



CONFIDENTIAL

## Iza Globe INC

You bring *euphonious*, we bring *harmonious*

Business Plan  
May 25, 2022

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# Executive Summary

## Company

Iza Globe INC is a management company that offers smaller artists a chance to go on tour, whenever and wherever while also providing a comfortable tour experience. Our company ensures musicians that all that they need to do is bring out their best in their music endeavors and we bring out our best in our managerial responsibilities. Before the tour season, our management team will ask the artists for a general list of tour details like locations and dates. With thorough communication and the necessary information, our experts create a more concrete list of arenas, cities, dates, and times for the tour.

Additionally, any promotion that needs to be done for the tour, our team has got covered with our extensive staff. All of our managers are well educated in all aspects of “tour life” and have excellent communication with promoters, venue managers, travel agents, techs of all kinds, sound engineers, production managers, tour accountants, and many more.



Our home base is located in San Francisco, California, but what sets us apart from other tour manager companies is the fact that we operate in all 50 states and selective areas globally. To operate efficiently, we stationed one of our offices in each of the area’s largest cities, which gives beginner artists the chance to stay local and cut back on travel expenses. Although we aim to provide beginner artists the chance to start touring, we do provide services to other consumers who already have experience in this field. \*For those who have stuck with us for 3 different tour sessions, we offer a discounted price for their fourth session!\*

## Management Team

Iza Globe will be owned by one individual, Izabela Terech. Izabela is a woman who was heavily devoted to her education. She earned her bachelor’s degree in Event and Entertainment Management and Marketing, and her master’s degree in Hospitality Management at Temple University. While at Temple, Izabela also had the opportunity to attend one of Australia's music festivals which granted her the experience she needed to operate her own business with running music-based concerts or festivals. Her time at Australia was not the only experience she has under her belt, Izabela has also interned under 1974 Touring for 5 years.

To help the owner run her business, Izabela hired two individuals, Anna Golden and Nicole Orbe-Munoz. Anna is the Chief Financial Officer and has worked for her degree in Accounting and Mathematics while at Drexel University. Additionally, Anna has worked in numerous offices for big businesses, making her an excellent candidate for the CFO position. Nicole is the Market and Sales



Officer with degrees in Marketing, Administrative Business, and Psychology from Pennsylvania State University. She has worked as a Campaign Manager and a Marketing Manager for 7 years.

## Financial Forecast

The company expects to generate at least \$285,000 in annual sales by the end of the first year of operations with a gross margin of 21%. The company will begin making profits once the start-up expenses are paid off, which is within the first year of operation. With the expenses of start-up costs and the monthly expenses, the company will have produced \$58,800 by the end of the first operating year.

### Income Statement (Projected) For the Years Ended December 31,

	2023	2024	2025
<b>Revenues</b>			
* <b>Sale of Merchandise/Inventory</b>			
<i>Tour Manager</i>	\$ 125,000	\$ 156,250	\$ 234,375
<i>Tour Manager + Production Manager</i>	\$ 72,000	\$ 64,800	\$ 64,800
<i>T.M. + P.M. + Tour Director</i>	\$ 57,000	\$ 62,700	\$ 75,240
<i>T.M + P.M. + T.D. + Tour Publicist</i>	\$ 43,000	\$ 43,000	\$ 51,600
<b>TOTAL SALES REVENUE</b>	<b>\$ 297,000</b>	<b>\$ 326,750</b>	<b>\$ 426,015</b>
<b>Cost of Goods Sold</b>			
<i>Purchase Price of Inventory</i>			
<i>From Manufacturer</i>	\$ -	\$ -	\$ -
<i>Shipping From Manufacturer</i>			
<i>Materials/Labor to Customize</i>			
<b>TOTAL COST OF GOODS SOLD</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>GROSS PROFIT</b>	<b>\$ 297,000</b>	<b>\$ 326,750</b>	<b>\$ 426,015</b>
<b>Operating Expenses</b>			
* Payroll	\$ 195,000	\$ 214,500	\$ 235,950
* Rent	\$ 79,200	\$ 87,120	\$ 95,832
* Utilities	\$ 1,200	\$ 1,320	\$ 1,452
* Loan Repayments			
* Marketing and Advertising	\$ 3,000	\$ 3,000	\$ 3,300
* Office Supplies	\$ 4,992	\$ 5,491	\$ 6,000
<b>TOTAL OPERATING EXPENSES</b>	<b>\$ 283,392</b>	<b>\$ 311,431</b>	<b>\$ 342,534</b>
<b>TOTAL EXPENSES</b>	<b>\$ 283,392</b>	<b>\$ 311,431</b>	<b>\$ 342,534</b>
<b>PROFIT / NET INCOME</b>	<b>\$ 13,608</b>	<b>\$ 15,319</b>	<b>\$ 83,481</b>
<b>Net Profit Margin</b>	4.6%	4.7%	19.6%



