



EUNOIA INTERIOR DESIGN SPECIALISTS

CATCH OF THE MONTH

JANUARY – FEBRUARY 2017



About Eunoia

Eunoia is an interior design consulting firm that uses feng-shui to create an aesthetically pleasing environment that will improve productivity.

Check out the full About Us article on Page 6!

January/February Highlights

- Eunoia Wins 2nd Place!
- Graduated Eunoia Employee Visits
- VEI Website Competition
- Employees of the Month and Birthdays
- Merging IT and Marketing into Design
- NY Trade Show Prep
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- Greetings from HR
- Angel Investors

Extra! Extra! Eunoia Wins 2nd Place!

On January 23rd, our Administration team and the Vice Presidents of IT, Sales, and Human Resources, set out to Fort Lauderdale to compete in the 2017 Florida VEI Business Plan Competition.

On the four-hour drive there, we composed our script and practiced nonstop. We also received help from our business advisor on how to critique our presentation along the way. We finally reached our hotel and settled in.

Back in our hotel room, we practiced presenting everyone's part and timed ourselves. Eventually, it was time to get a good night's sleep to be prepared for our presentation.

January 24th was the big day and we were ready to present to the judges. After packing and getting professionally dressed, we left the hotel to go to Nova Southeastern University where the competition was being held.

We continued practicing our parts in the car as well as in the lobby when we got there. We first practiced as a team, then went off to perfect our individual lines.

After our presentation, the judges were interested in our company and asked very insightful questions to which we answered confidently. However, we felt like we did not do the best we could during the presentation and did not expect to place at all.

We laughed it off at lunch and spoke to our judge after everyone presented. He gave us great feedback and boosted our morale.

At the awards ceremony, they would announce 1st through 4th place, but only 1st and 2nd received a plaque. When it came time to announce 2nd place, they started off by saying, "From Thomas Jefferson High School." We were ecstatic to find out we had placed. We came up to the front to receive our plaque and posed for pictures.



We later found out how we placed. Our physical business plan document received high scores and so it boosted our decent presentation scores. Our efforts in December of preparing the information and making it visually

Eunoia Employee Graduates Early – The Final Visit



On January 5th, our Sales Associate, Cade Weldon, came back to visit Jefferson High School one last time. Cade graduated early before we went on winter break because of a football offer. He has officially committed to the University of Miami.

He was our spokesperson for the Elevator Pitch competition, using his confidence, knowledge, and charm to get us in the Top 25%.

Prior to his departure, Cade was one of the November Employees of the Month along with Eyekeyle Gardner, the VP of HR.

Our Administration hosted a small party to recognize the two employees as well as in honor of Cade going to UM.

We are so happy that he decided to come visit us and we wish him the best of luck in his career.



VEI Website Competition

The IT Department spent January perfecting the website and making it ready to be pulled from the VE firm directory.

The VP of IT, Jimmy Luu, took the lead on the project with the help and guidance of each department. With a color palette and designated fonts in mind, we worked together as a firm to make the website more user-friendly and aesthetically pleasing to the eye.

The IT Associate, Jorge Garcia, equipped with skills in Adobe Photoshop, helped create new graphics with the Eunoia logo. We also added a pop-up mailing list to help companies be updated on Eunoia packages and discounts.

We made sure our About page was very informative, which touched on what Eunoia and feng-shui meant. We added the Buy buttons for

our packages as well as added links to our social media.

Overall, we eagerly await the competition results. We are very proud of our calming and cohesive website as well as the people behind the scenes.

Check out our website at www.eunoiafirm.wixsite.com/eunoiafirm

Celebrating Employees of the Month & Birthdays

For the month of February, Eunoia would like to recognize our Sales Associate, Tamera Shaw, and our CFO, Amali Lamarquez, as Employees of the Month.

Their hard work and commitment to the firm did not go unnoticed. Their ability to go above and

beyond as well adapting to changes made them stand out this month.

Eunoia would also like to acknowledge Raiyana Malone and Oumer Nassir for the month of January. Making sales for the firm and keeping the finances on track are tough jobs for anyone, but these two

were able to accomplish it.

Jimmy Luu, the VP of IT, was the only January birthday. However, there were no employees born in February. We are happy to recognize their success and special day.



