

**Fonts=** Seravek, Passion One, Francois One

*Color Palette*

**Light green= #87D405**

R→ 135

G→ 212

B→ 5



**Dark green= #39B54A**

R→ 57

G→ 181

B→ 74





**3000 Bellmore Avenue  
Bellmore, New York, 11710  
516-992-1427**

**[Imperium.ny@veinternational.org](mailto:Imperium.ny@veinternational.org)**

ADMINISTRATION

Ross Oginsky

**CEO**

Haylee Schwartz

**CMO**

Aaron Stern

**CFO**

Imperium is a company that sees the need for renewable clean energy in the modern world. We create exercise equipment that produces this energy as the client exercises. We are currently offering many products including a variety of exercise equipment such as treadmills, multi-purpose machines, dumbbells and more. In addition, we also offer an app to track the power generated and present work outs that produce the maximum amount of energy. Imperium also offers a clothing line that is made for working out with products such as headbands, socks, hats and more.

Business Card



**Imperium**

3000 Bellmore Avenue  
Bellmore, NY 11710


 **516.992.1427**

 **@imperium\_ve\_ny**

 **imperium.ny@veinternational.org**

 **www.imperiumny.weebly.com**

**Putting purpose in your power.**



**Imperium**

**Haylee Schwartz**  
**CMO**

Brochure (Front)

A.



B.



C.



D.



**IMPERIUM'S PRODUCT LINE**

- A. Multipurpose Machine-\$1,600
- B. Energy Storage Unit-\$150-\$250
- C. Dumbbell Docking Station-\$450
- D. Foot peddler-\$170
- E. Monthly Subscription App-\$4.95 per month
- F. Stair Climber-\$2,800
- G. Stationary Bike-\$700
- H. Manually Rotating Treadmill-\$650
- I. Merchandise Bundle-\$100

E.



F.



G.



H.



I.



### Fun Facts:

- ❖ One hour's worth of energy from the sun could power the Earth for a year
- ❖ 48 people riding bikes for 24 hours can generate enough power to run a TV for a week
- ❖ Electricity is weightless, easy to transport and distribute, and it represents the most efficient way of consuming energy.
- ❖ What's a Volt? A unit of electric force, measuring the potential strength of current.

### About Us:

Imperium is a company where physical energy being put into the workout is converted to electrical energy to power outside sources such as your TV or your bedroom lights. Imperium is run by a group of students who attend John F. Kennedy High School and are in grade 12. These students are passionate about influencing the world of fitness and modernizing the effects of working out. Imperium wants to "put purpose in your power" by having you create your own renewable energy through your own personal workout. Join us in revamping our world of fitness by exercising with Imperium!



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<https://imperiumny.weebly.com/products.html>



# **Business Plan 2019-2020**

**John F. Kennedy High School  
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