



NEWSLETTER

BLUEPRINT NEWSROOM

**From paper to 3D.
From idea to prototype.
From vision to reality.**
BluePrint's mission is to
improve business
operations by leveraging 3D
printing technology.

2017 - 2018

ABOUT

ABOUT US

The top 3 revolutionary industries to be involved in are artificial intelligence, augmented reality, and 3D printing. BluePrint is a startup company that leverages additive manufacturing, or 3D printing, technology for the success of other companies. Our company integrates such technology in business promotional items, prototypes, and scaled architectural models, creating a combination of products and services that no other Virtual Enterprise company offers.

BluePrint solves the problems businesses have and even the ones they did not know existed. With our prototypes, entrepreneurs can have a visual representation of their products and identify any key adjustments that need to be made before production. Our promotional items are the solution for companies that have seen a drop in sales due to outdated sales tactics. Our architectural models provide an accurately scaled model, rather than a standard 2D blueprint that is harder to visualize. BluePrint's product offerings need to be integrated into businesses for growth, new revenue streams, and expansion.

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**INVEST IN US AND
WATCH YOUR
DREAMS UNRAVEL.**

WHERE WE'RE AT TODAY

As a new startup company, BluePrint took out a loan of 250,000 USD in October to finance our initial operational expenses. We have since paid off this loan in February 2018, earlier than our initial prediction on April 2018.

Our focus is on long-term growth over short-term and short-sighted profit margins. Currently, in a Goldilocks economy, BluePrint saw low inflation and low interest rates as an opportunity to start a new business. At BluePrint, client success is driven by employee success, so we ensure that our employees reach their fullest potential.

Organization is a vital factor in creating a stable work environment. Planning and communication is a top priority to further reach our company and employee goals. Professional development workshops and department presentations guarantee that employees express their opinions freely and they create a culture of respect and appreciation.

Ideas from all employees are welcomed so that they can be incorporated in any important decision. Employees gain a sense of appreciation and respect in knowing that their voice is being projected, allowing our company to build unity.

WHERE WE'RE GOING

BluePrint successfully broke even back in February 2018 with a total of 650,000 grams worth of products sold and a healthy profit margin of 18%. Our balance sheet shows we paid off our loan, have a positive cash flow with over half a million in our savings account, and a debt to equity ratio of just .26.

We have found great success with our most profitable and popular product line, promotional items, but we are determined to further push our company forward. Our existing line of standard promotional items include nameplates, logo squares, and logo key chains. Early in January, we launched our premium promotional line with functional items catered specifically to each client.

PREMIUM PROMOTION LINE



The launch of our new product line in January has shown that our sales had significantly surpassed our projections. Within a month of the launch, it has already become our best-selling product. These products encourage new depths of customization that are industry specific. Every company is idiosyncratic, therefore they need promotional products tailored to their business model.

Each order will have designs made specific to each company and can incorporate any logo, slogan, or content desired by the client. These functional items can be integrated into the lives of the target audience, therefore making them more effective.

Matchwear, a Virtual Enterprise clothing company, purchased tie clips and cuff links for their clients. Since their target market wears formal attire, the additional accessories that come with their purchase are great promotional items that are fully functional for their consumers. Another example of our line's application would be with WeWork; they could order custom printed coffee holders for a permanent brand presence in the office.

Generating a more valuable promotional product will not only lead to an increased positive association with BluePrint, but would serve to be more effective for our clientele's purpose.

BRANCHING OUT

ENTERING THE MOBILE APP GAME



BluePrint plans to take 3D printing into the hands of our consumers. We have started to develop an app with a built-in 3D design software that allows consumers to experiment with their own designs. Our clients can not only have complete autonomy over their design but also enjoy even greater creative freedom. Furthermore, the app will allow us to achieve our long-term goal of promoting the STEM field by educating users on the potential of the 3D printing industry.

We have decided to enter the mobile market and invest in digital advertising from Nuapps for advertising on three mobile apps. In-app ads will provide brand visibility and direct traffic to our website. In addition to interactive marketing strategies, digital advertising helps us expand our market reach, to the 300 million people in the U.S. that own and use a smartphone (Statista). According to research from Nielsen Catalina Solutions (NCS), brands are proven to experience an ROI of as much as three dollars for every one dollar spent increasing revenue. To further expand our client outreach, Nuapps offered BluePrint a referral promotion. With each successful referral from us, BluePrint makes a 10% of their profit.

