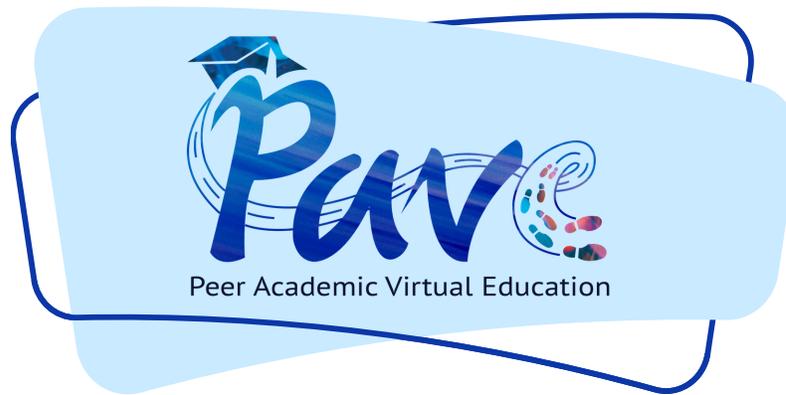


PAVE NEWSLETTER

JANUARY EDITION



PAVE YOUR WAY TO SUCCESS



Peer Academic Virtual Education



Pave.ve



P.A.V.E.



Academy of Finance and Enterprise
30-20 Thomson Avenue, Long Island City, NY 11101
Email: pave.ny@veinternational.org



Table of Contents

1. Welcome

- a. Executive Announcement 1
- b. Mission 2
- c. Meet the Team 3



2. Competitions

- a. Business Plan 4
- b. Employee Manual 5
- c. Marketing Plan..... 6
- d. Financial Highlights..... 7
- e. Website 8



3. Human Resources

- a. Employee of the Month 9
- b. Human Resources Update..... 10
- c. Professional Development 11

4. Company Celebrations

- a. Trade Show 12
- b. January Awareness 12



5. News Update

- a. Real/Virtual industry trends.....13
- b. Timely article 14
- c. Biweekly write up..... 15-18



Happy New Year!

Executive Announcement

The new year has definitely been great to PAVE! In the months of October through December, we were truly able to accomplish a tremendous amount while facing the effects of a pandemic. With those experiences in the rearview mirror, we were able to start 2021 on the right path as we strived to PAVE our way to success. Whether it was continuing to the next round of the VE Business Plan competition or qualifying within our HR, Marketing, and Finance competitions, we found a way to pave our way to success within the month of January. Even so, we truly see this month as a stepping stone to what we hope to accomplish this year.

I personally look forward to accomplishing many of the goals we have set in place with absolutely no doubt that we will,

Youssf Hegazy | CEO



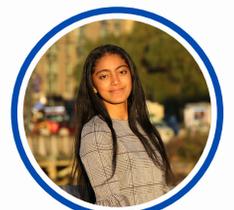
CEO
Youssf Hegazy



"New Year's Day. A fresh start. A new chapter waiting to be written." —Sarah Ban Breathnach

Transitioning from an unprecedented year, I commend every employee for their dedication and passion in continuing our mission of paving students' ways to success. 2021 is a new beginning and a continuation to the success we have been carrying as a team. The month of January has been filled with a myriad of honorable accomplishments that was all paved with your hard work and dedication. I am certain as we embrace our vision, project objectives, and goals, we will be able to build stronger and lasting impacts that will yield long term results. We appreciate your continued commitment to the company and our growth. Let's continue paving our way to success!