# Required Funds

Iza Globe INC plans to find an investor for the sake of starting the business with no complications on a shortage of money. The company asks for \$72,000 from an investor while the market capitalization of Iza Globe INC is \$288,000. With these funds, Iza Globe will obtain a continuous inflow throughout its period of operations due to a successful marketing campaign for the store’s launch and throughout its fiscal year.

The investment capital will be used for the following:

- Renting out a 400 ft^2 office building in San Francisco, California
- Purchasing the necessary equipment to launch the business successfully
- Marketing campaign to promote the store launch

If the investor chooses to invest in the company, the company is willing to sell 25% of the company in exchange for the \$72,000. The investor shall not have any active role in the day-to-day operations of the company, or have the power to bind the company with any contract, agreement, promise, or undertaking.

# Initial Balance Sheet

## Balance Sheet (At January 1, 2023)

<b>Assets</b>		
* Cash / Cash Equivalents	\$ 25,000	
* Office Furniture	\$12,000	
* Store Furniture Fixtures (Shelves, Displays)	-	
* Office Equipment (Computers/Copiers, Phones)	\$19,160	
* Trucks (Delivery)		
* Inventory (Things for Sale)	-	
* Office Supplies ( Stationery, Paper)	\$600	
* Accounts Receivable (Money Owed to You)	-	
<b>TOTAL ASSETS</b>		<b>\$56,760</b>
<b>Liabilities</b>		
* Bank Loan		
* Accounts Payable		
<i>Money Owed to Suppliers (for Inventory)</i>		
<i>Money Owed to Employees (Before issuing paychecks)</i>		
* Taxes (Payroll Tax, Sales Tax)		
<b>TOTAL LIABILITIES</b>		<b>\$ -</b>
<b>OWNERS/SHAREHOLDERS EQUITY</b>		<b>\$56,760</b>



## Exit Strategy

Assuming the venture is able to meet its financial projections and its profit increases exponentially, Ms. Terech intends to establish more locations across the whole U.S. area. By stationing more offices for the business, more artists will know about Iza Globe and want to either invest or buy the services. The eventual exit strategy would entail going public and giving the company's shareholders dividends. In the event that the business needs to be sold to a third party, Ms. Terech would be willing to negotiate her share in the company.



# Company

## Company Overview

# Iza Globe

You bring *euphonious*, we bring *harmonious*

Iza Globe INC is a corporation established in the heart of San Francisco. It was officially incorporated near the end of January in 2022 with the purpose to allow easier access to beginner artists/bands to tour regionally, nationally, or globally. With the help of Iza Globe INC, our company anticipates a boost in the music industry and a larger platform for newer musicians. Iza Globe INC will be located at 201 Mission Street South Beach, San Francisco, California.

## Management Team



### **Izabela Terech, Founder and CEO**

Prior to founding Iza Globe INC, Izabela Terech was an intern for 1974 Touring before becoming a respected tour manager. Here, she was responsible for managing all aspects of operations for over 100 artists like Rey Pila and Bruce & The Noisemakers. Before working for 1974 Touring, Izabela Terech helped to smoothly and efficiently operate countless outdoor festivals like Coachella and Bonnaroo. Izabela has bachelor's degrees in Event and Entertainment Management and in Marketing, and a master's degree in Hospitality Management from Temple University.



