

# BUSINESS PLAN

2018-2019



ANCORA  
SAFETY  
THE POWER OF PROTECTION



WEB: [www.ancorasafety.com](http://www.ancorasafety.com)



EMAIL: [ancorasafety@gmail.com](mailto:ancorasafety@gmail.com)



PHONE: (661) 588-8601



FAX: (661) 588-8608

5805 Rosedale Hwy  
Bakersfield, CA 93308

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## EXECUTIVE SUMMARY

In the year 2018 alone, Americans fell victim to 1.28 million violent crimes.<sup>1</sup> The average number of offenses of aggravated assault, rape, robbery, and murder per 100,000 people in the U.S. for 2018 was 394, with some states such as New Mexico, Alaska, Nevada, and Maryland experiencing over 500 such crimes.<sup>1</sup> Tragically, in 2018, there were 340 mass shootings, and as of early March 2019, there have been 60 more.<sup>2</sup>



Exposure to violence can leave people feeling scared, insecure, and powerless within their communities. Today, many individuals want and need a means to defend themselves that is readily available and reliable. Rather than taking a violent approach to a violent problem, **Ancora Safety** has found a means to defend through non-lethal personal protection.



**Ancora Safety's** mission is to diminish an individual's fear of being a victim to violence by empowering them through self-protection



**Ancora Safety** has designed its product and service line to empower customers so they can protect themselves. The line of self-defense products for the company's business-to-consumer (B2C) market consists of two correlated segments. There are bulletproof products: backpacks, bag inserts, and binders, as well as products to neutralize an attacker which includes stun guns and pepper spray. The business-to-business (B2B) market product line consists of target hardening products such as bulletproof blinds and door jammers to keep classrooms and the work environment protected. In addition, **Ancora Safety** offers several personal safety courses to all customers at our retail location along a major highway in Bakersfield, CA. These training sessions teach our customers how to respond to a variety of emergency situations. Through careful assessment of the violence happening in the U.S., **Ancora Safety** is leading the way to addressing a lethal problem in America with a non-lethal response.



**Ancora Safety's** strengths and opportunities have set a path for success in the company's future. One of **Ancora Safety's** greatest opportunities is how it is currently addressing an urgent national issue of individuals being victimized by violence and left feeling powerless. Sadly, violence has recently been prevalent in schools across America, evidenced by the more than 25 school shootings that resulted in either an injury or fatality in the year 2018 alone.<sup>3</sup> **Ancora Safety** provides awareness to this problem and in turn will be a part of the personal safety market which is projected to reach \$518 billion by 2023.<sup>4</sup> **Ancora Safety** has a competitive advantage over local businesses and virtual competitors by specializing in methods of non-lethal protection and by offering services that empower an individual's ability to ensure his or her personal safety.

**Ancora Safety** has acquired private investors for the majority of the startup capital. The company has three main angel investors who have each invested \$50,000 and have received equity ownership. **Ancora Safety's** chief officers have also invested \$5,000 each to secure equity ownership in the company. **Ancora Safety** is expected to make over \$1.2 million in sales in its first fiscal year and has already broken even during February 2019.

**Ancora Safety's** overall goal is to empower individuals through self-protection so they and their loved ones can feel safe. The company will extend its products not only to individuals, but to other businesses as well. **Ancora Safety** has secured a substantial sales contract with the Kern High School District for active shooter trainings in classrooms throughout the district, valued at \$1.4 million. **Ancora Safety** has recently secured its second contract with the Fruitvale School District that provides active shooter training to all faculty in the district and door jammers for each classroom within the district. One of the company's main goals is to expand into the private sector after many school districts in the immediate area have been reached with recurring contracts. Through social media platforms and the company website, **Ancora Safety** plans to further extend its mission to reach its customers on a local and national level. **Ancora Safety** will provide free self-defense courses on a monthly basis to individuals exposed to domestic violence. Since the company has reached its break-even in February 2019, **Ancora Safety** will begin to donate 5% of its monthly net profits to Futures Without Violence, a national non-profit organization that provides funding to programs designed to stop and prevent violence.<sup>5</sup>

**Ancora Safety** has designed itself to address the problem of violence in America, whether it be in the home, in schools, at the workplace, or in public, using non-lethal means. **Ancora Safety** serves as a beacon of hope that provides the power of protection.



## BUSINESS RATIONALE

### Customer Empathy

As referenced in the Executive Summary, statistics of violence in America are astounding. The fact that the United States has experienced 340 mass shootings in 2018 is appalling. In fact, during the course of writing this business plan, three mass shootings have occurred, one being less than 200 miles away from Bakersfield. According to a report from Newsweek, dozens of victims from the mass shooting in Thousand Oaks in November of 2018 were also present at the mass shooting in Las Vegas in 2017.<sup>6</sup> These individuals have the terrible distinction of being present at two mass shootings within a year. Americans need more options to protect themselves from unanticipated acts of violence. **Ancora Safety** has found a combatant to violence by empowering individuals with various methods of self-protection. Having designed its product and service lines to be convenient and user-friendly, **Ancora Safety** is a powerful solution against acts of violence.

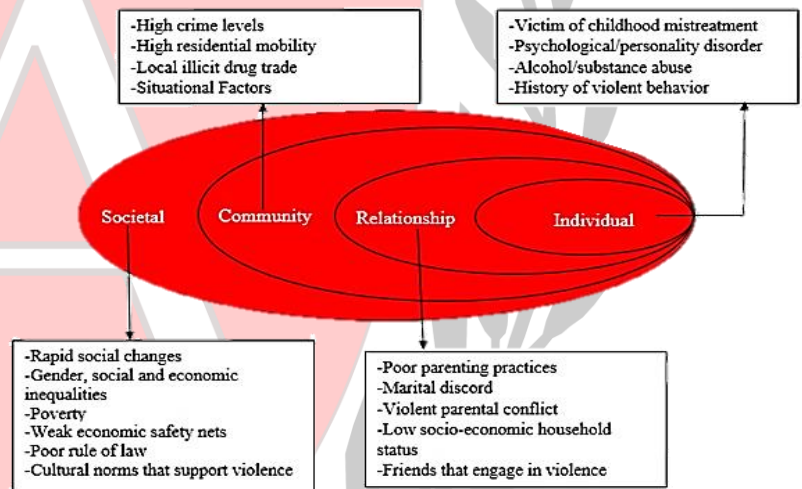
### Problem Statement

As of 2012, the American population has been in an increased state of vulnerability due to rising levels of violence throughout the country.<sup>7</sup> Such violence has been seen not only on the streets but has been appearing in schools in higher volumes. As reflected in the figure to the right, various factors may prove to be the root cause for violent actions such as a violent parental environment, poverty, and psychological distress. Regardless of the motive, violence on the American public is intolerable as its side effects can cause insecurity, fear, and emotional devastation. **Ancora Safety** looks to diminish this public fear and its consequences through its safety products and courses.

### Ideal State

**Ancora Safety's** product and service lines give customers ways to empower themselves through a variety of self-protection measures. The company provides a combination of bulletproof products, self-protective tools, and safety courses designed to train customers to react effectively in a dangerous situation. **Ancora Safety** strives to bring peace of mind and security to those all across America who have either been affected, or are concerned for their personal safety.

### Root Causes of Violence <sup>8</sup>





## Company Goals

Short-Term Goals	Strategy
Enter the Virtual Enterprise Stock Market	Work with Virtual Enterprise and InVEst to become a publicly traded company release an IPO by April 2019
Donate 5% of net profits to Futures Without Violence	Develop a partnership with Futures Without Violence and donate a percentage of profits once <b>Ancora Safety</b> breaks even
Increase traffic to <b>Ancora Safety's</b> website	Increase promotion of our website through social media, trade shows, open houses, and e-mails to previous customers
Long-Term Goals	Strategy
Establish contracts with school districts in Central California	Continue reaching out to schools and promoting <b>Ancora Safety's</b> products and services to districts
Expand contracts to private businesses	Reach out to private businesses such as hospitals to sell products and services
Retain customers and promote that schools should renew contracts	Encourage customers to take safety courses once a year to stay prepared, and encourage schools to renew contracts for new students to be trained or receive products

