



ASTRODOUGH

IT'S OUT OF THIS WORLD!

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ASTRODOUGH EXECUTIVE SUMMARY

Approximately 15 million Americans have food allergies, including the 5.9 million under age 18. Those consumers often encounter great difficulty when selecting their desserts, since the majority of options use processed ingredients or contains the top food allergens of nuts, wheat, and dairy.

AstroDough is an edible cookie dough company that transforms the way consumers satisfy their sweet tooth by creating a safe-to-eat and delicious cookie dough. AstroDough is determined to dominate the dessert niche by providing a completely customizable dessert for all dessert lovers by offering gluten-free, lactose-free, vegan, and nut-free options. Concerned with the 1.2 million cases of *Salmonella* infection each year, AstroDough ensures high quality through our state-of-the-art quality control practices. AstroDough strives to solve the market dislocation caused by the dessert market's lack of variety in allergy friendly and affordable options.

Our Mission: At AstroDough, we invite cookie dough lovers to experience a deliciously innovative and safe edible cookie dough - it's out of this world!

AstroDough is a first-year Virtual Enterprise International (VEI) firm founded by a group of ambitious entrepreneurs in October 2018 at Syosset High School, 70 Southwoods Road, Syosset NY 11791. AstroDough filed as an S-Corporation to avoid double taxation and assume limited liability protection; \$20,000 of seed money was granted to us by the Long Island VEI Central Office.

AstroDough has two target markets. Our primary target market consists of 14 to 18 year old VEI students of the demographic Generation Z(Gen Z); They constitute more than 21% of the U.S. population and will account for up to \$143 billion in direct spending by 2020. Adults who attend Eastern VEI trade shows, often parents/teachers of our primary target market, comprise our secondary target market. These customers seek companies offering reasonably priced desserts who value high product safety and quality.

The name AstroDough was chosen to provide our company with a space-themed identity, creatively differentiating our cookie dough and attracting the Gen Z target market. We offer a variety of serving sizes including the mini bites, scoops, containers and packages. Prices start low at \$1.99 for a mini-bite. Our dough is easy to grab, eat, and dispose of, as our packaging is biodegradable. AstroDough offers our customers convenient online purchasing through our website; we ship our mouth-watering cookie dough right to your door. For product promotion, we stay connected to our customers through our social media platforms Snapchat, Instagram, and Facebook.

Our short term goals are to (1) develop product and flavors (2) achieve monthly online revenue of \$10,250, and (3) create a customization platform on our website. Long term goals include (1) developing new markets by expanding product placement into supermarkets (2) exploring franchising opportunities and (3) incorporating revolutionary food technologies, i.e. 3D food printing.

Fortunately, AstroDough launched without incurring debt due to the high cash balances combined with unencumbered working capital. According to the company's break-even analysis, AstroDough is projected to break even at \$563,920 after selling approximately 93,987 units. Our online monthly revenue is projected to increase by 25%. By the end of our fiscal year in May, we project our total revenue to accumulate to \$992,492.



BUSINESS RATIONALE

★ Consumer Empathy

The frustration of picking a healthy and allergy-friendly dessert is not uncommon; those with food allergies must select a prudent dessert option. Approximately 15 million Americans have food allergies, including the 5.9 million under age 18¹. Those consumers often experience the frustrating feeling of exclusion since the majority of dessert options use processed ingredients or contain nuts, wheat, and dairy: the top food allergens. *Salmonella* infection, commonly occurring in the consumption of food made with eggs, is contracted by over 1 million people in the U.S. population annually². Accordingly, there are inherent risks for those susceptible to allergens when it comes to dessert consumption.

Our primary target market is Generation Z. Born 1995 - 2012, and currently ages 6 to 23, Gen Z constitutes of more than 21% of the U.S. population³. This generation is projected to be the largest spending generation, accounting for up to \$143 billion in direct spending by the year 2020⁴. However, individually, an average Gen Z faces a heavy financial burden due to college tuition, especially for those from ages 17 to 23. With an average tuition cost of \$22,600 per year, 68% of Gen Z has incurred meaningful student debt⁵. Characterized by stress and creativity, Gen Z demands an innovative dessert with reasonable prices that can sweeten their daily routine.

AstroDough provides a unique dessert experience through several key differentiators:

- (1) Introducing a deliciously fun and customizable edible cookie dough to VEI
- (2) Capitalizing upon the highly lucrative markets of both Organic and Allergy friendly desserts
- (3) Customizing small batch dough production to deliver a personalized delicious dessert

AstroDough strives to provide consumers with a healthier and delicious treat without the worries of food restrictions including allergies. AstroDough emphasizes cookie dough convenience; it requires no preparation time for the consumer and sells for an affordable price designed to penetrate multiple markets.

¹ Food Allergy Research & Education

² The Centers for Disease Control and Prevention

³ Pennsylvania's STATE SYSTEM of Higher Education

⁴ Forbes

⁵ Pennsylvania's STATE SYSTEM of Higher Education

★ Problem Statement

The Centers for Disease Control & Prevention reports that between 1997-1999 and 2009-2011, food allergy prevalence increased by 50%⁶. The top allergens, milk, egg, and wheat, are crucial ingredients for most desserts; the demand for allergy friendly desserts causes common frustration for consumers as dessert companies fail to appeal to this sector, forming a distinct dislocation in the industry. Furthermore, the spread of the *Salmonella* infection through contaminated food causes widespread unease among consumers; They are fearful that one bite will cause them to suffer nausea, vomiting, diarrhea, fever, and abdominal pain for days⁷. This lack of accomodation results in an increased feeling of exclusion amongst the millions of young adults with allergies, as they are unable to eat the same delicacies as their peers.

The average population, particularly Gen Z, faces tremendous stress and tension from academics, with a jam-packed schedule consisting of six to nine school/work hours per day⁸. Gen Z craves a dessert that will relieve their stress and satisfy their taste buds. Financially limited and tired of the repetitive options, they are excited for a new dessert that is both innovative and inexpensive. Luckily, AstroDough provides a deliciously decadent wave of desserts that promotes a positive attitude while maintaining a reasonable price range: Our exciting space theme, sweet taste sensation, and all-organic products combine to produce a memorable experience that no other dessert firm can offer.

★ Ideal State

When it comes to eating raw cookie dough, Phil Lempert, the *Supermarket Guru*, a renowned industry analyst, described it as, “The feeling of eating the raw cookie batter when your mother was making it is very strong for a lot of people, and that’s what this plays on”⁹. AstroDough makes eating cookie dough a reality while eliminating the risk of infectious



⁶ The Centers for Disease Control and Prevention

⁷ Mayo Clinics

⁸ Business Insider

⁹ The New York Times

Salmonella. Moreover, we transform the nostalgic aspect of a classic delicacy into a modern and unique dessert experience. Furthermore, AstroDough provides for the underserved demographic afflicted with dietary restrictions through our completely customizable product line.

To accomodate for allergy conscious customers, we offer vegan, nut-free, lactose-free, and gluten-free options. To prevent food illnesses, our edible cookie dough is made with pasteurized ingredients. To prevent cross contamination, all of our cookie dough is made at Kitchen Confidential, a USDA Certified Organic, Gluten-free kitchen in Farmingdale, NY. Following the health trend in the food market, all of our ingredients are organic which ensures a fresh and pesticide reduced product.

According to *Forbes*, Gen Z values an eye-catching theme consisting of bright colors, to capture and cultivate their attention. AstroDough uses a unique galaxy-theme to promote a creative and stylistic approach to attract our target market, Gen Z. This design is expressed through our packaging, logo, promotions, and especially our name. We offer a variety of serving sizes including mini bites, scoops, containers, and packages. Our cookie dough is easy to grab, eat, and dispose as our packaging is biodegradable. AstroDough offers purchasing on our website and ships delicious cookie dough right to the doors of customers.

