun Fact:
"Elia" means "Olive" in Greek!



Prince J. Sales Associate extraordinaire, is passionate about many things including himself and money...the latter an important thing for all sales associates to be passionate about! Prince greatly enjoys working with the sales team as well as the entire EliaLife family as a whole. Celebrating our 3rd place win with his sales team at the FDU competition was a highlight for Prince.



Hola! My name is Antonio. My wife, Maria, our 4 children and their families all help to run our family olive groves here in Spain. My family is very important to me and so is the oil business we have been running for over 50 years. When Elia Life reached out to my family we were extremely cautious and skeptical because we didn't know what we were getting ourselves into. However, since joining the EliaLife team our business has flourished greatly. I am grateful to EliaLife for helping my family business reach a greater market and can't wait to see what the future holds!

MEET ANTONIO





CEO CORNER

Co-CEOs Shanon N. & David C.

Thanks to our success in recent competitions and the valuable feedback we have received, we plan to make revisions to the various functions of the company. First, we will change how we distribute our products by purchasing a distribution center in North America. A distribution center would allow us to store more of our product, reduce our prices, and ship our products more quickly and efficiently. Second we plan to make additions to our product line to include olive oil based fair trade products such as soaps, lotions, and cosmetics. New products will provide customers with sustainably sourced products that they can trust.


EliaLife has excelled exponentially within the Virtual Enterprise systems in just the inaugural year! The exceptional performance by the Business Competition Team secured 3rd place out of 23 competitors in the New Jersey District VEI Business Plan Competition at Fairleigh Dickinson University ! During the same event, our Sales Booth placed 3rd out of 19 booths! Our professionalism in the office has earned recognition in the VEI Top 50 achievement article. As a first year firm we have had the pleasure of succeeding in many ways, but none of our success could have been achieved without the hardworking employees of EliaLife and support of our teacher and our mentors. We would like to extend a special thanks to Maria Frangos, Roman Martens, and Patty Stern for their continued guidance in and out of the classroom.




UPCOMING EVENTS


TRADE SHOWS

 Staten Island
March 15

 VEI International
April 17

SALES CHALLENGE

 First Sales Team Associate to increase personal sales by 20% by March 30, 2019 will receive a \$200 bonus!

 First Sales Team Associate to reach \$5k in sales by March 15th will receive a \$20 VEI gift card!

COMPANY HIGHLIGHTS



The entire EliaLife team was essential in our success at the FDU competition. Board member and design consultant, Patty Stern visited the team and brought delicious cupcakes to celebrate the accomplishments of our young company. Thanks Patty!

EliaLife was invited by Board member, UNICO of Orange/West Orange to deliver a presentation about our company. David C., Shane T., Shanon N. and Victoria B. wowed the members in attendance. UNICO presented EliaLife with a \$1500 scholarship opportunity for its employees.

Great job team!



Fun Fact:

OLIVE OIL in MYTHOLOGY

According to myth, Poseidon and Athena competed against each other for the Kingdom of Attica. Poseidon, "God of seas", struck his trident to the ground and a well of salt water was formed granting the Greeks with a means of trade and water which however was non potable. Athena on the other hand a "Goddess of wisdom and justice" gave them the olive tree and with it its many beneficial properties. Poseidon who probably foresaw the outcome was outraged and challenged Athena but Zeus intervened ordering the formation of a divine tribunal of Olympian deities. Cecrops the mythical king sided with the Goddess and on accepting her gifts, Athena became the patron deity of the Athenians who in her honor named the new city after her. Displeased by the outcome Poseidon tried to set fire to the tree using a thunderbolt. To his dismay he realized the next morning that the tree had re-grown. Local legend has it that after all these centuries the original olive tree still stands at this ancient sacred site.



EliaLife, Inc., recognized at the Mayor's Annual Chamber of Commerce Breakfast, 2019.