## ABOUT THE BUSINESS

### Company Overview

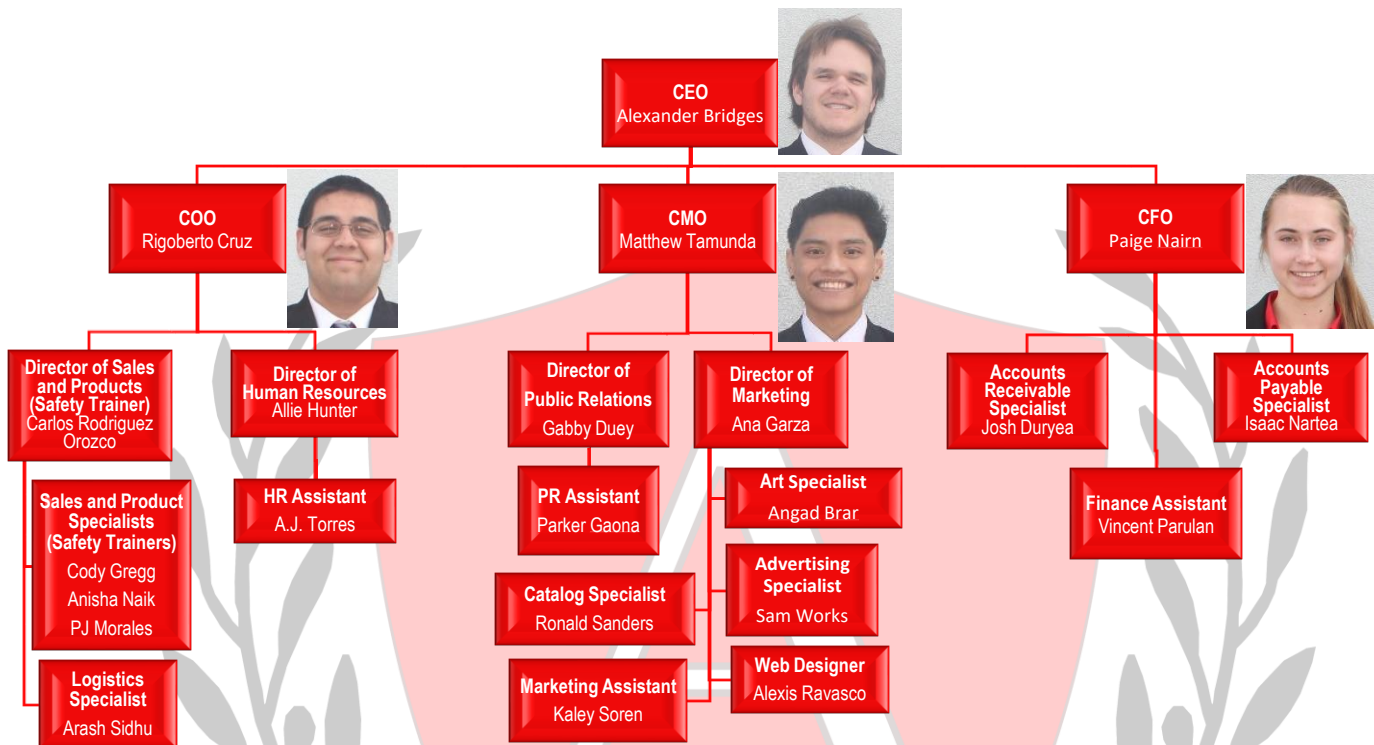
**Ancora Safety** was established as an LLC in October 2018. **Ancora Safety** is a unique company that operates in the safety industry by specializing in defensive products and services. **Ancora Safety** retails personal safety products such as bulletproof backpacks, pepper spray, and stun guns. The company also provides services in the form of active shooter training, self-defense classes, and safety tool training. **Ancora Safety's** storefront in Bakersfield, California, is located at 5805 Rosedale Highway, which provides convenient public access as it is located off the busy intersection of Rosedale Hwy and Mohawk St. **Ancora Safety's** storefront serves as the retail location, the venue for safety courses, and the warehouse. **Ancora Safety** is here to support customers as they empower themselves by learning defensive measures.

### Mission Statement

**Ancora Safety's** mission is to diminish an individual's fear of being a victim to violence by empowering them through self-protecting means.

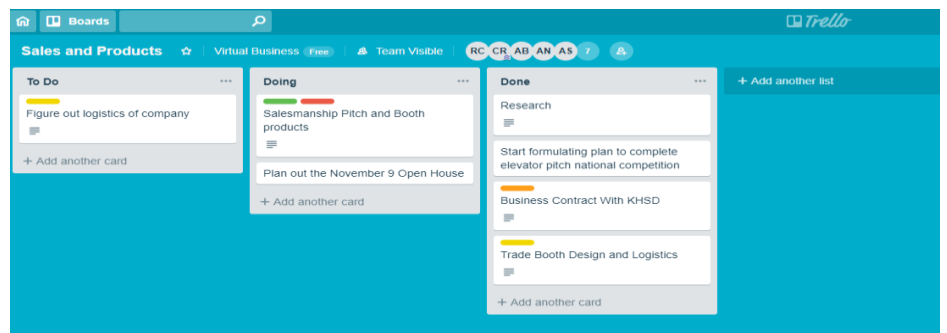


## Organization



**Ancora Safety's** leadership is organized into a hierarchical structure with departments that operate cross-functionally so that employees with related responsibilities can work with each other and accomplish common goals efficiently.<sup>9</sup> The Chief Executive Officer oversees business decisions that guide the direction of the company. **Ancora Safety** is split into three departments: Operations, Marketing, and Finance. The Operations and Marketing departments are layered into three levels of management: One, chief officers; two, directors; and three, specialists and assistants. The Finance department forgoes the director level of management due to its small size.

A hierarchical organizational structure may cause problems from a lack of communication between different departments. To combat this, **Ancora Safety** uses Trello to organize information and projects into one location to promote collaboration between departments. Also, the office has an open layout where all employees can easily find and talk with each other if information needs to be shared among employees. Google Drive is used to create a network for the company's files that will allow employees to collaborate on files on separate computers at the same time.



An example of a Trello board used by the Sales and Product team

If an employee has information that the other departments should know about, anyone can make an announcement at the start of the work day so that the entire company is made aware of important information efficiently. By integrating Trello along with open communication within the office, the company utilizes cross-functional capabilities so that employees within separate departments may work with each other to complete a task without needing to strictly follow the chain of command of the hierarchical structure.

The chief officers of **Ancora Safety** meet on a weekly basis to discuss what each department is working on and the goals that need to be met in the coming weeks. This is done to ensure that the head of each department knows what the employees of other departments are working on and to collaborate on making decisions for a department that would affect the company as a whole. Afterward, the chief officers relay the information from weekly meetings to their respective departments.

### SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>A hardworking staff motivated towards empowering and protecting America</li> <li>A physical location offers a personal connection with customers and allows <b>Ancora Safety</b> to provide safety courses</li> <li>The business addresses a current issue in American society</li> </ul>	<ul style="list-style-type: none"> <li>Many employees, large payroll per Virtual Enterprise guidelines</li> <li>Little brand recognition</li> <li>New company with inexperienced employees</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>Threat of violence creates a demand for safety products and services</li> <li>Large sales contracts with school districts to provide products and services to students</li> <li>United States GDP is predicted to grow 2.7% in 2019<sup>10</sup></li> </ul>	<ul style="list-style-type: none"> <li>Competitors in the VE marketplace within the safety industry</li> <li>Contracts made with schools may not be secured or renewed</li> <li>Potential liability from injuries sustained from product use or during a safety course</li> </ul>

### EXTERNAL ENVIRONMENT

#### Current Economic Condition

The GDP for the fourth quarter of 2018 in the U.S. increased annually at a rate of 2.6%, which is 0.8% lower than 3<sup>rd</sup> quarter of 2018.<sup>11</sup> The decrease in the economy indicates that consumers spending has slowed down, which allows for the possibility of moderate growth for small businesses like **Ancora Safety**. The U.S. is currently in a trade war with China which puts one of the company's product lines, bulletproof products, at risk since China has placed a tariff on aromatic polyamide, the chemical structure of Kevlar that allows it to be bullet resistant. This means the bulletproof products could encounter an increase in price. No other products in the product line are at risk since they are manufactured in the U.S.A., allowing for stability within the rest of product line. The U.S. has also resolved trade disputes over the agreement formerly known as North American Free Trade Agreement (NAFTA), now rediscussed and called United States Mexico Canada Agreement (USMCA). This agreement creates a more prosperous economy



that will enable people to spend more. However, **Ancora Safety** still has a domestic problem with the middle class decreasing in size. The middle class has experienced very little income growth in the past decade.<sup>12</sup> The middle to upper class is one of the most important segments of the company's target market as the more affluent population will be the persons who can afford the most expensive items of our products and services.

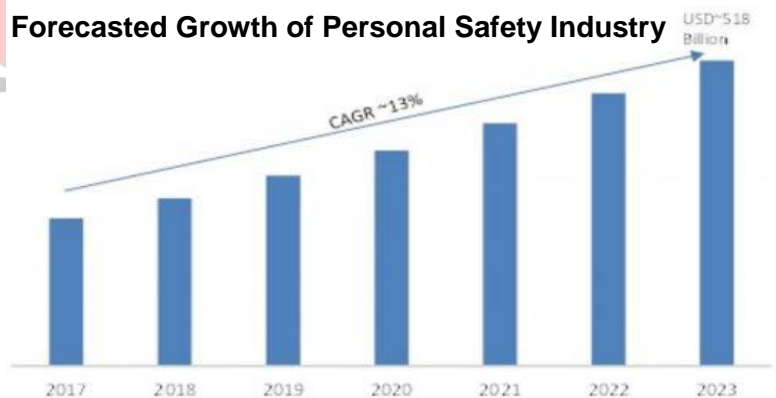
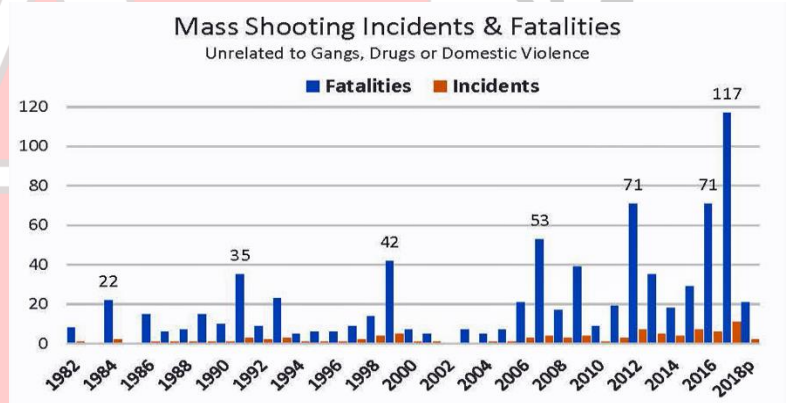
In the United States the current unemployment rate as of February of 2019 is 3.8%, indicating that the middle class will grow again.<sup>13</sup> According to the Washington Post there is an expected increase in the middle class due to the increase in jobs.<sup>14</sup> In Kern County, where our store front is located, the current unemployment rate is 7.6%, this is low in comparison to the 9.7% unemployment rate during 2017.<sup>15</sup> The local unemployment rate should continue to decrease since Amazon, L'Oréal, and Ross are building distribution centers in Kern County in 2019.<sup>16</sup> This development causes a more prosperous economy in Kern County, prompting people to spend more. The current national inflation rate for the U.S. is 1.6% as of January 2019, which has dropped significantly from the months preceding.<sup>17</sup> The current prime interest rate is 5.50% and is expected to remain like this after the momentary policy meeting in March.<sup>18</sup> The nation's current economic conditions collectively are strong, allowing **Ancora Safety** to have a better opportunity to flourish as a new business and continue to grow with the thriving economy.