★ Company Goals

Short Term Goals	Strategies	Deadline
Develop product and flavors	<ul style="list-style-type: none"> ★ Conduct marketing research including focus groups ★ Determine the commercial kitchen for production ★ Develop recipes dedicated for each food restriction 	October
Achieve online monthly revenue of \$10,250	<ul style="list-style-type: none"> ★ Ensure sales associate achieves weekly quota of sales \$2,500 ★ Update flavors and promotions on website 	Monthly
Brand recognition	<ul style="list-style-type: none"> ★ Develop promotional campaign designed to expand social media reach ★ Launch website that allows direct purchase and promotion of product ★ Post seasonal promotions daily on Facebook, Instagram, and Snapchat 	January, 2019
Further customization of base flavor and toppings on website and mobile app	<ul style="list-style-type: none"> ★ Analyze individual flavor popularity to increase understanding of customer checkout trends ★ Create an mobile app that allows consumers to visually customize flavors 	May, 2019

Long Term Goals	Strategies	Deadline
Achieve a revenue of \$992,492	<ul style="list-style-type: none"> ★ Out of VEI Network sales ★ Participate in Long Island and Youth Business Summit trade shows 	May, 2019
Expand production capacity	<ul style="list-style-type: none"> ★ Increase number of commercial kitchens and employees 	May, 2019
Develop new markets	<ul style="list-style-type: none"> ★ Distribution of product into supermarkets ★ Explore franchising 	2022 & ongoing
Incorporation of revolutionary food technology	<ul style="list-style-type: none"> ★ Explore 3D food printing ★ Explore barcode tracking for food safety 	2022 & ongoing

ABOUT THE BUSINESS

★ Company Overview

AstroDough is a cookie dough company that transforms the way consumers satisfy their sweet tooth by creating a customizable and high-quality dessert that focuses on avoiding food illnesses. Determined to dominate the niche for safe-to-eat cookie dough for all customers to enjoy, AstroDough offers gluten-free, lactose-free, vegan, and nut-free options.

AstroDough is a first-year firm founded by a group of ambitious young entrepreneurs in October 2018 at Syosset High School, 70 Southwoods Road, Syosset, NY 11791. On October 5, 2018, AstroDough officially filed as an S-Corporation, which provides limited liability protection of assets and passes profits directly to the 14 shareholders to avoid double taxation. AstroDough launched with the seed money of \$20,000 granted by the Long Island VEI Central Office.

MISSION STATEMENT

At AstroDough,
we invite cookie dough lovers to a *deliciously innovative*
and *safe edible cookie dough - it's out of this world!*

★ Social & Environmental Responsibility

As a company that values culturally important happenings, AstroDough creates promotional flavors that are dedicated to increasing social awareness as we focus on what is timely and relevant to our customers. In wake of the California wildfires in December, we donated one third of the profits from our Red Giant dough to wildfire relief programs. In February, we celebrated Rami Malek's first Oscar nomination in the film *Bohemian Rhapsody* with our flavor *Mercury Rising*, an outrageously decadent quadruple chocolate cookie dough inspired by the life of Queen's lead singer Freddie Mercury. A portion of the profits was donated to the Mercury Phoenix Trust to fight AIDS worldwide.

AstroDough strives to benefit the environment by using biodegradable packaging, as well as to give back to society. The U.S. Census Bureau determined that more than 6.2% of American children ages 5 to 15, or 2.8 million children, have disabilities¹⁰. Through our *Children of the Stars* program, AstroDough plans on donating a percentage of our profits to foundations including *Center For Developmental Disabilities, Inc.* and

¹⁰ M&L Special Needs Planning

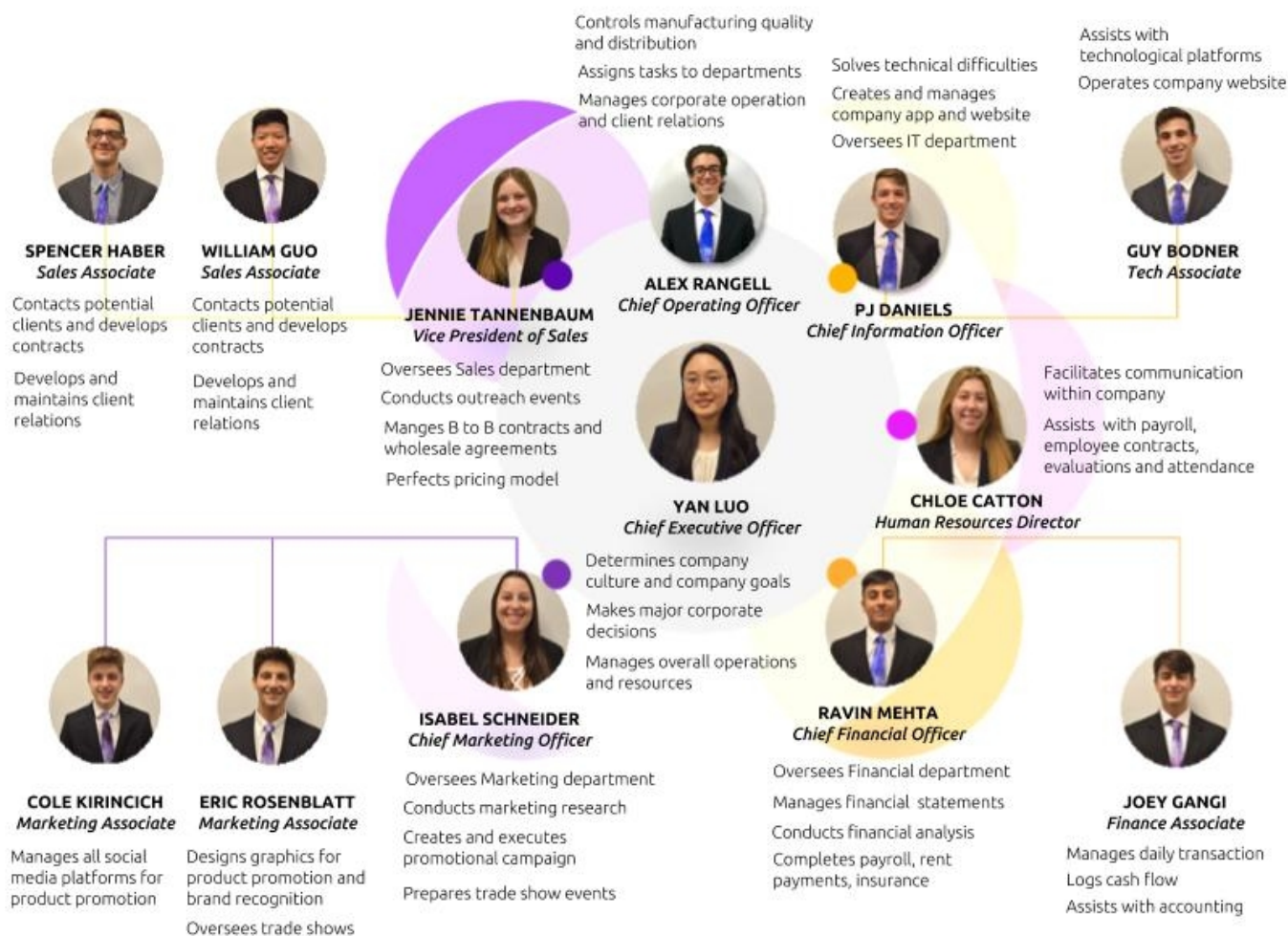
Variety Children Learning Center to support the daycare programs of children under age 18 with special needs. Furthermore, AstroDough plans on hosting an interactive dough making experience to children in various Syosset day care programs by June 2019.

★ Organization

To maximize efficiency and growth, AstroDough implements a functional organizational structure, where our employees are placed in departments based on strengths, with clearly defined roles and expectations.