WHAT ABOUT THE TEAM?

ANNOUNCEMENT AND UPDATES

HOW WE RUN THINGS AT BLUEPRINT. WHAT YOU NEED TO KNOW TO JOIN THE TEAM.

WEEKLY AGENDAS

Team members will be receiving a physical and digital copy of the weekly agenda from your supervisor.

EMPLOYEE OF THE MONTH

A standout employee will be nominated each month by each department and among them, one will be selected as EOTM.

MONTHLY EVALUATIONS

Be sure to fill out and submit your monthly evaluations. BluePrint only works if the team does.

HUMAN RESOURCES WEBSITE

The Human Resources Website is officially up and running. Refer to it for updates and announcements.



TEAM STANDOUTS

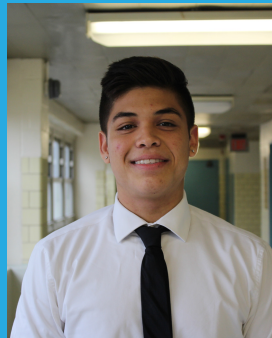
EMPLOYEES OF THE MONTH

OCTOBER



HAKAN JIANG
FINANCE

NOVEMBER



GAVIN ORTEGON
SALES

DECEMBER



MADISON CHEN
PRODUCTS

JANUARY



DAVID HE
DESIGN

FEBRUARY



JERON MELROY
SALES

Each month we recognize a team member who has exceeded expectations with their efforts and contributions to BluePrint. The members featured here epitomize the values of this company, demonstrating leadership, initiative, charity, and team collaboration. They do exceptional work and serve as a model for the team to work towards.

Congratulations and keep up the great work.



NATIONAL BUSINESS PLAN COMPETITION

(Left to Right) Chief Production Officer Michael Kouroupakis, Sales Representative Nabeel Kasem, Sales Director Gavin Ortegon, Chief Financial Officer Jing Lin, Chief Executive Officer Yasmeen Persaud, Financial Director Allision Lai



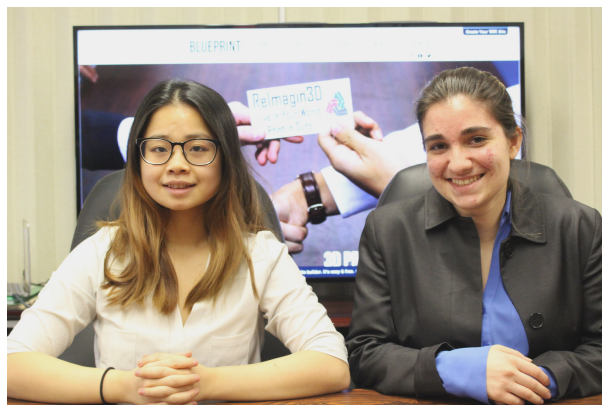
BAY AREA CONFERENCE & EXHIBITION

(Left to Right) Accountant Hakan Jiang, Chief Marketing Officer Amy He



HUMAN RESOURCES COMPETITION

(Left to Right) Additive Manufacturing Engineer Karen Lin, Human Resources Specialist Helen Liu



MARKETING COMPETITION

(Left to Right) Graphic Designer Anna Zhang, Marketing Director Sofia Tropaitis

ADIDAS FUTURECRAFT4D



ADIDAS REVOLUTIONIZES ATHLETIC FOOTWEAR WITH FUTURECRAFT4D

Earlier in January, Adidas announced the release of Futurecraft 4D, with a plan to produce 100,000 pairs by the end of 2018. In collaboration with Carbon 3D, they have leveraged their Digital Light Synthesis technology that is enabled by Carbon's CLIP process. Furthermore, their rapid product development process enables Adidas to create over 50 variations of their midsole lattices before setting on their current design. The use of 3D printing maximizes Adidas' design freedom to enhance the midsole's performance and overcome production constraints associated with traditional 3D printing.