### Industry Analysis

**Real-** In the past few years the need for self-protection has grown due to the rising number of mass shootings and violent attacks in America. According to Business Insider, gun violence is a leading cause of death in America.<sup>19</sup> This rise in gun violence and mass shootings has caused many Americans to be concerned for their own and their loved one's safety. Therefore, Americans are searching for solutions to this constant threat which is why North America has the largest market for personal safety.<sup>4</sup> The personal safety industry has an anticipated compound annual growth rate at 13% and is expected to reach a value of \$518 billion by 2023.<sup>20</sup> **Ancora Safety** will benefit from this anticipated growth in the personal safety industry by providing high quality and cost-effective safety products and services to the company's customers.

Due to the recent incidents of school shootings, school districts are receiving more funding to improve the security of their school campuses and safety of their students. According to Dr. Seals, the Director of Business Administration for the Kern High School District,

\$5 million has recently been allocated by the school board specifically for improving the safety of their schools. Kern County has the largest high school district in the state of California and is one of the largest high school districts in the country. Schools within the Kern



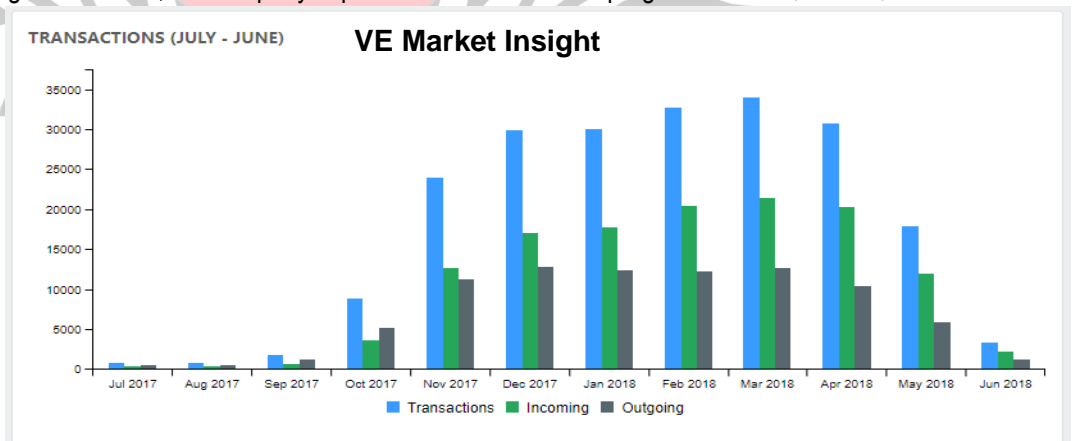
High School District have received 30 serious threats relating to student safety this school year alone.<sup>21</sup> Taft High School, a school within Kern County, had an incident in 2013 where a student came into the school and shot at his classmates.<sup>22</sup> Thankfully no one was killed in this shooting, but a student and a teacher were injured. **Ancora Safety** wants to help keep students free from harm by administering safety to school districts. Through business contracts with school districts in which the company provides active shooter trainings along with products such as door jams, bulletproof blinds, and bulletproof backpacks, they can help keep the classroom safe.

According to Forbes, consumers today want a more personalized experience.<sup>23</sup> By having a personalized experience, customers are likely to purchase more and spend more money on items.<sup>23</sup> A great personalized experience also increases the odds of customers returning to the business, which then brings in more revenue for the company.<sup>23</sup> **Ancora Safety** fulfills the need for a personalized experience by having a storefront that offers safety courses and great customer service.

The company has several indirect competitors such as Safe Line Defense, Tuffy Packs, Leatherback Gear, and Bullet Blockers who sell bulletproof backpacks and inserts. There are also other companies such as Women on Guard, Sabre Red, and Guard Dog Security that sell many of the same safety products as **Ancora Safety** like pepper spray and stun guns. **Ancora Safety** has no direct competitors since all of these companies only sell online and none of them offer both safety products and safety services. In Bakersfield, California, the company has no direct competitors but has two indirect competitors: Second Amendment Sports and The Golden Tiger. Second Amendment Sports' main business focus is firearm sales, but they also sell bulletproof inserts, pepper spray, stun guns, and drink test kits. They are an indirect competitor because unlike **Ancora Safety**, they do not specialize in a non-lethal solution to personal safety. The Golden Tiger offers active shooter training, however, they are an indirect competitor since they are mainly a karate class business and they do not offer active shooter training to schools or sell safety products.

**Virtual- Ancora Safety** is the only safety company in the virtual market to offer services along with their products. The company currently has four indirect competitors in the VE marketplace: DefenseLine, Safe N' Sound, Guardian, and Back Pack+. There is a high demand for **Ancora Safety's** products and services among students who are concerned with their personal safety. The company expects high sales from VE students to occur in the month of March since the VE Market Insight data shows when the highest sales have occurred in each month during the previous year. Virtual Enterprise students earn a virtual salary between \$25,000 to \$90,000. Based on surveying VE students, the company expects students in the VE program to have \$100 to \$200 of discretionary funds to spend at trade shows and through VE firm websites. In addition, VE students receive a \$5,000 starting bonus that they can utilize when shopping at trade shows and online. Nationwide there are approximately 15,000 students within the VE program that attend trade shows

and purchase on VE firm websites. Therefore, **Ancora Safety** can expect significant sales from students within the Virtual Enterprise market.



## Competitive Analysis

**Ancora Safety** has four indirect competitors in the Virtual Enterprise market: Safe N' Sound, DefenseLine, Guardian, and Back Pack+. Safe N' Sound sells jewelry and keychains that are also safety alarms. They market mainly to women, while **Ancora Safety** markets to all genders, expanding their potential customer base. DefenseLine is a company that sells products such as keychains, coasters, and nail polish that changes color when the presence of drugs is detected in a drink to help prevent date rape. Guardian sells safety products such as pepper spray and alarms which resemble everyday items. Back Pack+ sells solar panel backpacks that have the capability to charge a cell phone and alert authorities if the person is in danger. **Ancora Safety** is more active in the business to business market compared to their competitors because the company offers active shooter trainings to the large high school districts located in Bakersfield. **Ancora Safety** also differentiates from its competitors with their service of safety courses that are offered locally, as well as their bulletproof product line. **Ancora Safety** has no direct competitors in Virtual Enterprise, giving them a strong competitive advantage in the VE market.

VE Competitors	Ancora Safety	DefenseLine	Guardian	Safe N' Sound	BackPack+
Provides Safety Products	X	x	x	x	x
Variety of Products	X	x	x	x	
Store Front	X	x	x		
No Subscriptions	X	x	x		x
Safety Courses	X				
Contracts with School Districts	X				

## MARKETING PLAN

### Target Market

**Primary Target Market (Virtual Enterprise) - Ancora Safety** primarily targets students & young adults in the age range of 17-25 years old within the Virtual Enterprise network. The company aims to target this age range because they are starting to become more mature and independent and many will be leaving home for college. Students in the VE network make a virtual income of about \$25,000 to \$90,000, in which they can afford to purchase most of the company's products. Ancora Safety targets both female and male teens since safety is a basic need, but the company's products appeal more to females because they are more concerned with being targeted for an attack.

**Primary Target Market (Real World) - Ancora Safety** targets adults in the age range of 30-50, as this age group is more likely to have school aged children and a family they want to protect. **Ancora Safety** also focuses on families and individuals in the middle class since they generate an average wage of \$45,000 to \$135,000, which indicates they have discretionary income.<sup>24</sup> Also, as the company's consumers age, statistically they start to earn more money which allows for more disposable income. For example, adults in their 30s-50s earn \$758-\$962 per week compared to adults in their 20s-25s that earn \$528 per week.<sup>25</sup>

**Secondary Target Market (Business-to-Business Market) - Ancora Safety** negotiates contracts with school districts in Kern County to provide active shooter trainings in classrooms, thus further increasing the awareness of **Ancora Safety's** brand and solution. This benefits the company and schools because the company makes profit while schools increase their knowledge and



preparedness for dangerous situations. **Ancora Safety** separates itself from its competitors since they offer active shooter trainings to school districts.

**Ancora Safety** also offers their products to school districts depending on their needs so each contract is specific for them. For example, their contract with the Fruitvale School District that consists of just product sales, catered specifically to the wants of these schools, allowing the contracts to be flexible depending on the funding of the District. Since **Ancora Safety** provides both products and services to school districts, it is not only a source of income but a way to effectively spread their brand and message to many students and staff. See appendix for a visual of the company's business-business contracts.