### **Anna Golden, CFO**

Anna Golden has held managerial positions at several multinational hospitality firms, including Marriott International and Starwood's Group Ltd. Anna Golden also has significant experience in operational expenses and customer service from working at other companies like Walmart, Amazon, and Target. She holds a B.S. in Accounting and Mathematics from Drexel University.



### **Nicole Orbe-Munoz, Market and Sales Officer**

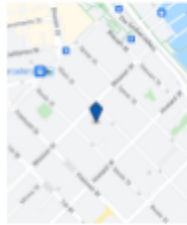
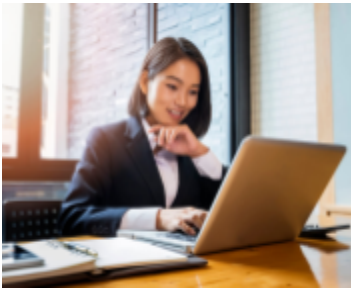
Nicole Orbe-Munoz has over 30 years of experience in the sales industry. She was the Campaign Manager for sustainable products like Pangaia, Patagonia, and TOMS. She was the Marketing Manager at Happy Earth for 7 years. She holds degrees in Marketing, Administrative Business, and Psychology from Pennsylvania State University.



## Company History

Our founder, Izabela Terech, first conceptualized Iza Globe INC during the start of the pandemic in 2020. Due to everyone being in quarantine, Ms. Terech saw that coming out of this isolation would cause great difficulty for artists attempting to go on to touring while being under the strict restrictions due to COVID-19. She strived to create a company that would facilitate the touring process, which led to Iza Globe INC. Izabela Terech first started as a tour manager in countless companies around the States before being stuck in San Francisco due to the pandemic, where coincidentally most of the up-and-coming stars reside. During her stay in San Francisco, Ms. Terech meet countless other people striving to create an easier platform for touring, these people would later become the first Board of Directors for Iza Globe INC. One of Ms. Terech’s ideologies is working as a group to obtain a remarkable outcome and that putting it your all into a project will grant you the most satisfaction, regardless if the project becomes a success. With this mindset, she came up with the company’s slogan “you bring euphonious, we bring harmonious.”

## Locations and Facilities



The company plans to rent a portion of an office building located at 201 Mission Street South Beach, San Francisco, California due to the general location being where most beginner artists reside. This office space will be around 400 square feet and will be the “hub” for Iza Globe INC. This office space generally has a rent of \$4800 per year. The office building possesses the following:

- 3 office spaces
- 1 large meeting room
- 2 bathrooms
- A reception

The company is able to secure the location with extremely favorable terms with a three year lease with no price increases guaranteed for the duration of the lease.



# Products and Services

## Products and Services

The company plans to offer four different managers dealing with the touring process: Tour Manager, Production Manager, Tour Director, and Tour Publicist. Each of our managers are equipped with all of the education and experience they need to ensure newcomers that their first, second, third, or fourth tour will be successful and worry-free. Most of our managers graduated from post-secondary education institutions like New York University and University of Southern California.



## Competitors

Our company's primary competitor is William Morris Endeavors (WME), who is one of the most successful touring companies in the California area. They offer their services to a variety of artists ranging from age and genre of music. WME has agencies placed around the US which offers a wider variety in exposure to artists which could profit them in the long run.

A regional competitor that our company will be comparing ourselves to would be United Talent Agency (UTA). They currently have nine locations globally and three of them reside in California. Iza Globe aims to model our location areas similarly to how UTA placed their locations in cities where a majority of talented individuals live. UTA not only offers help in the music tour industry, but they offer guidance in all aspects that are considered as fine arts.

Both companies are well known for their involvement with the industry for over a decade. Both competitors are places that all musicians aiming for a tour look at when deciding where to buy the service required. Although we lack concrete involvement as a company, our managers have all been involved in the touring industry before being employed for Iza Globe.



## Intellectual Property

The company has filed for a trademark and copyrights for Iza Globe’s “globe microphone” logo and for its slogan “You bring euphonious, we bring harmonious.”



You bring *euphonious*,  
we bring *harmonious!*

## Future Products and Services

The company plans to utilize our well-experienced managers to the best of their capabilities as a way to slowly incorporate other services into the company like full-time band managers and a full operational recording studio in select locations. These select locations will be in areas where most of our clientele originate from like San Francisco, Chicago, New York etc.