AstroDough measures company culture through our **PRIDE** program; we encourage all successful teams to work with **P**atience, **R**espect, **I**ntegrity, **D**ignity, and **E**mpathy for others. Our company is only as strong as the people we hire, and we take pride in maintaining positive workplace ethics by hiring people who share the same concerns for an underserved demographic

The organizational chart shows AstroDough's executive team consisting of the Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Marketing Officer (CMO), Chief Financial Officer (CFO), and Chief Information Officer (CIO). The team supervises daily performance to ensure AstroDough progresses and fulfills the company mission. Each is responsible for managing their respective department and for the communication/collaboration between departments.



★ SWOT Analysis



★ Directing

*"Employees engage with employers and brands when they're treated as humans worthy of respect."
-- Meghan M. Biro, TalentCulture*

AstroDough holds high expectations for each employee, and advises interviewees about company policy and job description prior to hiring. During the recruitment process, AstroDough offers a resume and cover letter pre-employment workshop. Conducted by the Human Resources (HR) director, the workshop identifies the key

¹¹ The Statistic Portal

¹² Food Allergy Research & Education

¹³ Organic Trade Association

¹⁴ Euromonitor International

¹⁵ Food and Drug Administration

elements that AstroDough seeks in employees. During the interview process, the HR director and CEO seek to recognize the qualifications, strengths, experience, and the interests of the candidates.

AstroDough provides a comfortable, relaxed, and productive atmosphere; flexible work schedules motivate our employees to achieve company goals. To discuss tasks, deadlines, and goals for the upcoming week, a meeting is held every Friday. To highlight daily and weekly goals, the CEO emphasizes corporate deadlines, reinforces the feedback loop, and encourages interdepartmental communication. All employees are encouraged to express their opinions and discuss topics that are relevant to the performance and the objectives of AstroDough.

★ Controlling

AstroDough utilizes a participatory democratic management style. The executive team values the feedback of their coworkers to develop a culture of collaboration. Outside of the office, employees are expected to be reachable through GroupMe, a messaging mobile app. Each department, along with the executive team, communicates via group chat to maintain an active attention to announcements.

AstroDough values quality over quantity. To maximize employee potential and company profits, a weekly HR evaluation is completed by each manager to assess performance and weekly task accomplishments. The weekly evaluation serves as a tool for the executive team to ensure that the company is working at maximum efficiency.

EXTERNAL ENVIRONMENT

★ Current Economic Conditions

According to Moody's Analytics, the current economic forecast projects the Gross County Product (GCP) of Nassau County, New York to move in a positive direction for the next 5 years, with 2018 showing an increase of 2.1%, compared to 1.8% in 2017¹⁶. Moreover, New York State's real Gross Domestic Product (GDP) growth posted an increase of 2.8% in 2018 compared to 1.1% in 2017¹⁷. The strong local economy represents ample opportunity for AstroDough to penetrate various market segments. These strong financial indicators often result in increased consumption. In Nassau County, Total Personal Income (TPI) was up an average of 0.97% per quarter during 2018, and this trend is projected to continue into 2019. Hence, AstroDough expects a client base with greater disposable income, which should help AstroDough achieve monthly sales quotas.

¹⁶ Moody's Analytics

¹⁷ The Statistics Portal

As a direct result of the current positive economic climate, our target market of Generation Z, especially teens aged 14-18 and their parents are expected to have more money to spend than ever. We believe the primary spending barrier for part of our target market includes student loans, which is approximately \$1.5 Trillion¹⁸. However, the majority of our target market, teenagers aged 14-18, do not take on any debt, as student loans affect solely 18 year olds attending college. American teens are estimated to have \$91 Billion in annual disposable income¹⁹, reflecting significant buying power.

More locally, there is an increase in job creation which helps to reduce unemployment rates. The current unemployment rates in Nassau County decreased from February 2018 to May 2018 (by 1.3%, from 4.7% to 3.4%²⁰). On the State level, New York unemployment rates have decreased to 4.5% in Q4 of 2018²¹. Considering that food manufacturing accounts for more than 14% of all US manufacturing employees²², AstroDough expects further opportunity to staff more of its own manufacturing facilities.

The National Gross Domestic Product has observed a growth of 2.9% in Q4 of the 2018 fiscal year²³. Furthermore, growth of Agricultural output is expected to outpace the growth of its maximum sustainable amount through the rest of 2018 and into 2019. Agriculture, including the organic sector, has contributed up to 5.5% of the overall GDP during 2015²⁴.

The currently favorable local and the National economies bodes well for small businesses. Moreover, AstroDough launched at an opportune time because our delicious cookie dough is linked to the prosperous Organic Food Industry. We expect to experience sustainable growth in this sector given the resultant increased demand for organic foods, buying power, and job creation.

★ Dessert Market Industry Analysis

The dessert market has seen ample growth during 2018, Brownies and Squares sales are up 13.8%, and cookie sales are up 2.5%²⁵. The increased demand for natural foods and gluten-free products has resulted in increased market volume. As people are becoming more compliant with their dietary restrictions, more companies are tailoring their desserts to the needs of the consumer. To illustrate this trend, dessert market giant Betty Crocker promotes allergy-friendly recipes such as Gluten-Free Yellow Cake Mix²⁶. The gluten-free dessert market is

¹⁸ The Washington Post

¹⁹ Statistic Brain Research Institute

²⁰ US Bureau of Labor Statistics

²¹ US Bureau of Labor Statistics

²² United States Department of Agriculture Economic Research Service (USDA)

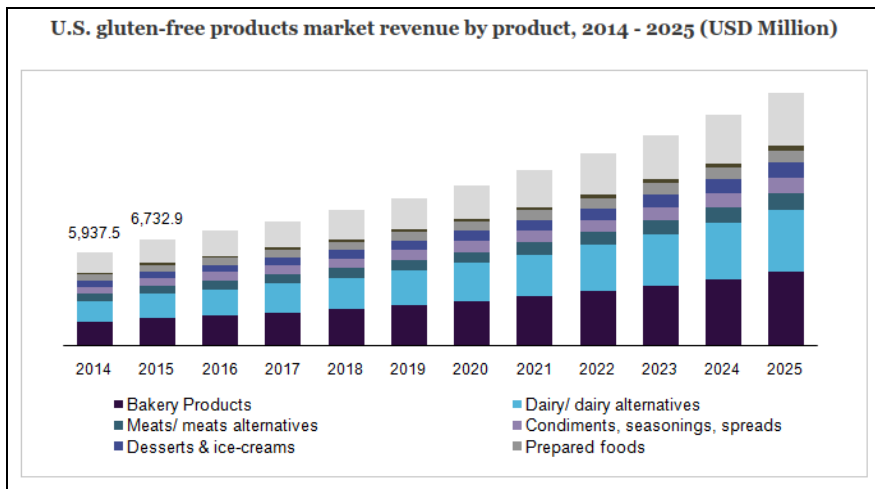
²³ Congressional Budget Office

²⁴ United States Department of Agriculture Economic Research Service

²⁵ The Statistic Portal

²⁶ Bettycrocker.com

projected to double in revenue by 2025²⁷ as a direct result of said trend. According to the following graph from Grand View Research, bakery desserts accounted for 20% of the total gluten-free market volume in 2014²⁸. This demonstrates a demand for high-quality, allergy-friendly, delicious treats amongst dessert lovers,