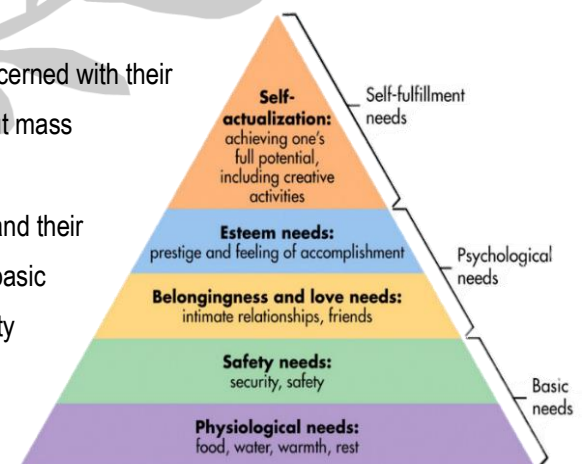
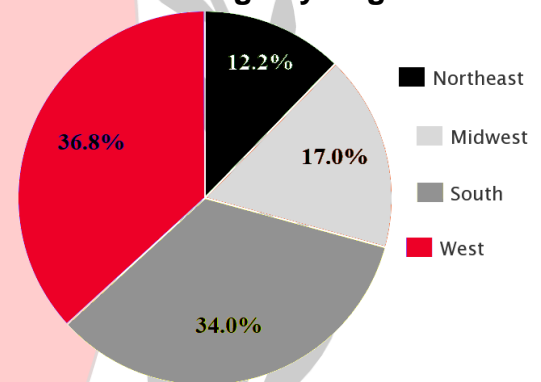
### Market Segmentation

**Demographics-** **Ancora Safety** targets those who want to put safety in their own hands. The company specifically targets young adults in the upper middle socioeconomic class between the ages of 17-25 as they are starting to move out on their own and need to keep themselves protected. **Ancora Safety** also targets upper middle-class adults ages 30-50, as adults in this age range have school aged children that they want to protect and keep safe.<sup>26</sup> In addition, **Ancora Safety** does not cater to specific races because the company's products incorporate the universal need for safety. When it comes to genders, statistically women are targeted more often than men in violent assaults<sup>27</sup> and are seen to be more vulnerable and physically weaker.<sup>28</sup> As a result, the company's products may be of more use to females in comparison to males.

**Geographics-** **Ancora Safety** is located at 5805 Rosedale Highway in Bakersfield, CA. The company's location was chosen in order to target more affluent customers living in the Rosedale Area. **Ancora Safety's** location naturally takes on a lot of traffic since Rosedale Highway is connected to a major freeway that many locals use to commute around town. The company's location has potential to generate an immense amount of foot traffic. In addition to the location in Bakersfield, the company's website serves as a catalyst to extend their consumer base nationwide, reaching customers out of the local area. Furthermore, the west region of the U.S leads in the number of mass shootings, thus making California a prime location for **Ancora Safety** to spread its brand and message.<sup>29</sup>

**Psychographics-** **Ancora Safety** singles out those who have become concerned with their own and their loved ones safety due to the massive amount of media coverage about mass shootings happening around the country. The company targets upper middle-class customers due to the fact that they have the means and desire to keep themselves and their loved ones safe. According to Maslow's Hierarchy of Needs, safety is considered a basic need for all humans.<sup>30</sup> This foundational need invokes action in people to attain safety and security. Unfortunately mass shootings and violence are a very relevant issue which raises the concern for the overall safety of society.

**Mass Shootings by Region**



**Maslow's Hierarchy of Needs**

## Marketing Mix

**Products-** **Ancora Safety's** products help maintain personal safety. The company's bulletproof products, manufactured by Citizen Armor, such as their: bulletproof backpacks, inserts, and binders, provide needed protection for those who may encounter a dangerous situation. The company's bulletproof items are certified with level IIIA grade Kevlar that can withstand impact from any handgun, even from point blank range, and .22 rifles or shotgun slugs from a longer range. Ancora Safety's inserts and binders are very slim and lightweight. They weigh in at one pound, which is light enough to easily be carried in a backpack or briefcase. Ancora Safety also offers effective self-defense accessories such as pepper spray to immobilize the attacker, stun guns/stun gun phone cases to shock the perpetrator, tactical pens used to jab your attacker, a drink test kit to test drinks for dangerous substances, and keychain panic alarms to seek help in an attack. These handheld accessories are very convenient since they are small and can be carried around easily, so their owners are protected and prepared for any dangerous situation.

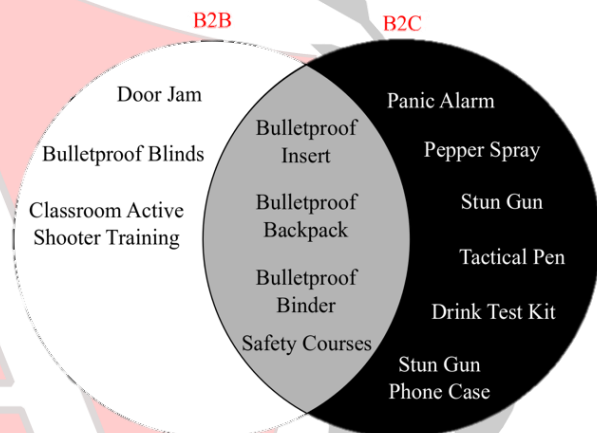
**Ancora Safety** also offers safety courses such as Self Defense Training, Safety Tool Training, and Active Shooter Training. Each safety course is two hours long which prepares customers to learn how to react in various dangerous situations, while effectively utilizing the company's safety products. The business offers safety courses to school districts as well. Those courses are tailored to fit the hour-long periods during the school day. **Ancora Safety's** products and services empower the individual to feel prepared and safe. See appendix for a visual of **Ancora Safety's** product and service line.

**Price-** As a retailer, **Ancora Safety** has an average gross profit margin of 41% with its products in order to ensure profit while also offering competitive pricing. **Ancora Safety** has no direct competitors, however some of the company's indirect competitors sell similar products. The company's product prices are comparable to local competitors, such as Second Amendment Sports, to avoid pricing pressure from the market. **Ancora Safety's** services have an average gross profit margin of 92%. **Ancora Safety** provides safety courses at a higher price point than local competitors because the company focuses on both the personal safety and self-defense aspects, in comparison to the competitor who focuses on firearm trainings.

**Ancora Safety** utilizes comparative pricing for their high-end products. Due to the emotional nature of the company, comparative pricing allows perceived product quality to relate to its price. This strategy leads consumers into thinking that the

company's more expensive products entail higher quality and protection. The bulletproof products are in fact high quality made from IIIA Kevlar. Additionally, the business also uses charm pricing for their safety accessories such as stun guns and tactical pens.

**Ancora Safety's Product Line**



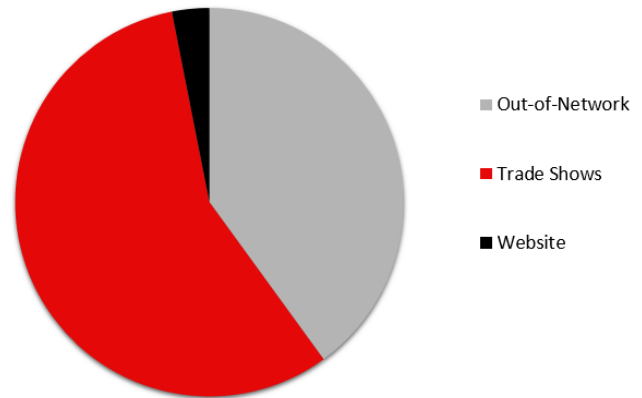
Low Cost Products "Charm Pricing"	High Cost Products "Comparative Pricing"
Pepper Spray \$9.99	Bulletproof Backpack \$525.00
Stun Gun \$13.99	Bulletproof Insert \$109.00
Tactical Pen \$12.99	Bulletproof Binder \$179.00

Charm pricing guides the consumer psychologically into believing the price of the product is lower than it is but these charm prices are low and affordable so that most people can afford them.

**sPlacement-** **Ancora Safety** generates most of its revenue from participating in trade shows and open houses, online sales from the company website, and business contracts. The business gains most of their profits from trade shows in Virtual Enterprise. **Ancora Safety** generates about 57% revenue from trade shows and open houses, 40% from contract sales with school districts, and 3% from web sales. **Ancora Safety** predicted that most of their in-network sales will come from trade shows since these avenues are very popular within the Virtual Enterprise marketplace. **Ancora Safety's** online website supports sales outside of the local area in order to reach customers across the nation and expand its market segment. Although the company's website does reach customers across the nation, **Ancora Safety** yields more revenue from trade shows and out-of-network contracts due to the nature of low web sales in the virtual marketplace.

**Ancora Safety Breakdown of Sales**

Actual sales from October - February

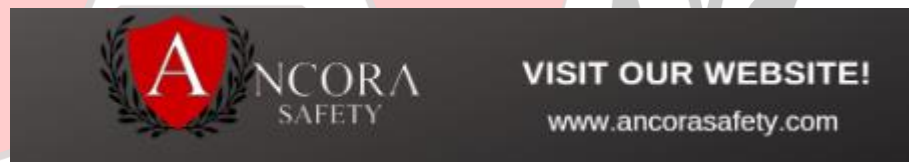


**Promotion-** The company utilizes a combination of social media, website, and newsletter to expose the company to the market. By advertising through social media, the business maintains business-to-consumer relations while their consumers are always up to date with the company's products and services. Through the company's social media, paid sponsored ads are used to reach new consumers in the market. Also, **Ancora Safety** analyzes the number of page engagements the account receives to examine which advertisements succeed.

**Ancora Safety's** website also assists with advertising and keeps customers returning to the business. The company uses Google Ads to effectively reach new customers in the market. This allows the company's new and returning customers to find the website easily. The business sends customers newsletters about their products, deals, and current news about personal safety and mass shootings to keep them informed.