### Derivative products

There are two derivative products the company will pursue, including:

- Band Managers
- Recording Studio

We at Iza Globe INC. believe that the addition of band managers and the recording studio will profit us in the long run because of our involvement in multiple aspects of the music industry. By doing so, we will be the first company to offer different types of managers and a recording studio. These additional will appeal to not only first time artists, but also artists who are looking for a new record dealer.



# Market and Customers

## Market Overview

The total market for Iza Globe INC includes all consumers of the music industry in the San Francisco, CA area that are looking for a touring company that covers all aspects of “tour life” ranging from transportation, housing, and to meal planning. The touring market targets consumers who get a reliable manager for tours and at an affordable price.

Conservatively, the total market in California is estimated to be \$100 million, with the addressable market to be \$285,000. The total market size was

calculated by taking estimated annual revenue for a local touring company and multiplying it by five hundred (taking into account the total number of all touring companies in California). Due to entering a big industry, Iza Globe estimates that we will take around 2% of the total market.



## Market Needs and Trends

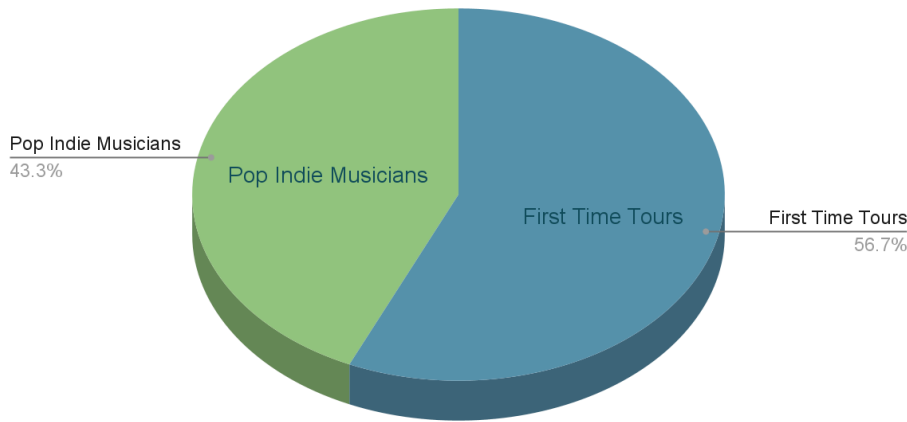
The company's services have a new developed way of organizing a regional, national, and worldwide tour for each artist that walks through the doors of Iza Globe. There already are companies that offer guidance in managing a tour, but most tours are organized by the band’s manager which adds additional stress on that individual. By relying on our team of experts, the stresses that come with touring and being a band manager would become close to nothing. In our company, all of our employees work together rather than alone to create the perfect touring experience for musicians far and wide. Reliance on other managers is the trend that our company will capitalize on.

### Trend towards reliance on other managers

At Iza Globe INC, the first requirement of our managers is to know when to depend on others. All of our experts are capable of running a world tour, but Ms. Terech realizes that forming groups and working together towards a big project is more successful than attempting to individually plan a project. During the actual tour, we send in two people, the tour manager and the tour manager’s assistant. Most of the managers' assistants are interns that will, eventually, work as a manager for our company.



## Key Customers



Iza Globe has two customer segments to which we will target our services.