Following last month's launch, Adidas will soon be making the Futurecraft 4D available at the brand's New York City flagship (located at 46th Street and 5th Avenue). In order to reserve a pair, those in the NY area will have to download the Adidas app and sign up to participate in the drop before reservations open up later this week. Reservations will be confirmed on a first come, first served basis once the reservations window opens.

2017 FALL EXECUTIVE CONFERENCE



**"IT WAS A GREAT EXPERIENCE BECAUSE
I LEARNED HOW TO BE INNOVATIVE AND
DEVELOP GREAT LEADERSHIP SKILLS"**

- YASMEEN PERSAUD, BLUEPRINT CEO

The 2017 Fall Executive Conference took place at Deloitte's National Office on Wednesday, November 8. Thirty-five VE Executives from twenty-nine New York City high schools had the opportunity to network with industry leaders: Cathy Engelbert, Deloitte's U.S. CEO; Tom Smith, Managing Director of Deloitte Advisory; and Steve Gallucci, a New York Managing Partner.

Deloitte's U.S. CEO, Cathy Engelbert, gave an empowering speech emphasizing the importance of authenticity and empathy as key leadership traits. BluePrint CEO Yasmeen Persaud was in attendance for the Youth Business Challenge, placing 5th place, alongside NuApps CEO Annie Law and MatchWear CEO Sinbay Tan.

4TH ANNUAL BUSINESS SEMINAR

BUSINESS PLAN PITCH



**You Are Cordially
Invited to
Our Networking Event**

**TURNING
CONVERSATION
INTO CLIENTS**

When: Friday, November 17, 2017
Time: 12:30 pm — 3:00 pm
Where: Academy of Finance and Enterprise
30-20 Thomson Avenue
Long Island City, NY 11101
4th floor

Please RSVP by November 10, 2017
HeadStartAdvisors.ny@veinternational.org
MillennialMoneyManagement.ny@veinternational.org

Join us in giving back
to our community!
We invite you to bring in
canned foods to be donated to
City Harvest for the holidays!

***Maximum of five people
can attend***



On November 17, BluePrint was invited to the AOFE Networking Event to create partnerships and find new clients. Employees who were in attendance for the first time implemented themselves seamlessly into the event and were able to not only make more sales but give industry advice to other firms to improve their internal structure. Our engineer Zarmeen spoke with MM and once she realized their difficulty with money management, she was able to help the firm better their services. One of BluePrint's three product lines, promotional materials, has an emphasis on face-to-face marketing. Our young executives were able to implement our face-to-face marketing strategy for the first time and saw the value of being able to redirect their pitch to each potential client. The experience advanced their pitch strategy and increased brand awareness and consumer credibility as we begin to build a personal relationship with our market.

"THIS EVENT IS ONE OF THE FIRST BUSINESS TRIPS I HAVE ACCOMPLISHED. IT WAS EXCEPTIONALLY SUCCESSFUL. ALONG WITH ALL THE FUN, I WAS ABLE TO FURTHER DEVELOP MY LEADERSHIP SKILLS."

- ZARMEEN ALI, 3D ENGINEER

SCHOOL FOODS THINK TANK



"BEING PART OF THE SCHOOL FOOD PROGRAM WAS ONE OF THE BEST DECISION I MADE THROUGHOUT MY EXPERIENCE WITHIN THE VIRTUAL ENTERPRISE PROGRAM IN MY SCHOOL. THROUGH MEETING ARMANDO TADDEI, NOT ONLY DID I GAIN EXPOSURE IN MEETING REAL BUSINESS LEADERS, BUT I WAS ALSO ABLE TO ENHANCE MY PROBLEM-SOLVING SKILLS.

- KAREN LIN, 3D ENGINEER

School Food is committed to providing nutritional food to our students and partners with schools in New York City maintain a good relationship with the school community. While they succeeded in the former, they asked help from our VE students to help enhance the student experience in the cafeteria. When School Food reached out to BluePrint, we were more than happy to be apart of this movement that promoted not only free school lunch but a better lunch eating environment. The team prepared for the meeting with the Deputy Executive Director at NYC DOE, Office of SchoolFood, Armando Taddei on October 30th.