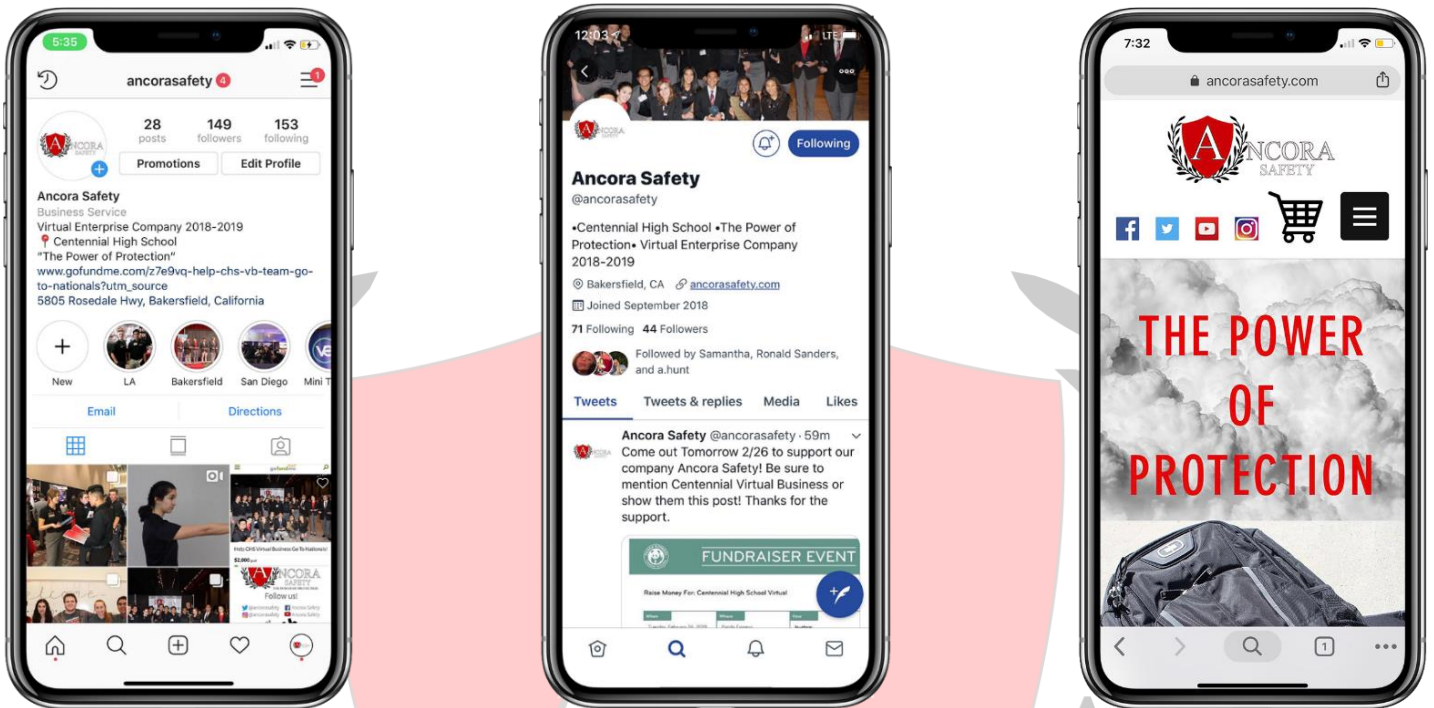
**Ancora Safety** uses signage promotion on their storefront building so that onlookers driving by will notice the business and therefore increase exposure to expand the customer base. The company also displays a commercial on their social media pages as an advertisement to increase awareness of the company and the problem they are addressing.

**Ancora Safety** also retains customers by "word of mouth" promotion which is utilized in the local area to spread the business' products, services, and cause to the customer's friends and family. In addition, the company's training services are a very hands-on and personal experience for the customer which creates a more developed business-to-consumer relationship, thus influencing them to repurchase.





**Ancora Safety** has organized a communications plan to fully manage their social media and other promotional services in order to keep constant awareness of the company with their customers.

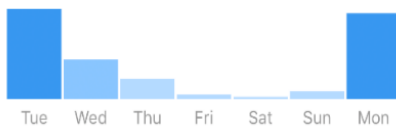


## Instagram Insights

### Discovery ⓘ

124

Accounts reached from  
Feb 19 - Feb 25



### Reach

+18 vs. Feb 12 - Feb 18

124

### Impressions

+331 vs. Feb 12 - Feb 18

753

### Interactions ⓘ

68

Actions taken on your account from  
Feb 19 - Feb 25



### Profile Visits

-5 vs. Feb 12 - Feb 18

56

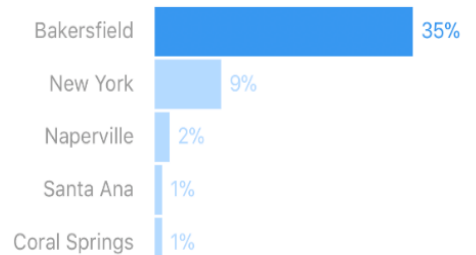
### Website Clicks

-6 vs. Feb 12 - Feb 18

12

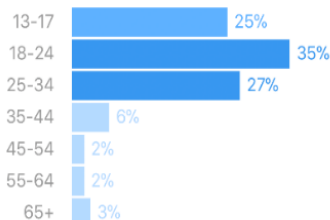
### Top Locations ⓘ

Cities Countries



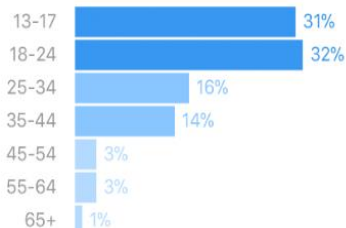
### Age Range ⓘ

All Men Women

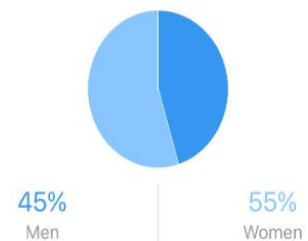


### Age Range ⓘ

All Men Women



### Gender ⓘ



## Ancora Safety Communications Plan

Audience Age	17-25			30-50			
Vehicle of Communication	Website	Twitter	Instagram	Facebook	External Newsletter	PR	Business Mailing
Medium	online	mobile	online	online	Digital PDF and Paper copy	Press releases	USPS Mail
Scope	Sell Products and Services, Forward emails to customers concerning products and recent news, Address questions that	Communicate event flyers, Event Notifications, Maintain Business to consumer relations	Advertise events, products, and services, Product of the week, Promos	Communicate event notifications, event photos, important dates, student life, Product of the week, Promos	Employee Highlights, Community Engagement events, Upcoming Events and Fundraisers, Media	To make the community aware of important Ancora Safety Events,	Advertise Ancora Safety and its products/services
Frequency	Updated weekly	3x a week, Product of the week, Promos	3x a week, , Product of the week, Promos	Post 3x a week to daily as needed	Monthly	As needed	As needed
Delivered By	Website Designer	Advertising specialist	Advertising specialist	Advertising Specialist	Public Relations	Public Relations	Marketing team
Sensitivities	Website can easily become outdated	Only reaches those that follow Ancora Safety	Only reaches those that have followed the IG page	Only reaches those that have followed the FB page	Only informs those who request for emails from the company	Not all events require press coverage	Costly, could be perceived as junk mail
Expected Result	Update website weekly to ensure content is current	Actively engages the market with communication	Increase awareness: Advertise events, Employee work	Increase awareness: Advertisement, Informative	Informs customers concerning the business such as products, events, etc.	Make community more aware of Ancora Safety events, Community Involvement	Brand Awareness

**Positioning- Ancora Safety's** purpose is to empower individuals with the power of protection in order to defend against violence and promote safety. The word "Ancora" means hope in Latin; the marketing department chose this name since the company is determined to give hope to its customers by empowering them through self-protection. The company colors were chosen to reinforce the idea of being a beacon of hope and safety in times of distress. The black and red represent the lethal problems of mass shootings, while the grey and white take on the meaning of safety, hope, and the purity of the solution. These colors are bold, yet easy on the eyes, exuding strength and power. In the logo, the olive branches that surround the shield symbolize peace and protection. The A that is centered inside the shield represents the assurance of safety the company's products gives customers.



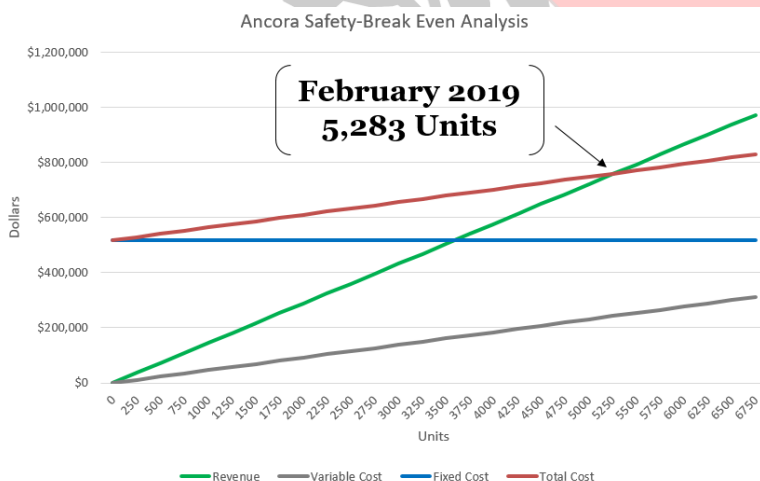
T H E   P O W E R   O F   P R O T E C T I O N

## Discussion of Business Risks

**Ancora Safety** acknowledges business risks, but the company finds ways to combat these potential obstacles that may hinder the business. In the chart provided below, the company identifies risks and possible solutions.



## Break-Even Analysis



**Summary-** **Ancora Safety** is expected to break-even when 5,283 units are sold, which is projected to occur in February of 2019. A unit is based on the average selling price of **Ancora Safety's** products and services. A unit contains all of the products and services, including safety courses, handheld safety items, and bullet-proof products. **Ancora Safety** can expect a steady stream of revenue throughout this fiscal year and next from the contract with the Kern High District. **Ancora Safety** anticipates that its customer base and sales will

continue to grow as they attend various trade shows and secure more sales contracts throughout the fiscal year.