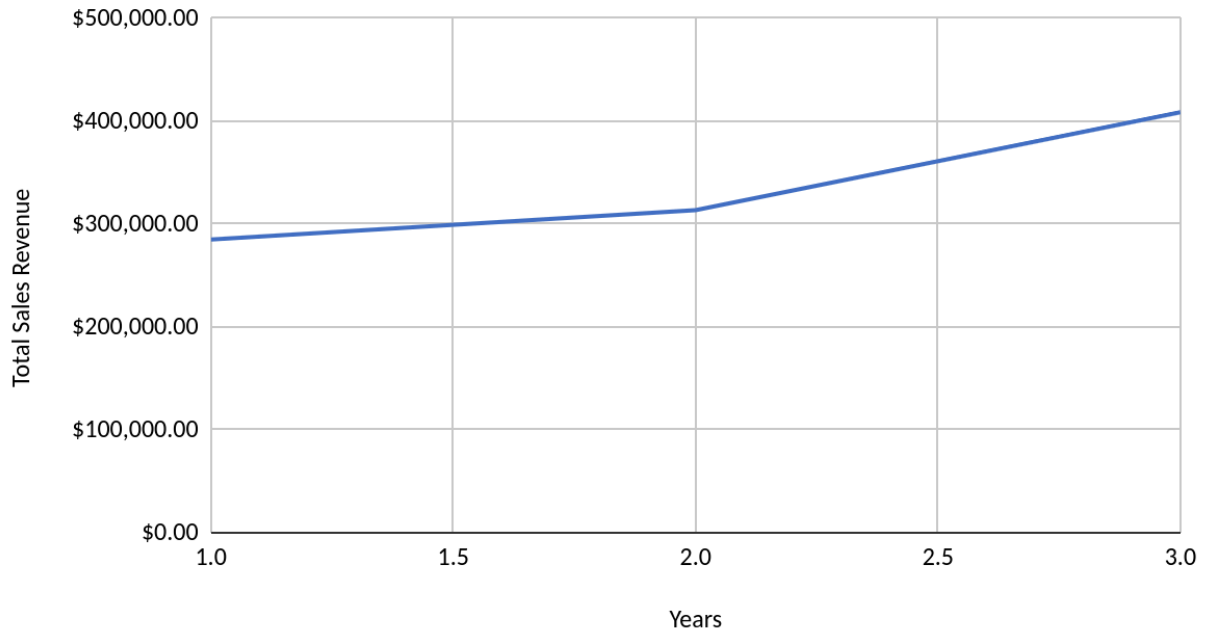
**First Time “Tourers”:** One key customer segment are those going on their first tour. For this segment, the average order value will not only be higher, but the frequency in which they will return will also be higher. By promoting easier access to going on tours anywhere in the world, more musicians who are not knowledgeable about the touring industry will go towards our company.

**Pop Indie Musicians:** Due to our lower than most pricing and attempt to stay more environmentally friendly, many pop indie musicians will want to support our business and want for it to skyrocket with success. Additionally, most of the musicians will gravitate towards our business because both parties will have the same motivation for touring, to please the fans with their live performances.



## Market Growth

Total Sales Revenue vs. Years



California’s musical tours industry has a total market of \$100M. Additionally, the company anticipates that the market will not increase nor decrease during the first three years that the company will be active in the industry.

Iza Globe INC. plans to obtain 2.85% of the business in the company’s first operational year. This 2.85% of California’s industry will give the company \$285,000 in revenue. In the following year, the company anticipates a 3.13% share in the industry resulting in \$313,500 in revenue for the second operating year. During the end of the third operating year, Iza Globe INC aims to obtain 4.09% of California’s musical touring industry which will result in the \$408,600 in revenue.



## Industry Analysis/SWOT Analysis

The musical touring industry is a \$100 Million industry in California and a \$2 Billion industry in the United States.

### **Threat of new entrants:**

The threat of new entrants are relatively high given the fact that touring for musicians have gone on an upward trend and require more focus. The amount of competition that lasts will significantly drop due to the amount of musicians who need touring companies will not be enough to keep multiple businesses profitable.

### **Bargaining power of buyers:**

There is a relatively average base of musicians who need a touring manager or team so the company will not experience a downward pricing pressure from buyers. By maintaining a good reputation, the company will be able to profit off of the quantity of musicians that come looking for a team of managers for their up-coming tour.

### **Availability of substitutes**

While there are other touring companies around San Francisco that are well known, none currently offer the affordable and efficient management we are planning on offering. We hope that this unique selling proposition will be a strong enough incentive for us to retain customer loyalty.

### **Competitive rivalry**

We anticipate that competitors will eventually mimic our lower pricing and will, therefore, increase competition. With the reputation that we hope to gain before our competitors decide to lower their prices, we hope that our customers will stay loyal to our company and help make our business one of the best.