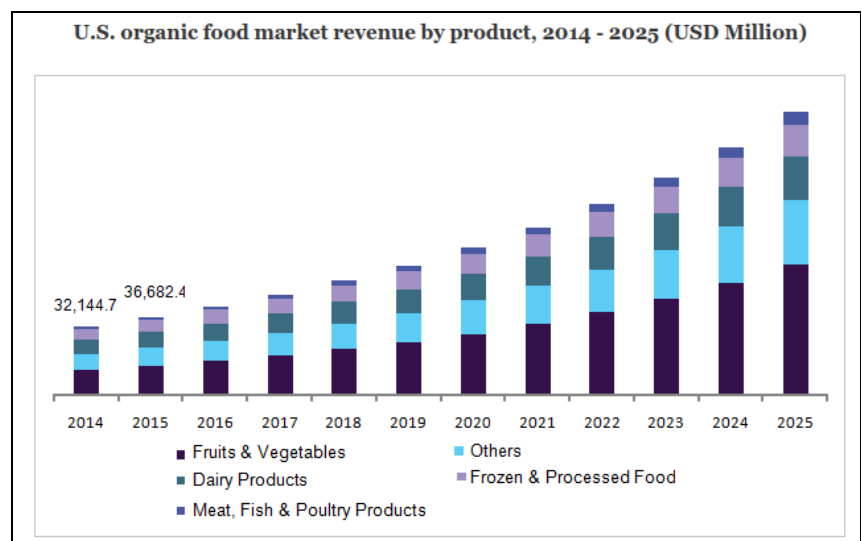


promoting growth for firms in this sector. Our delicious and innovative cookie dough stands to penetrate the dessert industry through AstroDough's versatility when it comes to food allergies. In the US alone, over 15 million people have food allergies such as Celiac (wheat) and lactose intolerance; 9 million of which are

young adults²⁹. Accordingly, a large portion of our target market, high school students, have these allergies. We believe that it is our duty as a dessert firm to support this demographic. Hence, we offer many delicious and safe products: gluten-free, lactose-free and peanut-free cookie dough to name a few. Our customers are able to specify any food related restrictions in order for them to enjoy our delicious treats, without worrying about allergies. This helps to promote a fun, delightful and healthy dessert experience for our health conscious customers.

Real World

The Organic Food Industry has seen tremendous growth in recent years as people are becoming more aware of the ingredients they consume. In fact, this sector accounted for a total of \$45.2B in sales in 2017³⁰, and is expected to achieve a gross revenue of \$320.5B by 2025³¹. As a result, rates of pesticide use is falling.



²⁷ Grand View Research

²⁸ Grand View Research

²⁹ Food Allergy Research and Education

³⁰ Marketwatch

³¹ Grand View Research

California, a massive agricultural center, used 209 million pounds of pesticides during 2016, a 1.4% decrease from 2015³². This trend is significant because it represents the demand for environmentally friendly ingredients on the National level. AstroDough adamantly supports this through our use of organic ingredients and biodegradable packaging. The previous graph represents the positive trajectory of U.S. Organic sales from 2014

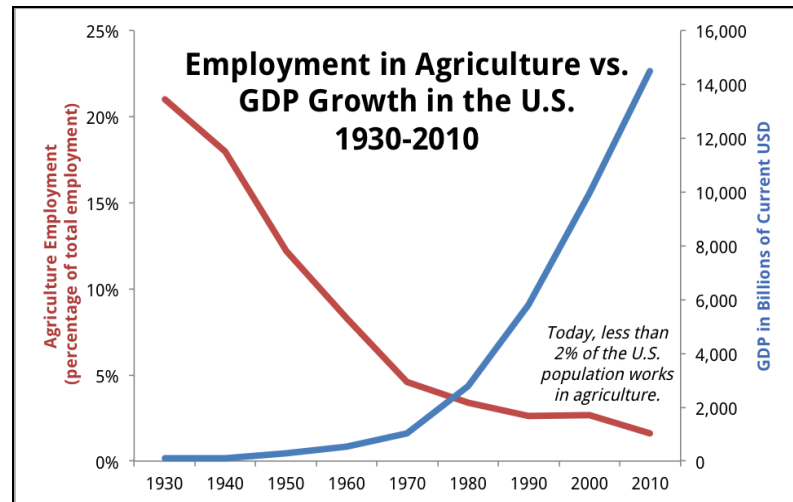
to 2025, including estimates for 2012 through 2014³³. AstroDough anticipates an influx of consumers fueled by the demand for organic products. This growth of the Organic sector is largely fueled by an overall increase in organic food sales. Despite this growth, expansion for this sector is being slowed due to decreases in job openings. Hence, AstroDough releases pent-up demand for employment in the Organic Food Industry which should provide the

company with high quality employees. The graph above represents the rate of employment in the agricultural sector in relation to the GDP growth in the US. There exists a distinct decline in job creation for the agricultural sector³⁴.

Virtual World

Currently, there are 604 firms in the Vei market with over 15000 students who we consider to be our potential demand. AstroDough is one of approximately 210 Virtual Enterprise firms in New York. Within our first year of operation, we plan on competing at 2 trade shows, where a market of over 1000 students is created at each exhibition. The cost to attend and claim a booth is \$100, and we spend an average of \$300 for marketing material costs. At each show, AstroDough will be competing with other firms for the disposable income available to both Virtual Enterprise students, teachers and business guests. In order to maximize our success at these shows, we will be designing a booth that will have broad appeal, while maintaining a particular attraction for our target markets.

During a 2017 VEI Southern Conference Convention, over 1617 people attended, representing 72 schools and 92 firms³⁵. Each adult at an exhibit has a spending budget of \$5,000 per business. Based on this



³² California Department of Pesticide Regulation

³³ United States Department of Agriculture Economic Research Service

³⁴ Invested Development

³⁵ 2017 Southern Regional Conference and Exhibition Recap

information we believe that our most efficient approach to trade shows is to target adults as well as Virtual Enterprise students, in our target market.

Since the majority of our real world customers are dessert lovers desiring a treat, it is fair to assume that our virtual client base would demonstrate similar traits. Therefore, virtual customers would likely purchase AstroDough's products as a treat for both celebratory reasons, and for leisure. This association of our product with happy feelings (i.e., class celebrations) is expected to generate sales due to the fact that consumers desire to maintain a positive lifestyle, to feel happy and become frequent buyers.

We believe that we have an inherent advantage at trade shows because (a) we are galaxy space themed, which creates the potential for a big, grand eye-catching presentations and (b) AstroDough is a fun, happy, and new taste sensation, which trade show attendees will seek out as an escape from the more mundane booths. It is therefore reasonable to assume that our virtual clientele will exhibit similar behavior.

★ Competitive Analysis

In the real world, edible cookie dough companies have opened in metropolitan areas such as New York City and Los Angeles. Our largest competitors include The Cookie Dough Cafe, Edoughble, Do', and DoughLife. AstroDough differentiates itself from real world competitors through customizing small batch dough production in a New York State certified kitchen to deliver a personalized delicious dessert directly to the customers door. Unlike other dessert firms, AstroDough is a dedicated organization that is committed to changing the lives of all people with dietary restrictions; By allowing the customer to create their own order and specify any dietary restrictions that prevents them from eating other desserts, AstroDough is promoting a mass appeal as we cater towards both the allergy stricken and the allergy-free dessert lover.

Concerned with the 8 million tons of plastic being dumped into the oceans each year, AstroDough uses biodegradable packaging in an effort to reduce our footprint. In the virtual world, AstroDough competes with hundreds of companies in the food sector. AstroDough has some indirect competitors, as there are nine total VEI companies in the dessert sector. AstroDough's unique galaxy space-themed website and customizable organic small batches set us apart from conventional cookie dough companies. AstroDough is one of a kind; however, there are two other companies that sell cookies: Cookie Time and A Piece of Cake. We consider these companies to be our direct competitors, with whom we compete for Virtual Enterprise students' discretionary income.

MARKETING PLAN

*"Persistent, consistent and frequent stories, delivered to an aligned audience, will earn attention, trust and action."
-- Seth Godin, This is Marketing*

★ TARGET MARKET & MARKET SEGMENTATION

Primary Demographics

Our primary target market is 14 to 18 year old east coast VEI students who crave a new way to enjoy dessert and avoid illnesses. Heavily influenced by societal trends, Gen Z is prone to follow the latest delicious fad, which benefits our company as cookie dough is the latest dessert craze. According to Twitter, cookie dough is the most discussed ice cream flavor³⁶. Google Trends shows search interest for "edible cookie dough" is at its highest³⁷. The increased interest in cookie dough provides our business with a built in customer base, as people are interested to try our products. Our targeted customer comes from a middle class family and makes an annual VEI salary of \$14,000-25,000. However, VEI students who do not fall into that exact range are still targeted as the wide array of flavors and reasonable price point help make our product accessible.