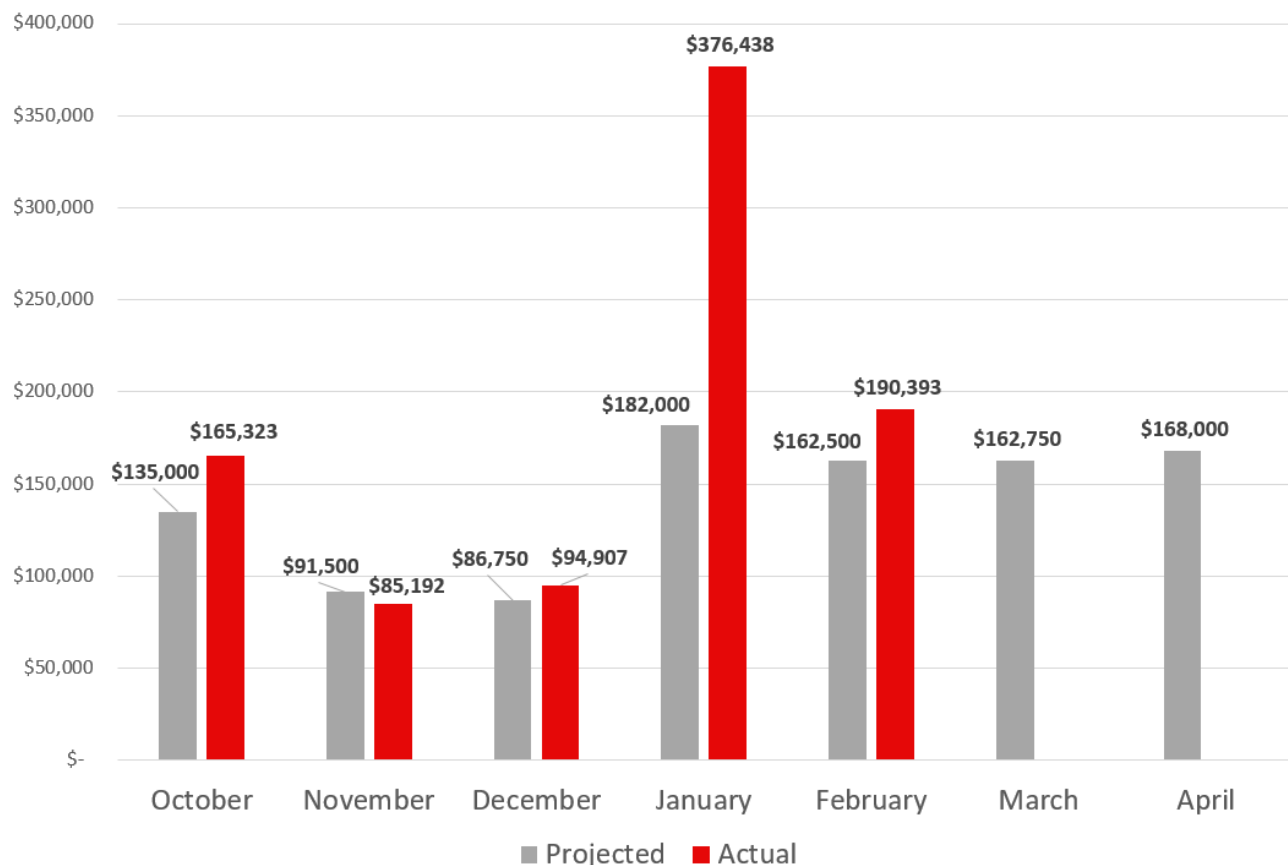
### Three Key Assumptions of Break-Even Analysis-

1. Average Per-Unit Sales Price – The unit price of \$144 was calculated by taking the average price of the product and service line.
2. Variable Selling Price – The selling price of \$144 allows **Ancora Safety** to maintain a 78% gross profit margin and a 35% net profit margin.
3. Monthly Fixed Costs – According to the VE guidelines, assume that all costs are fixed except for the cost of goods, which include rent, salaries, and utilities.

Break-Even Analysis	
Average selling price per sale	\$144.00
Average cost of goods sold per sale	\$46.08
Average profit margin	78%
Annual Fixed Cost	\$517,225.36

### Sales Projections

Actual vs. Projected Sales



## Profit & Loss Statement

### Ancora Safety PROFIT AND LOSS STATEMENT October 2018-April 2019

	Actual Oct-18	Actual Nov-18	Actual Dec-18	Actual Jan-19	Actual Feb-19	Projected Mar-19	Projected Apr-19	TOTAL FYE 2018
<b>Revenue / Sales</b>								
B2B Contracts (Non-VEs)	111,400	-	85,000	85,000	114,772	85,000	85,000	566,172
Products	-	-	-	-	9,472	-	-	9,472
Services	111,400	-	85,000	85,000	105,300	85,000	85,000	556,700
Special Events-Note I	-	37,562	-	-	-	-	-	37,562
Products	-	15,962	-	-	-	-	-	15,962
Services	-	21,600	-	-	-	-	-	21,600
Trade Fairs-Note I	53,923	40,856	-	277,192	53,310	75,000	80,000	580,280
Products	30,103	24,116	-	177,832	34,050	42,000	44,800	352,901
Services	23,820	16,740	-	99,360	19,260	33,000	35,200	227,380
Web-Note H	-	6,773	9,907	14,247	22,311	2,750	3,000	58,988
Products	-	6,413	7,800	12,987	20,511	1,540	1,680	50,931
Services	-	360	2,106	1,260	1,800	1,210	1,320	8,056
<b>Total Revenue/Sales</b>	<b>165,323</b>	<b>85,192</b>	<b>94,907</b>	<b>376,438</b>	<b>190,393</b>	<b>162,750</b>	<b>168,000</b>	<b>1,243,002</b>
<b>Cost of Goods Sold</b>								
B2B Contracts (Non-VEs)	5,570	-	1,191	1,191	10,602	4,250	4,250	27,054
Special Events-Note I	-	12,847	-	-	-	-	-	12,847
Trade Fairs-Note I	14,817	14,989	-	117,848	21,440	27,690	29,536	226,320
Web-Note H	-	2,753	3,772	7,263	12,732	1,015	1,108	28,643
<b>Total Cost of Goods Sold</b>	<b>20,387</b>	<b>30,589.11</b>	<b>4,963</b>	<b>126,303</b>	<b>44,773.77</b>	<b>32,955</b>	<b>34,894</b>	<b>294,865</b>
<b>Gross Profit</b>	<b>144,935</b>	<b>54,603</b>	<b>89,943</b>	<b>250,136</b>	<b>145,619</b>	<b>129,795</b>	<b>133,106</b>	<b>948,137</b>
<b>Expenses</b>								
Salaries-Note F	13,399	28,064	28,064	28,064	28,064	28,064	28,064	181,782
Wages-Note F	14,670	30,180	30,180	30,180	30,180	30,180	30,180	195,751
Payroll Expense	2,228	-	4,456	6,202	6,202	7,050	7,050	33,187
Advertising-Note J	3,000	1,200	1,000	1,900	1,682	1,500	1,600	11,882
Bad Debts	-	-	-	-	-	600	-	600
Depreciation	-	1,414	1,414	1,414	1,414	1,414	1,414	8,486
Insurance-Note K	2,230	2,230	2,230	2,230	2,230	2,230	2,230	15,610
Interest	-	292	288	284	279	275	271	1,688
Legal and Professional Fees-Note K	2,500	1,000	1,000	1,000	1,000	1,000	1,000	8,500
Rent-Note G, Note K	2,500	2,500	2,500	2,500	2,500	2,500	2,500	17,500
Repairs/Maintenance	-	-	-	-	-	1,000	1,000	2,000
Supplies-Note K	254	180	75	349	158	113	120	1,248
Telephone and Internet-Note K	1,000	400	400	400	400	400	400	3,400
Employee Training	-	16,730	-	-	-	-	-	16,730
Utilities	85	3,050	3,100	3,250	3,200	3,095	3,080	18,860
<b>Total Expenses</b>	<b>41,866</b>	<b>87,240</b>	<b>74,707</b>	<b>77,772</b>	<b>77,310</b>	<b>79,421</b>	<b>78,910</b>	<b>517,225</b>
<b>Net Operating Income</b>	<b>103,070</b>	<b>(32,637)</b>	<b>15,237</b>	<b>172,364</b>	<b>68,309</b>	<b>50,374</b>	<b>54,196</b>	<b>430,912</b>
<b>Other Income/Expense</b>								
Charitable Contributions	-	-	-	-	-	3,415	2,519	5,934
<b>Net Income Before Tax</b>	<b>103,070</b>	<b>(32,637)</b>	<b>15,237</b>	<b>172,364</b>	<b>68,309</b>	<b>53,789</b>	<b>56,715</b>	<b>436,846</b>
Corporate Tax-Note E	-	-	-	-	-	-	6,553	6,553
<b>Net Income After Tax</b>	<b>\$ 103,070</b>	<b>\$ (32,637)</b>	<b>\$ 15,237</b>	<b>\$ 172,364</b>	<b>\$ 68,309</b>	<b>\$ 53,789</b>	<b>\$ 50,162</b>	<b>\$ 430,293</b>

## Balance Sheet

**Ancora Safety**  
**BALANCE SHEET**  
as of February 28, 2019

ASSETS	Actual
<b>Current Assets</b>	
Cash-Note B	\$ 499,731.82
Accounts Receivable	\$ 7,145.65
Merchandise Inventory-Note A	\$ 79,392.44
Total Current Assets	586,273.91
<b>Non-Current Assets</b>	
Lease Improvements-Note D	75,000.00
Less: Accumulated Depreciation	(5,000.00)
Furniture & Fixtures-Note D	4,481.00
Less: Accumulated Depreciation	(298.72)
Computers-Note D	3,119.90
Less: Accumulated Depreciation	(207.99)
Office Equipment-Note D	2,262.00
Less: Accumulated Depreciation	(150.80)
Total Non-Current Assets	79,205.38
<b>Total Assets</b>	<b>665,479.29</b>
<b>LIABILITIES</b>	
<b>Current Liabilities</b>	
Accounts payable	31,963.67
Current Portion of Long-Term Debt-Note C	8,807.25
Sales Tax	17,668.80
Salaries	11,321.33
Payroll Tax	-
Corporate Tax	-
Total Current Liabilities	69,763.05
<b>Non-Current Liabilities</b>	
Notes Payable-Note C	38,374.64
Total Non-Current Liabilities	38,374.64
<b>Total Liabilities</b>	<b>108,137.69</b>
<b>OWNERS' EQUITY</b>	
Share Capital-100,000 share authorized	231,000.00
Retained Earnings (Deficit)	-
Net Income (Loss)	326,341.60
Total Shareholders' Equity	557,341.60
<b>Total Liabilities &amp; Equity</b>	<b>665,479.29</b>