# Marketing and Sales

## Overview

Iza Globe INC plans to market our service of tours to musicians through social media, posters, and word of mouth marketing. Our prices will be lower compared to our competitors and to make a profit we rely mostly on quantity while balancing quality. Distributing our services to San Francisco musicians is our priority, but the ultimate goal is to distribute our services to musicians worldwide.

## Positioning

Iza Globe INC will offer a service that is promoted to aim towards a completely different approach to establishing a worldwide tour, which will create an easy tour for both the crew and the musicians. By establishing a new way of creating a tour, we aim to target musicians who are most adaptable to change, first time touring groups in San Francisco.

Due to multiple companies offering touring assistance, a higher price point would be an issue to attract new customers. One instance where this would not be an issue is high reputation due to long exposure to the industry, which is something that Iza Globe INC will not achieve for a few years.

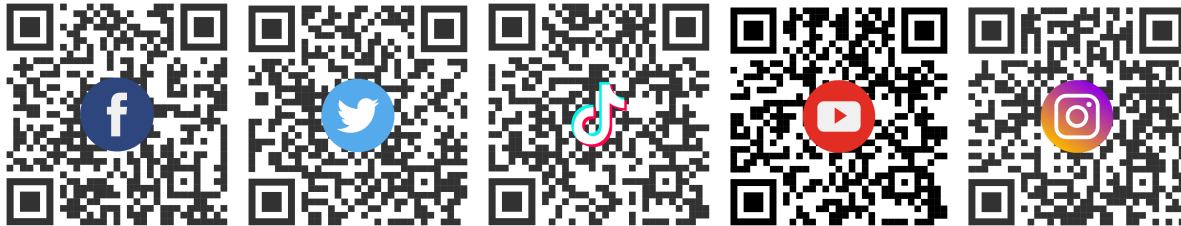
## Pricing

Iza Globe INC has determined that its target consumer is price sensitive and therefore, would be willing to pay towards a company that offers a lower price than most other touring businesses and promotes an easy journey in touring. Therefore, the company's pricing strategy is to offer a premium product at a low price-point.

Compared to other touring companies in California, our company's price for a worldwide tour will be lower. By establishing a lower price, our company will receive more offers from musicians who want to go on a tour compared to other companies who offer a higher price.



## Promotion



Iza Globe

### Internet marketing

The objective is to obtain enough new customers to generate positive word of mouth through social media, with emphasis on the company’s Facebook, Twitter, Tiktok, Youtube and Instagram profiles. Our company believes that social media will be critical to the success of obtaining a positive reputation and a higher influx of customers. Development of a company website will complement the overall Internet marketing strategy.

Lastly, the company will place heavy emphasis on mobile marketing through the use of QR codes to administer coupons, social media check-ins to claim discounts, and free wifi to encourage more mobile device usage.

### Traditional media

The company will initiate several local marketing campaigns to get the word out, including one big launch campaign on posters and flyers which will be hung and distributed throughout the city of San Francisco. On each poster and flyer, we will advertise our discounted price for musicians who join us for their fourth session.

## Distribution

The current focus is on delivering an excellently planned experience for any musicians in San Francisco, which serves as the only distribution point. Future expansion into other states or countries is the ultimate distribution strategy in the long run. By further expanding our services, our distribution of services will be open to musicians that reside in areas other than San Francisco.



## SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• The company’s balance of quantity in customers and quality of tours</li> <li>• The lower pricing will influence more musicians to buy the company’s services</li> </ul>	<ul style="list-style-type: none"> <li>• No brand recognition or great reputation.</li> <li>• Low appeal to majority of citizens in the world</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Capitalize on the trend of relying on groups to create quality tours rather than individually creating a mediocre tour</li> </ul>	<ul style="list-style-type: none"> <li>• Our lower pricing in our services may influence other touring companies to decrease their pricing, resulting in a potential lower quantity of customers</li> <li>• Influx of new businesses may decrease our market share</li> </ul>

## Financial Plan

### Personnel Plan

#### Personnel Table

	2023	2024	2025
CEO	\$54,000	\$63,000	\$70,050
Full-time Employee 1	\$50,200	\$54,200	\$58,200
Full-time Employee 2	\$50,200	\$54,200	\$58,200
Secretary	\$38,800	\$43,100	\$49,500
<b>Total</b>	<b>\$195,000</b>	<b>\$214,500</b>	<b>\$235,950</b>