What's the Tea in IT? – The Merge

Here at Eunoia, we pride ourselves in being able to adapt to anything that gets thrown at us. We recently had to deal with one less employee in our Sales Department as Cade Weldon graduated early to pursue his dream of playing football at the University of Miami.

We decided that it would be a good idea to transfer one of our Marketing Associates, Tamera Shaw, to Sales to take his place as well as merge IT and Marketing to form the Design Department.

The company all agreed that it would be a good idea because IT and Marketing would usually

be collaborating on several tasks so instead of going back and forth as separate entities, we came together to create a more efficient and well-rounded department.

Prior to this merge, IT spent January creating a cohesive and colorful design for our Business Plan PowerPoint. We made sure to integrate key graphics from our actual Business Plan document to ensure our brand is consistent.

We also updated our website with important information about our firm and made sure it looked and operated like an actual online store.

Marketing created a GoFundMe page as well as researched products to give away at the trade show.

Donate at www.gofundme.com/eunoiafirm



New York Trade Show Preparation

Since the start of the new year, Eunoia has been preparing intensely for the Youth Business Summit in New York.

The CEO, CFO, and Administrative Secretary have been preparing by using a visual representation of the trade show booth with the same dimensions.

This has helped the firm by providing a tangible method of planning for the booth, as well as knowing what decorative decisions should be made.

In the month of February, Eunoia has been making plans to partner with local furniture companies to borrow items that can be

used, such as couches, boards, and other embellishments. We currently are planning to reach out to a major furniture brand, Restoration Hardware.

We also have been working with our school's second firm, Neuen. We plan to share a booth on one of the trade show days. Therefore, we have been and will be meeting over the next few weeks to plan out games and the set-up.

Each day of the trade show, we will have a new round of guests such as international guests, business partners, and other VE firms.

We are planning to make minor changes each day to make sure we are properly addressing our target market.

Our firm incorporates feng-shui in the company theme, so we will be making use of flower decorations and waterfalls. We are very excited to network and sell at the trade show!



We are researching decorations to put on the table such as a waterfall. The dimensions are useful to visually see how big of a booth we are working with!

An Article from Administration



*Administrative Secretary:
Daphney Jean-Baptiste
CEO: Resham Patel
CFO: Amali Lamarquez*

The CEO, Resham Patel, worked to keep the overall momentum of the company. She reviews goals for the firm on a daily basis to reinforce positive movement along with the CFO, Amali Lamarquez, and the Administrative Secretary, Daphney Jean-Baptiste.

In the month of February, the administration trio worked hand-in-hand by preparing for the trade show along with the

rest of the firm. The CFO worked on creating a visual for the booth as well as brainstorming ideas for the overall set-up.

The CEO came up with new ideas for the official Eunoia commercial along with the Design Department, which will be coming soon. The CFO also managed to get a fundraiser at her local Publix Grocery Store approved.

Along with that, the Administration Department plans on finally ordering the trade show materials within the last week of February and creating a tangible visual of the trade show booth along with the CEO.

We look forward to the goals Eunoia will achieve in the upcoming month!

A Statement from Sales

For the month of January, the Sales Department has been subtly adjusting to relying on two employees.

Due to the merge in our company, Tamera Shaw, a previous Marketing Associate, has fortunately joined us.

Our VP, Raiyana Malone, has been preparing for the Business Plan

Competition in Fort Lauderdale while our Sales Associate, Christ Adjiri created some fun salesmanship workshops.

In order to progress as a firm, we need to be on track with emailing and calling other companies.

Tamera has been very helpful using a script to reach out to firms through

their website contact pages.

She has kept track of each firm and state they were from.

We are very proud of our momentum and hope to continue to improve our company outreach as well as sales.

News Flash from Finance

The operating expenses of Eunoia for the month of January have accumulated to an amount of \$186,585.29, in which a majority comes from our complete loan payment of \$148,365.18 and payroll of \$31,557.19.

We have also made \$1,231,246.57 in total sales revenues coming from our contractual sales to non-VE entities during our grand opening.

Our net income for the month is \$1,044,661.28. This is the first month we have made sales and consequently the first month our firm has a positive net income instead of a net loss.