## Cash Budget

Ancora Safety CASH BUDGET October 2018-April 2019								
(Start-Up October 2018)	Actual Oct-18	Actual Nov-18	Actual Dec-18	Actual Jan-19	Actual Feb-19	Projected Mar-19	Projected Apr-19	TOTAL FYE 2018
<b>Cash on Hand</b> (beginning of month)	\$ -	\$ 313,104	\$ 317,085	\$ 308,721	\$ 407,086	\$ 499,732	\$ 523,474	\$ 523,474
Cash Receipts	167,396	85,192	9,907	213,508	78,979	75,418	80,510	710,910
Collections from AR	-	3,340	88,362	85,000	199,502	86,500	86,500	549,204
Business Loan	50,000	-	-	-	-	-	-	50,000
Investment Capital	231,000	5,000	(5,000)	-	-	-	-	231,000
<b>Total Cash Receipts</b>	<b>448,396</b>	<b>93,532</b>	<b>93,268</b>	<b>298,508</b>	<b>278,481</b>	<b>161,918</b>	<b>167,010</b>	<b>1,541,114</b>
<b>Total Cash Available (before cash out)</b>	<b>448,396</b>	<b>406,637</b>	<b>410,353</b>	<b>607,229</b>	<b>685,567</b>	<b>661,649</b>	<b>690,484</b>	
<b>Cash Paid Out</b>								
Merchandise	-	21,681	27,637	111,506	109,229	60,908	50,315	381,277
Salaries/Wages-Note F	23,550	47,101	47,101	47,101	47,101	47,101	47,101	306,155
Payroll Expenses	2,228	-	4,456	6,202	6,202	7,050	7,050	33,187
Rent-Note K	5,000	-	2,500	2,500	2,500	2,500	2,500	17,500
Advertising	4,200	-	1,000	1,900	1,682	1,500	1,600	11,882
Sales Tax	-	-	-	11,573	-	-	-	11,573
Payroll Taxes	5,572	-	11,143	11,143	11,143	6,843	8,610	54,454
Insurance-Note K	4,460	-	2,230	2,230	2,230	2,230	2,230	15,610
Interest	-	292	288	284	279	275	271	1,688
Legal/Professional Fees-Note K	3,500	-	1,000	1,000	1,000	1,000	1,000	8,500
Repairs & Maintenance	-	-	-	-	-	1,000	1,000	2,000
Supplies-Note K	434	-	75	349	158	143	180	1,339
Telephone and Internet-Note K	1,400	-	400	400	400	400	400	3,400
Utilities	85	3,050	3,100	3,250	3,200	3,095	3,080	18,860
Employee Training	-	16,730	-	-	-	-	-	16,730
Charitable Contributions	-	-	-	-	-	3,415	2,519	5,934
<b>Subtotal</b>	<b>50,429</b>	<b>88,853</b>	<b>100,930</b>	<b>199,437</b>	<b>185,124</b>	<b>137,460</b>	<b>127,856</b>	<b>890,090</b>
Loan Principle Payment	-	698	702	707	711	715	719	4,252
Capital Purchase	84,863	-	-	-	-	-	-	84,863
Corporate Tax	-	-	-	-	-	-	6,269	6,269
<b>Total Cash Paid Out</b>	<b>135,292</b>	<b>89,552</b>	<b>101,632</b>	<b>200,144</b>	<b>185,835</b>	<b>138,175</b>	<b>134,844</b>	<b>985,474</b>
<b>Cash Position (End of Month)</b>	<b>\$ 313,104</b>	<b>\$ 317,085</b>	<b>\$ 308,721</b>	<b>\$ 407,086</b>	<b>\$ 499,732</b>	<b>\$ 523,474</b>	<b>\$ 555,640</b>	<b>\$ 555,640</b>

## Financial Statements and Charts Notes

**Note A- Ancora Safety's** inventory is valued at cost principle. Ancora Safety always has inventory on hand and orders more as necessary.

**Note B- Ancora Safety's** corporate bank account is located in the US Network Bank (online banking system for US Networks of Virtual Enterprise International).

**Note C- Ancora Safety** was approved and provided a \$50,000 start-up loan by Virtual Enterprise International. The loan will be paid at a compounded interest of 7% over a five year period.

**Note D-** To keep startup costs down, **Ancora Safety** purchased used equipment such as: furniture, computers, printers, etc.

**Note E-** Despite being an LLC, **Ancora Safety** has filed to be taxed under the provisions of Subchapter S of the Internal Revenue Code. Under California law, the S Corporation is subject to a 1.5 percent tax on its net income within the fiscal year and must pay an annual fee of at least \$800 to the California Secretary of State to conduct business within California each year.

**Note F-** VE requires that the employees of **Ancora Safety** to be paid using the salary and wage averages for Bakersfield, California. **Ancora Safety** has 22 employees that must be paid per VE guidelines. Chief officers and directors are paid a salary, while specialists and assistants are paid an hourly wage.

**Note G-** **Ancora Safety** leases a 2,500 sq/ft warehouse off of Rosedale Highway in Bakersfield, California. The price per square foot is \$1.00 with a monthly rent of \$2,500. This warehouse includes four sections for the business operation: retail space, inventory storage, safety course room, and offices.

**Note H-** Due to the nature of the Virtual Enterprise program, most sales are not collected from web sales. In the VE network, the majority of sales are generated from trade shows, open houses, and contracts.

**Note I-** In-Network sales are sales to students in the Virtual Enterprise Program. Out-of-Network sales are sales to customers not in the Virtual Enterprise Program, such as open house visitors and business contracts.

**Note J-** **Ancora Safety's** advertising budget is high in October to promote the company opening its doors.

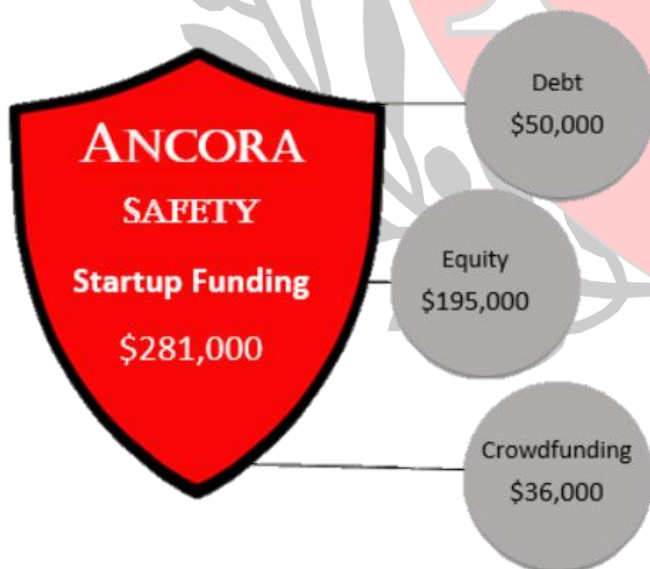
**Note K-** **Ancora Safety** paid bills for November early on October 31.

**Note L-** VE requires a sales tax rate of 7.25% in the POS system, regardless of state of operation.

**Note M-** 19,500 shares are issued at \$10 par value.

#### Financial Write-up

**Ancora Safety** began its first year of operation in October 2018 within the Virtual Enterprise Network. **Ancora Safety** secured initial investment capital of \$231,000, which consists of \$195,000 in equity financing and \$36,000 in crowd funding. In addition, a loan of \$50,000 was acquired, for a total of \$281,000 of startup funding.



Projections for **Ancora Safety's** first year of operation reflect sales of over \$1,200,000 with a 78% overall gross profit margin (products GPM of 41% and services GPM of 92%). In the first fiscal year, the company is projected to meet and exceed the break-even quantity of 5,283 units in February 2019.

As part of the company's philanthropic focus, **Ancora Safety** commits to donating free self-defense courses every month to women and children who have been exposed to violence. Once the break-even has been met, **Ancora Safety** will also donate five percent of its net profits to Futures Without Violence. Based on the projected sales from contracts, trade shows, special events, and web sales, **Ancora Safety** has the potential to grow as a company and to continue to make substantial profits.

# Ancora Safety Equity Partners

Alex Bridges CEO 0.5%	Paige Nairn CFO 0.5%	Matthew Tamunda CMO 0.5%	Rigo Cruz COO 0.5%	Ana Garza Director of Marketing 0.5%	Jake Stuebbe Regional Director 2.1%	Angel Cottrell Business Owner 5.1%	Tamara Combs Business Consultant 5.1%	Jenny Lewis Business Owner 5.1%	Company Control 80.1%
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## Financial Summary

Total Sales (FYE): \$1,243,002

Gross Profit: \$948,137

Net Operating Expenses: \$430,912

Net Income After Tax: \$430,293

## Why Invest

### Financial Gain

**Ancora Safety** has positioned itself at the beginning of a growing market, the safety market is projected to reach \$518 billion by 2023 with a compound annual growth rate of 13%.

**Ancora Safety's** projected sales by the end of April 2019 through B2C sales and B2B contracts reach nearly \$1,000,000.

Investing in an LLC grants a percent of equity in ownership and limits ownership liability.

**Ancora Safety** expects a steady stream of revenue through the B2B contract with the Kern High School District.

### Emotionally Passionate

**Ancora Safety** will address the national epidemic of school shootings by creating contracts with school districts so they may receive proper training in the event of a hostile target entering the campus.