Secondary Demographics

Our secondary target market is any adult who attends northeast VEI trade shows and wants to experience a new dessert sensation and who are open to new and well crafted ideas. This average customer is part of the working class and makes a median average salary of \$59,039 a year³⁸.

Primary & Secondary Psychographics

- Interested in new desserts
- Price informed
- Appreciates socially responsible companies
- Values product safety and quality
- Part of the *Experimenter* Values and Lifestyles Segmentation³⁹ (VALS) who
 - Want to stand out
 - Very sociable, introduce new catchphrases and sayings into their communities
 - Have heightened sense of visual stimuli

³⁶ Twitter

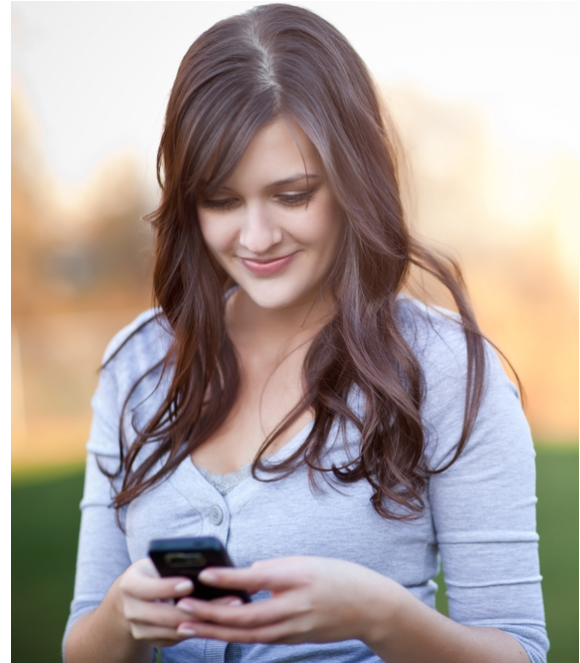
³⁷ Google Trend

³⁸ Business Insider

³⁹ Strategic Business Insights

Target Market Persona ⇒ Jessica Larson

- 17 years old CMO at her VEI firm at Plainview High School
- As a member of Generation Z, Jessica loves YouTube, Instagram, Netflix, and Snapchat as she spends 9+ hours a day online
- Eats dessert 3 times per week⁴⁰, and is prone to indulge when offered something new
- Chooses companies to buy from based on their social media presence and is attracted to well-designed promotional campaigns
- Wants to know the credibility and popularity of companies she buys from
- As an active member of community, she spends time volunteering, and companies that contribute to the community appeal to her



★ Marketing Mix

Products

AstroDough sells organic, *Salmonella*-free, and customizable edible cookie dough in a wide range of flavors. Flavors include Chocolate Space Chips, Big Bang Brownie, Red Giant, Outer Space Oreo, Cosmic Cake, Galaxy Cookie, and Mars-Mellow. In addition to the standard flavors listed above we have monthly specials incorporating seasonal ingredients, like Pluto Pumpkin Spice during the fall. Flavors may also mimic culturally important happenings, such as the Green Grinch dough balls to reflect not only Christmas, but the blockbuster hit movie *The Grinch*.

Flavor	Chocolate Chip	Sugar Cookie	Red Velvet	Oreo	Coffee	Birthday Cake	Green Tea
Demand	53.7%	3.6%	6.3%	20.0%	4.2%	7.4%	5.3%

Above is the data from the flavor survey we sent out to consumers in October, which we received 95 responses. We decided to include the top flavors, chocolate chip and oreo, as always available or standard flavors. This survey includes the basic flavor palette of the dough. We also offer packages of cookie dough, like our *Cosmic Cookie Dough Subscription Box*. Each month a package of delicious cookie dough is shipped

⁴⁰ Drugs.com

directly to our customers doorstep for them to enjoy, met to their unique preference and allergy specifications. Gen Z customers want a unique experience and customization is the answer. With a minimum of 12 oz per order, you can pick a base flavor, three mixins, and a drizzle to top it off. AstroDough promotes a mass appeal as we cater towards the allergy prone and allergy free dessert consumer. AstroDough caters to our consumers personal allergy needs, as we offer gluten free, lactose free, and nut free doughs. Our small batches are made in an certified allergy friendly kitchen to prevent cross contamination.

Customizable goods are increasing in popularity; fast casual restaurants, which specialize in food customization, grew 13% in 2014 and continue to grow⁴¹. To give our customers the easiest customization experience we show pictures of the dough as the customer changes their specifications. According to *Forbes*, showing customers pictures of their customizations along the way leads to a more satisfied customer who is likely to make future purchases⁴². Offering personalized allergy friendly products is one of our keys to success as 1 in 13 children have a food allergy, with the most popular allergies being nuts or gluten sensitivity⁴³. Finally, we offer our Intergalactic Party Packages. Customers may send delicious flavors of customized cookie dough to loved ones for birthdays, holidays, or even college commitment parties!

Price

We price all of our cookie dough to meet the needs of our customer. In order to find the most effective pricing strategy, we surveyed 14-18 VEI students and found on average most customers would pay \$4 to \$6 for a 1.5oz serving. We then based the rest of our prices off of this demand based pricing system. Our price also ties into our competition-based pricing, other VEI dessert companies, such as our competitor Sweet Obsessions, charge similar prices for portions comparable to ours. Our current pricing allows for a 38% profit margin.



Mini Bite

\$ 1.99 for 0.5 oz

Scoop

\$ 5.99 for 1.5 oz

Containers

\$ 24.99 for 8 oz

\$ 29.99 for 12 oz

Intergalactic Party Packages

\$ 245.99 for 10 units (8 oz/unit)

\$ 649.99 for 25 units (8 oz/unit)

\$1199.99 for 50 units (8 oz/unit)

⁴¹ Technomic

⁴² Forbes

⁴³ Food Allergy Research & Education

Placement

AstroDough is planning to sell the majority of our product online. We project to make \$545,297 in online sales by the end of the fiscal year. It would not be cost effective to purchase a store front when most of our sales will not come from brick and mortar selling, as currently our online sales make up 56% of our total revenue. As stated previously, teens spend 9+ hours a day on the internet with 5 of those being on social media websites. All of our flavors are featured on our website, and can be purchased directly. The Starlight Special (Flavor of the Month) and other deals are included on the homepage in hopes of making more sales, which will yield more profit. Additionally, we offer a quality guarantee for all of our products to ensure our consumers receive the best product.

33% of our sales to date come from VEI trade shows; special trade show packages are created to promote sales at these events. Our \$5000 trade show special includes 165 units of completely customizable cookie dough, which can be made to your specific allergy and personal preferences. These units are shipped to our customers in a custom-made galaxy-themed box. Finally, the special includes *Create-Your-Own* cookie dough mixes so people can enjoy the AstroDough experience at home.

As we grow, we anticipate national expansion into supermarkets; The Whole Foods Market is one of the 13 biggest grocery store chains in America.⁴⁴ Even better, this franchise supports an Organic mission, making Whole Foods Market a perfect home for our product. In an effort to initiate this expansion project, we have conducted an out-of-network sale with Whitsons Culinary Group through April 2019, which makes up 11% of our total sales for an annual total of \$106,335.

Promotion

We have spread the word about our company through an extensive social media campaign. We post on Instagram, Facebook, Snapchat and our website. Gen Z is known as the social media generation, so we surmised that these channels would feed us the biggest influx of consumers. To boost sales during holidays seasons, i.e. Christmas, Hanukkah, Valentine's Day, and Easter, we offer discounted shipping on purchases of \$50 or more. Special promo codes are given to repeat customers. Repeat buyers receive free shipping on every third order. AstroDough wants to keep customers happy by including seasonal ingredients in our dough. We vary flavors throughout the season to be current and guarantee freshness.

During the holiday season AstroDough wanted to be an inclusive environment for all holiday celebrations. We created a special Hanukkah flavor called Galaxy Gelt and mini bites shaped like dreidels.