# Financial Statements

## Start-Up Costs Table

START UP COSTS (One Time)		Estimated
Costs		
1	Advertising for Opening	900
1	Basic Website	800
1	Brand Development	1,100
2	Lease Security Deposit	3,466
2	Building Improvements/Remodeling	3,500
2	Public Utilities Deposits	
2	Decorating	3,000
3	Business Cards/Stationery	600
3	Signage	
3		
4	Forming Business Entity (Fee)	550
4	Business Licenses/Permits	330
4	Legal/Professional Fees	
5	Computer Hardware/Software	7,050
5	Machines & Equipment	11,160
5	Telephone Equipment	800
5	Office Furniture/Fixtures	12,000
5	Internet Set Up	150
6	Store Front Furniture/Fixtures	
6	Point of Sale Hardware/Software	
6	Shelves Racks	
6	Starting Inventory (if any)	
7	Operating Cash (Working Capital)	25,000
7	Reserve for Contingencies	1,294
8	Tools & Supplies	300
8	Truck & Vehicle	
9	Other 1 (specify)	
9	Other 2 (specify)	
<b>Total Start Up Costs</b>		<b>72,000</b>



## Balance Sheet Table

### Balance Sheet (At January 1, 2023)

<b>Assets</b>		
* Cash / Cash Equivalents	\$ 25,000	
* Office Furniture	\$12,000	
* Store Furniture Fixtures (Shelves, Displays)	-	
* Office Equipment (Computers/Copiers, Phones)	\$19,160	
* Trucks (Delivery)		
* Inventory (Things for Sale)	-	
* Office Supplies ( Stationery, Paper)	\$600	
* Accounts Receivable (Money Owed to You)	-	
<b>TOTAL ASSETS</b>		<b>\$56,760</b>
<b>Liabilities</b>		
* Bank Loan		
* Accounts Payable		
<i>Money Owed to Suppliers (for Inventory)</i>		
<i>Money Owed to Employees (Before issuing paychecks)</i>		
* Taxes (Payroll Tax, Sales Tax)		
<b>TOTAL LIABILITIES</b>		<b>\$ -</b>
<b>OWNERS/SHAREHOLDERS EQUITY</b>		<b>\$56,760</b>

## Monthly Operating Expenses

<b>Monthly Operating Expenses</b>				
<b>Operating Expenses</b>	<b>M. 1</b>	<b>Yearly</b>	<b>M. 2</b>	<b>M. 3</b>
* Payroll	\$16,250	\$ 195,000	\$17,875	\$19,663
* Rent	\$6,600	\$ 79,200	\$ 7,260	\$ 7,986
* Utilities	\$ 100	\$ 1,200	\$ 110	\$ 121
* Replacement Furniture		\$ -		
* Replacement Equipment		\$ -		
* Loan Repayments	\$ -	\$ -	\$ -	\$ -
* Marketing and Advertising	\$ 250	\$ 3,000	\$ 275	\$ 303
* Office Supplies	\$ 416	\$ 4,992	\$ 458	\$ 503
<b>TOTAL OPERATING EXPENSES</b>	<b>\$23,616</b>	<b>\$ 283,392</b>	<b>\$25,978</b>	<b>\$28,575</b>



# Personnel Plan

## Personnel Table (With Monthly Detail)

Year1	1'14	2'14	3'14	4'14	5'14	6'14	7'14	8'14	9'14	10'14	11'14	12'15
CEO	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500
Full-time Employee 1	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250
Full-time Employee 2	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250	\$4,250
Secretary	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250
<b>Total</b>	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250	\$16,250

## Personnel Table (Annually)

	2023	2024	2025
CEO	\$54,000	\$63,000	\$70,050
Full-time Employee 1	\$50,200	\$54,200	\$58,200
Full-time Employee 2	\$50,200	\$54,200	\$58,200
Secretary	\$38,800	\$43,100	\$49,500
<b>Total</b>	\$195,000	\$214,500	\$235,950