**Ancora Safety** will donate a portion of its net profits to Futures Without Violence, a national non-profit organization whose mission is to end violence against women and children, once the company breaks even.

Passionate and motivated staff that is determined to find a solution to a dire national problem.

**Ancora Safety** will benefit the local community by offering free self-defense classes to local victims of violence in the Bakersfield area.





## Appendix

### Angel Investors Letters of Support



11 October 2018

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Jacob Stuebbe:

Please accept this letter of support as my intention to invest \$ 50,000 in Ancora Safety. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Ancora Safety will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

I believe Ancora Safety is a feasible business for investment due to the mix of safety products and services the company is providing to the VEI marketplace. Ancora Safety is addressing a lethal problem in schools with non-lethal response options for both individual students and campuses at large.

Sincerely,

Angel J. Cottrell

Owner

805-636-2625

angeljcottrell@gmail.com

Centennial High School  
8601 Hageman Road  
Bakersfield, CA 93312



October 12, 2018

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Jacob Stuebbe:

Please accept this letter of support as my intention to invest \$ 50,000 in Ancora Safety. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
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I understand that upon approval of this equity investment by the VE Central Office, Ancora Safety will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

Sincerely,

Tamara Combs  
*Business Department Chair*

661-588-8601  
tamara\_combs@kernhigh.or

Lewis Ventures  
Colby and Jenny Lewis

P.O. Box 73412  
Bakersfield CA 93314  
661.900.3904  
jennyllewis@gmail.com

October 28, 2018

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Jake Stuebbe:

Please accept this letter of support as my intention to invest \$50,000 in Ancora Safety. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Ancora Safety will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

I fully support the Virtual Enterprise business Ancora Safety and am showing my support with this investment. I believe this business has what it takes to be successful. I am excited to be a part of this business venture that is sure to be prosperous.

Sincerely,



Jenny Lewis  
CEO/ Lewis Ventures  
661.900.3904/jennyllewis@gmail.com

## Out-of-Network Business Contracts



5808 Rosedale Highway  
 ancorasafety@gmail.com  
 (661) 588- 8601

### Business Contract

This agreement is effective as of 10/30/18, between the Kern High School District and Ancora Safety. The parties hereby agree to the following terms and conditions:

#### DESCRIPTION OF SERVICE/SUPPLIES:

Kern High School District hereby agrees to purchase the services below, supplied by Ancora Safety:

Service	Number of Classes	Unit Price per class	Number of schools	Total Price
Active Shooter Trainings 2018-2019 School Year	557	\$1,000	8	\$557,000
Active Shooter Trainings 2019-2020 School Year	850	\$1,000	18	\$850,000
<b>Total</b>				<b>\$1,407,000</b>

**TERMS AND CONDITIONS** - This contract agreement may be cancelled with 90 days written notice. The period of this contract is 10/30/18-5/31/20 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.

Ancora Safety guarantees delivery of the services stated above in accordance with the terms and conditions stated in this agreement. Ancora Safety 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, Ancora Safety, hereby agrees to offer the expertise of its officers as advisors to the Kern High School District. This mentoring will assist in the successful operations of the Kern High School District, thus protecting your valued investment in our services.

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

  
 Signature of Kern High School District Representative      10/30/18  
 Date

  
 Printed Name and Title      661-827-3100  
 Phone Number

  
 Signature of Ancora Safety Representative      10/30/18  
 Date

  
 Printed Name and Title      661-809-3247  
 Phone Number

Contract Received by Virtual Enterprises International, West Region

  
 Signature      11/2/18  
 Date





5808 Rosedale Highway  
 ancorasafety@gmail.com  
 (661) 588- 8601

*The Power of Protection*

### Business Contract

This agreement is effective as of **25 February 2019**, between Fruitvale School District and Ancora Safety from **25 February 2019**. The parties hereby agree to the following terms and conditions:

#### DESCRIPTION OF SERVICE/SUPPLIES:

Fruitvale School District hereby agrees to purchase the items below, supplied by Ancora Safety

Items	Quantity	Unit Price (\$)	Extended Price (\$)
Active Shooter Trainings 2019 (March 6 <sup>th</sup> – April 3 <sup>rd</sup> )	5	4,000	20,000.00
Door Jammers (with installation) Summer Installation	158	55	8,690.00
<b>Total</b>			<b>\$28,690.00</b>

**TERMS AND CONDITIONS** - This contract agreement may be cancelled with 90 days (or other terms) written notice. The period of this contract is (can be for a one-time purchase, or for monthly purchases for one year or more) 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.

**Ancora Safety** guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. **Ancora Safety** hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments. (unless other terms are agreed upon)

**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 **Fruitvale School District**, hereby agrees to offer the expertise of its officers as advisors to **Ancora Safety**. This mentoring will assist in the successful operations of **Ancora Safety**, thus protecting your valued investment in our product.

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

*Rebecca Thomas*

Signature of (Fruitvale School District)

*2/25/19*

Date

*Rebecca Thomas / CBO*

Printed Name / Title

*661-589-3830*

Phone Number

*rethomas@fruitvale.net*

Email

*Kim Carlson*

Signature of Fruitvale School District Representative

*2/25/19*

Date

*Kim Carlson / Asst. Supt.*

Printed Name / Title

*661-589-3830*

Phone Number

*Kcarlson@fruitvale.net*

Email

*Alex Bridges* CEO

Signature of Ancora Safety Representative

*2/25/19*

Date

*Alex Bridges* CEO

Printed Name and Title

*661-809-3247*

Phone Number

*alex.s.bridges@gmail.com*

Email

Contract Received by Virtual Enterprises International, Mid-Atlantic Region:

*Leif Jones*

Signature

*2/27/19*

Date

# Ancora Safety Products Page



Door Jammer

\$59.95



Training Services

\$180.00 each



Bullet Barrier Blinds

\$99.00 per ft<sup>2</sup>



Bulletproof Backpack

\$525.00



Bulletproof Insert

\$109.00



Bulletproof Binder

\$179.00



Stun Gun

\$13.98



Stun Gun Phone Case

\$159.00



Drink Test Kit

\$9.99



Pepper Spray

\$12.00



Tactical Pen

\$13.00



Panic Alarm Keychain

\$9.99

## Loan Amortization Table



Reference Files

### Virtual Enterprises International Loan Amortization Table

#### Loan Information

Loan Amount (Principal)	50,000
Annual Interest Rate	7%
Term of Loan in Years	5
# of Payments per Year	12
Payment Type	Beginning
Monthly Payment	(\$990.06)

#### Summary

Rate (per period)	0.5833%
Number of Payments	60
Total of Payments	59,403.60
Total Interest	9,403.60

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	50,000	291.67	50,291.67	990.06	698.39	49,301.61
2	49301.61	287.59	49,589.20	990.06	702.47	48,599.14
3	48599.14	283.49	48,882.63	990.06	706.56	47,892.57
4	47892.57	279.37	48,171.95	990.06	710.69	47,181.89
5	47181.89	275.23	47,457.12	990.06	714.83	46,467.06
6	46467.06	271.06	46,738.11	990.06	719.00	45,748.05
7	45748.05	266.86	46,014.92	990.06	723.20	45,024.86
8	45024.86	262.65	45,287.50	990.06	727.41	44,297.44
9	44297.44	258.40	44,555.84	990.06	731.66	43,565.78
10	43565.78	254.13	43,819.92	990.06	735.93	42,829.86
11	42829.86	249.84	43,079.70	990.06	740.22	42,089.64
12	42089.64	245.52	42,335.16	990.06	744.54	41,345.10
13	41345.10	241.18	41,586.28	990.06	748.88	40,596.22
14	40596.22	236.81	40,833.03	990.06	753.25	39,842.97
15	39842.97	232.42	40,075.39	990.06	757.64	39,085.33
16	39085.33	228.00	39,313.33	990.06	762.06	38,323.27
17	38323.27	223.55	38,546.82	990.06	766.51	37,556.76
18	37556.76	219.08	37,775.84	990.06	770.98	36,785.78
19	36785.78	214.58	37,000.37	990.06	775.48	36,010.31
20	36010.31	210.06	36,220.37	990.06	780.00	35,230.31
21	35230.31	205.51	35,435.82	990.06	784.55	34,445.76
22	34445.76	200.93	34,646.69	990.06	789.13	33,656.63
23	33656.63	196.33	33,852.96	990.06	793.73	32,862.90
24	32862.90	191.70	33,054.60	990.06	798.36	32,064.54
25	32064.54	187.04	32,251.58	990.06	803.02	31,261.52
26	31261.52	182.36	31,443.88	990.06	807.70	30,453.82
27	30453.82	177.65	30,631.47	990.06	812.41	29,641.41
28	29641.41	172.91	29,814.32	990.06	817.15	28,824.26
29	28824.26	168.14	28,992.40	990.06	821.92	28,002.34
30	28002.34	163.35	28,165.69	990.06	826.71	27,175.63
31	27175.63	158.52	27,334.15	990.06	831.54	26,344.09
32	26344.09	153.67	26,497.77	990.06	836.39	25,507.71
33	25507.71	148.79	25,656.50	990.06	841.26	24,666.44
34	24666.44	143.89	24,810.33	990.06	846.17	23,820.27
35	23820.27	138.95	23,959.22	990.06	851.11	22,969.16

## Bank Balance

# US Network Bank

### Account details

Account: Ancora Safety (Budget Checking) - 630448280

[Download account details \(Excel\)](#)

Period: from 02/28/2019 until 02/28/2019 Show

Date	Name/Description/Acct#	Ref#	Amount	Balance
Feb. 28, 2019	Manas Katta (US061219), Aurora, IL VEI Checkout transaction #368319 02/28/2019 09:50 PM CT Acct #630586284	4246073	\$12.87	\$499,731.82



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