⁴⁴ The Balance Small Business

Because Christmas is the most widely celebrated holiday in America with 90% of the population celebrating,⁴⁵ we did a *Secret Santa Astronaut* promotion, where each employee shares their own unique flavors on social media. For example, our first *Secret Astronaut* was our marketing associate, Eric Rosenblatt. His unique flavor is double chocolate chip-the original chocolate chip batter with additional white chocolate chips. At the end of December, we shared an online survey with one hundred 14-18 year olds to analyze the flavor popularity of each base flavor, in which cosmic cookie dough won by 22 votes.

AstroDough creates social media promotions involving culturally important happenings, such as the Academy Awards. Generation Z closely follows social media and movie trends, it is one of the biggest events of the year for our target market. One promotion focused on the blockbuster movie *Bohemian Rhapsody*, which celebrates the life of Freddie Mercury. We created the limited-edition dough, *Mercury Rising*, an outrageously decadent quadruple chocolate cookie dough. Additionally, a portion of our profits went to the Mercury Phoenix Trust to fight AIDS worldwide. By keeping up with cultural events, our customers stay connected to our company, anticipating what will be released next.

Positioning

AstroDough establishes and maintains a unique luxury brand identity as a happy and fun customizable dessert company. We strive to create a delightful and exciting dessert experience for each and every customer. Our cookie dough is an exciting new taste sensation, while our small-batch dough production and customization cater to our customers personal preferences. Our galaxy-theme, shown in our logos, packaging, promotions and flavors, is instantly recognizable to our customers and playfully announces our brand.

Our primary goal is to promote a joyful dessert experience by providing our customers with customizable and allergy friendly treat for all to enjoy; we execute this task through our unified look and our diligent customer reach strategy. To further expand our market reach, we advertise on social media platforms. At trade shows, we wear clothing branded with AstroDough logos; we are recognizable from every angle as our logos are presented on both the front and also the back of our attire. We enjoy showing our creativity and professionalism through attire.

★ Discussion of Business Risks

As Peter Drucker, the business educator once said, “when you see a successful business, somebody made a courageous decision.” AstroDough values product accessibility, which is dictated by the price fluctuation of ingredients. As of 2018, the price of vanilla is continuously over \$500 per 2.20462 pounds⁴⁶. Although our

⁴⁵ Pew Research Center

⁴⁶ Taste Of Home

competitors face the same challenges, our non-organic competitors use cheap artificially flavored vanilla and synthetic vanillin. Artificial vanilla is never used in our recipes. Organic maple syrup is our *natural* problem solving substitute, in keeping with AstroDough's promise of wholesome ingredients. Unfortunately, this poses the risk of failure to meet monthly projections, as consumers could potentially buy similar products at much cheaper prices. We are not willing to risk our customers health and they appreciate our steadfastness.

Another challenge we face is outside competitors. Currently, we have one direct VEI competitor, Sweet Obsessions; however, our indirect competitors constitutes our main competition. According the the VEI Firm Directory, nine VE companies are classified as dessert firms. Other companies in this sector exist are not classified in the proper category due to missing key phrases in their company description. To address this risk, we use a competitive pricing model, keeping our prices consistent with our competitors. Finally, we understand that edible cookie dough, as a stand alone product is considerably new. Due to classification issues we are unable to analyze the successes of real world edible cookie dough companies, however there exists the inherent risk of consumer acceptance in reference to a newly introduced product. Through our unique mass appeal, delicious product and marketing plan, AstroDough anticipates success despite the risks we face.

FINANCIAL PLANNING

★ Sales Projection Summary

For the month of October, no sales were realized; the company relied on its seed money to fund initial operations. In November, the company conducted an out-of-network sale to provide Whitsons Culinary Group with 1670 packages of cookie dough for \$17,722 biweekly for 6 months. During the same month, our online sales reached \$6,193 growing nominally by 20% hereafter, until when we accounted for \$137,732 as online sales for the month of February 2019. We project our online monthly revenue to increase by 25% for following months. By the end of the fiscal year, we project to have a total online sales amount of approximately \$545,297.

In January during our first trade show at Long Island Regional Conference and Exhibition, we accumulated \$45,862 in sales; We project to achieve \$275,000 at the internal trade show in April. By the end of our fiscal year, we project to accumulate a total revenue of \$992,494.

AstroDough									
Monthly Sales Projections									
FY 2018-2019									
Sources of Revenue	October	Actual November '18	Actual December '18	Actual January '19	Actual February '19	Projected March '19	Projected April '19	Total	
Online	\$ -	\$ 6,194	\$ 7,432	\$ 6,568	\$ 137,732	\$ 172,165	\$ 215,206	\$ 545,297.07	
Tradeshow	\$ -	\$ -	\$ -	\$ 45,862.00	\$ -	\$ -	\$ 275,000.00	\$ 320,862.00	
Out-of-Network	\$ -	\$ 17,722.50	\$ 17,722.50	\$ 17,722.50	\$ 17,722.50	\$ 17,722.50	\$ 17,722.50	\$ 106,335.00	
Seed Money	\$ 20,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00	
Total	\$ 20,000.00	\$ 23,916.24	\$ 25,154.99	\$ 70,152.47	\$ 155,454.40	\$ 189,887.38	\$ 507,928.59	\$ 992,494.07	

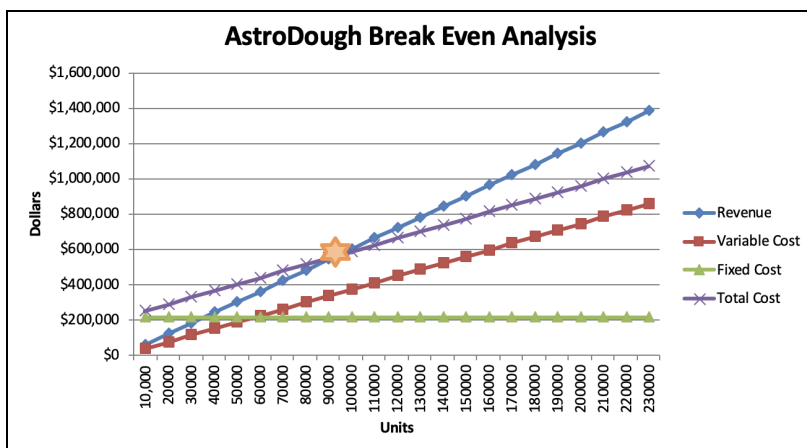
★ Summary Profit & Loss Statement

AstroDough	
Detail Profit & Loss	
2/28/19	
Total Revenue	\$ 203,788.00
Total Cost of Goods Sold	\$ 126,348.56
Total Gross Profit	\$ 77,439.44
Gross Margin %	38%
Expenses	
Salaries	\$ 125,000.00
Rent	\$ 7,680.00
Utilities	\$ 3,020.50
Insurance	\$ 8,300.00
Advertising	\$ -
Supplies	\$ 13,321.02
Total Operating Expenses	\$ 157,321.52
Net Income	\$ (79,882.08)

AstroDough	
Detail Profit & Loss	
For the Year Ending 4/30/2019	
Total Revenue	\$ 992,494.07
Total Cost of Goods Sold	\$ 615,346.32
Total Gross Profit	\$ 377,147.75
Gross Margin %	38%
Expenses	
Salaries	\$ 175,000.00
Rent	\$ 13,440.00
Utilities	\$ 4,228.70
Insurance	\$ 8,300.00
Advertising	\$ -
Supplies	\$ 13,321.02
Total Operating Expenses	\$ 214,289.72
Net Income	\$ 162,858.03

For the fiscal year ending April 30, 2019, AstroDough is projected to have \$992,494 in revenue. The total cost of goods sold is \$615,346, indicating a significant gross profit rate of 38%. AstroDough's fixed expenses consist of salaries, rent, advertising, and insurance. Variable expenses include utilities and supplies. AstroDough's fixed yearly costs are projected to be \$214,290. Therefore, AstroDough's net income is expected to be \$162,858.