The Finance Department has also completed the W-2 forms for our employees and the W-3 form for the entire firm.

Lastly, Finance worked with the company employees with their personal finance. We made them pay their bills, pay for the unexpected events as well as buy two items on the market to help the VEI economy.

The Finance Department will continue with personal finance each month as well as manage the financials of the firm.



Greetings from Human Resources

The HR Department wishes everyone a Happy New Year and a Happy Valentine's Day!

Throughout the month, we have been preparing for the Newsletter Competition, taking pictures and getting articles from each department.

We decided to combine the January and February newsletters for the competition.

Eyekeyle, our VP of HR, spent January getting ready to go to Fort Lauderdale for the Business Plan Competition.

Daniel, our HR Associate, was in charge of our communication workshop. It was successful as members at the firm gained important information about communication, which will benefit the firm as a whole.

We recognized Raiyana Malone and Oumer Nassir as our January Employees of the Month as well as Amali Lamarquez and Tamera Shaw for February as seen in their own article.

Happy New Year!

Happy Valentine's Day!



Reaching Out to Angel Investors

This month, Eunoia was blessed by the Angel Investor gods! As a firm, we received \$50,000 in funds from Thomas Head of Southern Air Systems and William Dailey of the Hillsborough Education Foundation.

After presenting the program, Virtual Enterprise International, and the firm to them, we found that they were very enthusiastic about lending our firm a hand.

We even brought Mr. Thomas into our work space where he gave us advice on how to be more successful and how to efficiently design our booth.

They were also willing to donate to our GoFundMe and share the link with their coworkers.

We are so grateful for their contributions and will ensure that their stocks in our firm were well invested!



The Eunoia Team

CEO: Resham Patel

CFO: Amali Lamarquez

Administrative Secretary:
Daphney Jean-Baptiste

VP of Sales: Raiyana Malone

Sales Associates:

Tamera Shaw & Christ Adjiri

VP of Design: Jimmy Luu

Design Associates:

Jorge Garcia, Adrian Garcia, &
Gavin Hosang

VP of Finance: Edwin Urena

Finance Associates:

Oumer Nassir & Diamond
White

VP of HR: Eyekeyle Gardner

HR Associate: Daniel Izquierdo



What's Eu-nique About Eunoia?

Pronounced as [you - noy - uh]

Eunoia uses the art and science of feng-shui in order to create a productive and efficient workplace for firms around the nation.

Our firm has two packages in which the consumer can decide whether they would like to use their own furniture in order to redesign their area, or have our team import furniture from local firms we have partnered with.

The **Yin Package**, which uses the client's preexisting furniture, includes a **\$600** consultation fee and **\$1.99** per square foot of the original area. As for the **Yang Package**, the consultation fee is **\$700** and **\$2.99** per square foot of the area as well as additional costs for new furniture based on the supplier.

Since we use feng-shui in order to rejuvenate the aesthetic of other firms, Eunoia sets itself apart from the competition!

What does "eunoia" mean?

"Eunoia" means beautiful thinking, a well mind. This attitude is what our company hopes to instill in other firms through various interior designs. A beautiful outlook can help greatly increase productivity in an associate.

What is feng-shui?

Feng-shui is a Chinese philosophical system of harmonizing everyone with the surrounding environment.

Eunoia wants to use this ideology to create a work environment that is aesthetically pleasing and calming to increase creativity and productivity.

What's with the logo? Why the fish?

Our logo connects the light and dark shades of blue, similar to how the original yin yang symbol incorporates black and white. It creates a contrast but still represents harmony.

We chose the color blue because it represents calmness and knowledge. We combined the koi fish and the yin yang symbol to create our logo to refer back to the idea of feng-shui and balance. We named our newsletter "**Catch of the Month**" because it relates to our fish symbol.

EUNOIA INTERIOR DESIGN

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Thank you for picking up an issue of "Catch of the Month," the official Eunoia newsletter to get you updated on our firm.

Get a monthly subscription by entering your email on our website!

Check it out for more information about the company, our packages, and our social media!

We'd love to reinvent your workplace so purchase a consultation now from our website.

*Use the promo code **NEWS** for a discount, you lucky reader!*
- The Eunoia Team