They came up with executions on new marketing initiatives to promote school food, the eating experience and getting students to enter the cafeteria. We also had a technological team that worked to come up with technological advancements for the School Food app and website. After the School Food Meeting, we were able to condense our ideas to focus on only four executions; School Food T-shirt for faculties, Geofilter design, vinyl wraps, scripting and designing a documentary video.

LONG ISLAND TRADE SHOW



"IT WAS A TRULY REWARDING EVENT AND I MANAGED TO LEARN A LOT ABOUT NETWORKING. I'M GLAD I ATTENDED THE TRADESHOW."

- HELEN LIU, HUMAN RESOURCES SPECIALIST

The 2018 Long Island Regional Conference & Exhibition brought together over 1,000 students, educators, and business leaders on January 4th at Farmingdale State College, to simulate a trade experience. BluePrint attended the event and participated in the Company Branding, Company Newsletter, E-Commerce Website, Employee Handbook, Sales Materials, Video Commercial, Booth Design, and Salesmanship competitions.

We managed to win Gold for the Company Newsletter and Employee Handbook. MatchWear, a fashion company we share an office space with also found success, won Gold for Booth Design and Salesmanship. NuApps brought an incredible display to the trade show with their Virtual Reality Game that garnered quite a bit of attention. It was an unforgettable experience for the attendees and we have all learned a lot for future exhibitions.

NYC BUSINESS PLAN COMPETITION



"MIGHT'VE GOTTEN TOP 2, BUT PRACTICE LIKE YOU ARE LAST"

- CHRISTOPHER POWER, MENTOR

In December, the three firms hosted at Franics Lewis High School, BluePrint, Nuapps, and MatchWear, competed in the citywide competition. BluePrint and Nuapps advanced to the National Round, by placing 2nd and 1st place, respectively. Unfortunately, MatchWear did not go through, placing 4th in the competition. However, they gave an exceptional performance and their company has advanced further than previous years.

We could not be more proud of the three companies for the months of hard work and time they dedicated to preparing for Nationals. Though they may have made it through to the final round, they refuse to become complacent and stayed behind an extra half an hour to reflect on and evaluate their performance. Congratulations on your successes and we wish both teams the best of luck at the Youth Business Summit this coming April.

UPCOMING EVENTS

TRADE SHOW PREPARATION WORKSHOP

Date: Friday, March 2nd

Time: 3:30 to 5:30 PM

Venue: Martin Luther King Campus

Address: 122 Amsterdam Avenue, New York, NY, 10023 Room 325C

"WINNING WOMEN" LEADERSHIP CONFERENCE

Date: Thursday, March 8th

Time: 8:30 AM to 3:30 PM

Venue: NBCUniversal Inc

Address: 30 Rockefeller Plaza, New York, NY 10112, USA

STUDENT EXECUTIVE CONFERENCE - HOSTED BY SONY

Date: Wednesday, March 28th

Time: 9:00 AM to 3:00 PM

Venue: SONY

Address: 25 Madison Avenue, New York, NY 10010

SAN FRANCISCO BAY AREA ENTREPRENEURSHIP CONFERENCE & EXHIBITION

Date: Saturday, March 17, 2018, to

Sunday, March 18, 2018

Time: 7:30 AM to 3:00 PM

Venue: Oakland Convention Center

Address: Oakland Convention Center
1001 Broadway, Oakland, CA 94607

2018 YOUTH BUSINESS SUMMIT MONDAY, APRIL 16, 2018, TO WEDNESDAY, APRIL 18, 2018

MONDAY, APRIL 16, 2018

National Competitions

Time: 8:30 AM to 3:00 PM

Venue: Microsoft Technology Center

Global Business Challenge

Time: 1:00 PM to 7:00 PM

Venue: Microsoft Technology Center

International Trade Exhibition

Time: 4:00 PM to 7:00 PM

Venue: Pier 92

TUESDAY, APRIL 17, 2018

International Trade Exhibition

Time: 7:00 AM to 7:00 PM

Venue: Pier 92

WEDNESDAY, APRIL 18, 2018

International Trade Exhibition

Time: 7:00 AM to 4:00 PM

Venue: Pier 92

ALL WEEK

ScaVEnture Hunt

The NYC ScaVEnture be available throughout the week of the Youth Business Summit. More details will follow

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2017 - 2018