★ Break-even Analysis



The break-even point was calculated using an average unit of sale based on our average retail price per unit and average costs of goods sold per unit. Our average price is \$6.00 and our cost of goods sold per sale is approximately \$3.72. Our annual fixed costs are \$214,290; AstroDough is projected to break even in April of 2019 at \$563,920 selling 93,987 units, resulting in a 38% gross profit margin.

★ Balance Sheet

AstroDough Balance Sheet 2/28/19			
Assets			
Current Assets			
Cash		\$ 139,631.01	
Investments in stocks		\$ -	
Accounts receivable		\$ 106,335.00	
Merchandise inventory		\$ -	
Supplies		\$ 2,220.17	
Total Current Assets		\$ 248,186.18	
Fixed Assets			
Computers		\$ 5,800.00	
Less: accumulated depreciation		\$ 483.33	
Furniture and fixtures		\$ 3,660.00	
Less: accumulated depreciation		\$ 305.00	
Office equipment		\$ 9,554.98	
Less: accumulated depreciation		\$ 796.25	
Total Fixed Assets		\$ 17,430.40	
Total Assets			\$ 265,616.58
Liabilities and Stockholders' Equity			
Current Liabilities			
Accounts payable		\$ 5,124.48	
Sales tax payable		\$ 380.00	
Salaries Payable		\$ 50,000.00	
Payroll tax payable		\$ 1,550.00	
401(k) payable		\$ 1,100.00	
Other payable		\$ -	
Total Current Liabilities		\$ 58,154.48	
Long Term Liabilities			
Loan payable		\$ -	
Total Liabilities			\$ 58,154.48
Stockholders' Equity			
Common stock, \$10 par value, * #	\$ 10.00		
In excess of par value	\$ 5.00		
Retained earnings	\$ 98,465.21		
Total Stockholders' Equity		\$ 207,462.10	
Total Liabilities and Stockholders' Equity			\$ 265,616.58

AstroDough Balance Sheet 4/30/2019 (Projected)			
Assets			
Current Assets			
Cash		\$302,489.04	
Investments in stocks		\$ -	
Accounts receivable		\$ -	
Merchandise inventory		\$ -	
Supplies		\$ 6,660.51	
Total Current Assets		\$309,149.55	
Fixed Assets			
Computers		\$ 5,800.00	
Less: accumulated depreciation		\$ 676.66	
Furniture and fixtures		\$ 3,660.00	
Less: accumulated depreciation		\$ 427.00	
Office equipment		\$ 9,554.98	
Less: accumulated depreciation		\$ 5,573.74	
Total Fixed Assets		\$ 12,337.58	
Total Assets			\$ 321,487.13
Liabilities and Stockholders' Equity			
Current Liabilities			
Accounts payable		\$ 5,124.48	
Sales tax payable		\$ 380.00	
Salaries Payable		\$ 25,000.00	
Payroll tax payable		\$ 1,550.00	
401(k) payable		\$ 1,100.00	
Other payable		\$ -	
Corporate tax payable		\$ -	
Total Current Liabilities		\$ 33,154.48	
Long Term Liabilities			
Loan payable		\$ -	
Total Liabilities			\$ 33,154.48
Stockholders' Equity			
Common stock, \$10 par value, * # shares	\$ 10.00		
In excess of par value	\$ 5.00		
Retained earnings	\$ 179,630.00		
Total Stockholders' Equity		\$288,332.65	
Total Liabilities and Stockholders' Equity			\$ 321,487.13

AstroDough's balance sheet indicates a high level of cash and accounts receivable, indicating expected payments in the future. Currently, our company has positive net working capital of \$190,031. AstroDough's lack of leverage and strong cash position indicates that the company is able to pay its obligations as they come due and is able to accumulate profits as well. AstroDough is therefore able to self-fund any capital expenditures and could incur debt to fund acquisition or growth opportunities. By the end of the fiscal year for AstroDough, the company plans to capture its profitability, thus enhancing the value for its shareholders.

★ Financial Write-up

As a startup company, AstroDough's financial history commenced in November of 2018 upon the finalization of our first out-of-network sale to an external company, Whitsons Culinary Group. We were able to begin our business procedures without any liabilities thanks to our seed money of \$20,000 granted by the Long Island VEI Central Office. The increased demand for innovation in the desert industry has provided ample opportunity for an edible cookie dough company to begin operation. We have calculated the cost of production, gross profit, break-even analysis, and the total equity for this fiscal year.

APPENDIX

★ Bank Statement as of 2/28/19

Date	Name/Description/Acct#	Ref#	Amount	Balance
Feb. 28, 2019	Karly Roberts (US021801), South Pasadena, CA VEI Checkout transaction #368074 02/28/2019 02:35 PM CT Acct #630664986	4245585	\$44.93	\$131,260.46
Feb. 28, 2019	Zachary Ross (US011008), Cold Spring Harbor, NY VEI Checkout transaction #367960 02/28/2019 01:13 PM CT Acct #630599947	4245337	\$11.76	\$131,215.53
Feb. 28, 2019	Ben Ralph (US01076), Pittsford, NY VEI Checkout transaction #367911 02/28/2019 12:07 PM CT Acct #630604622	4245236	\$11.76	\$131,203.77
Feb. 28, 2019	Gurveer Lungani (US011878), Syosset, NY VEI Checkout transaction #367893 02/28/2019 11:53 AM CT Acct #630648859	4245190	\$2,567.98	\$131,192.01

★ AstroDough's Shareholders

<u>Name of Shareholder</u>	<u>Total Shares</u>	<u>% of Company</u>
Guy Bodner	13	5.91%
Jennie Tannenbaum	13	5.91%
Eric Rosenblatt	13	5.91%
Spencer Haber	13	5.91%
Cole Kirincich	13	5.91%
Joseph Gangi	13	5.91%
Will Guo	13	5.91%
Chloe Catton	18	8.18%
Isabel Schnieder	18	8.18%
Alexander Rangell	18	8.18%
Peter James Daniels	18	8.18%
Ravin Mehta	18	8.18%
Yan Luo	20	9.09%
Kathleen Goldin	19	8.64%
TOTAL SHARES	220	100.00%

As a privately held S-corporation, AstroDough has a limited number of shareholders. Dividend percentages have been calculated based on the amount of equity each shareholders owns; our fourteen shareholders own a percentage of company in the form of common equity. Unlike preferred equity, common equity allows for shareholder voting rights, which is ideal due to the immense value of shareholder feedback. In the case of a financial meltdown, the initial arrears would be allocated to the Long Island VE Office as a reparation for the initial loan of \$20,000, then, to our common shareholders, as there are no more creditors to whom we would be indebted.

ASTRODOUGH

FEBRUARY COMPANY NEWSLETTER



OUR MISSION

At AstroDough, we invite cookie dough lovers to experience a deliciously innovative and safe edible cookie dough -- It's out of this world!

UPCOMING EVENTS

February 26, 2019

Long Island Business Plan Championship Round @ American Portfolios, Holbrook

April 15-17, 2019

Youth Business Summit @ Brooklyn, NY

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@astrodough



@ve.astrodough



@astrodough

February 2019 Vol 1 Issue 1

OUR COMPANY



AstroDough is an edible cookie dough company that transforms the way Gen Z satisfies their sweet tooth by offering a completely customizable dessert. AstroDough creates delicious cookie dough and focuses on preventing food illnesses such as the *Salmonella* infection. AstroDough is determined to dominate the dessert niche by providing gluten-free, lactose-free, nut-free cookie dough. AstroDough strives to solve the market dislocation caused by lack of allergy friendly and affordable options in the dessert market.

EMPLOYEE OF THE MONTH



ALEX RANGELL

January

Chief Operating Officer

"We sell an experience for all to enjoy"



SPENCER HABER

December

Sales Associate

"Working hard and getting dough"



ERIC ROSENBLATT

November

Marketing Associate

"Dough de Astro"

FINANCIAL HIGHLIGHTS

AstroDough did not incur any unexpected losses for January and exceeded projected online monthly sales revenue by **\$22,760** as of February 13, 2019. During the LIU trade show, AstroDough enjoyed getting a chance to interact face-to-face with our customers and accumulated **\$45,862** in sales. Congratulations to our sales team for their achievement! Congratulations also to the Marketing Department on innovative promotions! We look forward to continue this success in trade show sales at the VEI Youth Business Summit in April.

INDUSTRY TREND

"Technology and innovation in the fields of flavors and textures are the key driving factors of the industry in the U.S. Various companies are working on a technologically enhanced functional ingredient system to enhance their flavor and expand the industry horizon,"

Grand View Research on the growing dessert industry

MARKETING UPDATES

AstroDough's marketing promotions reflect culturally important happenings. February's major event is the Academy Awards, as millions tune in to see which stars and movies took top spots. *A Star is Born* swept the nation and the audience fell in love with the Lady Gaga and Bradley Cooper duo. Their famous duet of ***Shallow*** topped the music charts following the film's release. Inspired by the success of the movie, we created ***A Star is Born*** cookie dough; A flavor that, like the movie, is out of this world -- dark chocolate cookie dough with space-themed chocolate candies mixed in.

Bohemian Rhapsody has captivated audiences of all ages as it celebrates the story of Queen, specifically focusing on their lead singer Freddie Mercury. The movie smashed the box office and made \$215 million. We created the Freddie ***Mercury Rising***, the decadent triple chocolate cookie dough in order to honor both the extremely talented singer and also the success of the movie.

MERCURY RISING New Flavor



COMPETITION DETAILS

NATIONAL BRANDING COMPETITION

AstroDough placed **Top 10%** nationally in the Company Branding competition. CMO Isabel Schneider and Yan Luo successfully created a unique brand aesthetic for AstroDough. The win boosted morale into the Business Plan Competition.

NATIONAL ELEVATOR PITCH COMPETITION

AstroDough did great as a startup company in the National Elevator Pitch Competition. Eric Rosenblatt placed **Top 10%** in the nation, Chloe Catton placed **Top 25%**, and Alex Rangell received **Honorable Mention**. This was a great way to start off the year, as it launched us into infinity and beyond!



LONG ISLAND REGIONAL CONFERENCE & EXHIBITION



Congratulations to our business plan "dream team" consisting of CEO Yan Luo, COO Alex Rangell, VP of Sales Jennie Tannenbaum, CFO Ravin Mehta, Marketing Associate Eric Rosenblatt, and IT Associate Guy Bodner. The team did an amazing job in the presentation and earned **Top 11 in the Long Island Business Plan Competition**. The rest of the team took home **Silver in Booth Design** and **Silver in Impact Marketing**. Great start to the VE competition season!

OUR CORE FLAVORS



**RED
GIANT**



**OUTER
SPACE OREO**



**COSMIC
CAKE**



**GALAXY
COOKIE**




**CHOCOLATE
SPACE CHIP**



**MARS
MELLOW**

All flavors are **CUSTOMIZABLE** to be made gluten-free, lactose-free, and/or nut-free

★ Out-of-Network Sales Contract



70 Southwoods Road
(516)-364-5675
ve.astrodough@gmail.com

Syosset, 11797 NY

Business Contract

This agreement is effective as of **date of agreement**, between **Whitsons Culinary Group** and **AstroDough** from 11/8/18. The parties hereby agree to the following terms and conditions:

DESCRIPTION OF SERVICE/SUPPLIES:

Whitsons Culinary Group hereby agrees to purchase the items below, supplied by AstroDough


Package Bundles	Quantity	Unit Price (\$)	Extended Price (\$)
(Red Giant)	10	24.59	245.90
(Mars Mellow)	25	24.05	601.25
(Chocolate Space Chips)	50	23.50	1175.00

Container Bundles	Quantity	Unit Price (\$)	Extended Price (\$)
(Pluto Pumpkin Spice)	10	21.59	215.99
(Cosmic Cake)	25	21.19	529.99
(Galaxy Cookie)	50	19.99	999.99

Scoop Bundles	Quantity	Unit Price (\$)	Extended Price (\$)
(Galaxy Cookie)	100	4.249	424.99
(Outer Space Oreo)	200	4.249	849.99
(Cosmic Cake)	300	3.99	1199.99

Mini Bites Bundles	Quantity	Unit Price (\$)	Extended Price (\$)
(Mercury Rising)	150	1.70	255.99
(Red Giant)	250	1.69	424.99
(Outer Space Oreo)	500	1.59	799.99

Monthly Sub Total			\$ 15,448.12
Taxes			\$ 1,371.02
Shipping			\$ 902.86
Total Cost for Contract (Billed Monthly)			\$17,722.50



TERMS AND CONDITIONS - This contract agreement may be cancelled with 90 days written notice. The period of this contract is for **monthly purchases within the fiscal year** from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

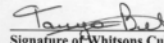
AstroDough guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. **AstroDough** hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments.

CANCELLATION - The Contract may not be cancelled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

RENEWABLE OPTIONS - During the final period of this agreement, either party may offer to negotiate optional years.

CORPORATE COMMITMENT - By signing this agreement, the **Whitsons Culinary Group**, hereby agrees to offer the expertise of its officers as advisors to **AstroDough**. This mentoring will assist in the successful operations of **AstroDough**, thus protecting your valued investment in our product.

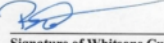
The signatures below represent the authority to fully execute this agreement.


 Signature of Whitsons Culinary Group

11-8-18
 Date

Tanya Bukucyan / ASSISTANT FOOD
 Printed Name / Title

516 364-5849
 Phone Number

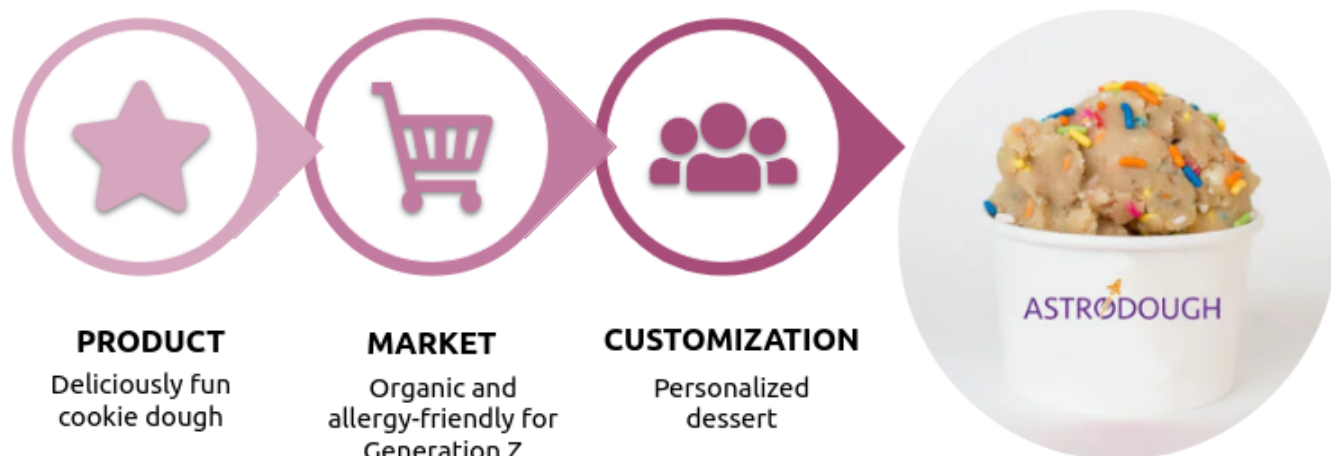

 Signature of Whitsons Culinary Group Representative

11-8-18
 Date

Belk Deyan PSD
 Printed Name and Title

11-8-18
 Phone Number

★ AstroDough Key Differentiators



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