Sincerely,
Aya Ibrahim | COO



COO
Aya Ibrahim





Peer Academic Virtual Education

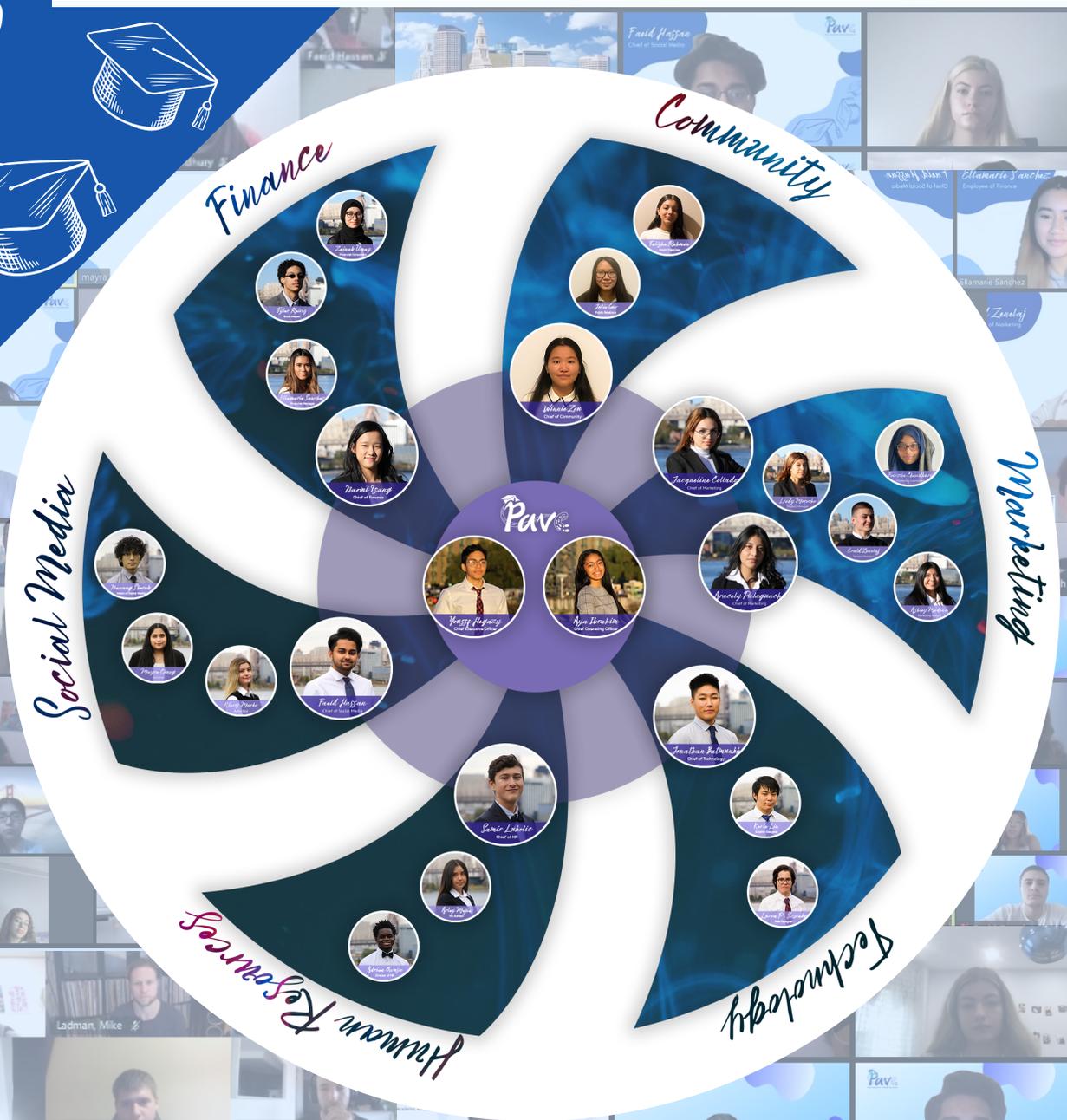
Mission Statement

We empower young people with the skills needed to pave their way to college and career success. We do this through increasing collaborative peer to peer instruction that inspires students to accomplish their dreams.

DEPARTMENT OF
Community



Meet The Team



In the creation of the organization structure, and consequently chart, we emphasized diversity and inclusion, instead of a hierarchical system. As a result, the spiral chart includes all the individual departments illustrating the “each employee matters” principle that we uphold within the workplace. In this way, our organization directly demonstrates the strongest “team effort” while simultaneously showing a unique individual ability.



PLACEMENT

Direct Distribution

Trade Show
50%



Website
20%



Non-VE
30%



COMPANY GOALS

Long Term Goals



Decrease Customer Acquisition Cost
from \$18 to \$5 by April 2022

10%



\$250,000 in sales with International
Firms by January 2022

20%

approximately \$50,000 in
sales internationally



Business Plan Competition

INCOME STATEMENT

Projected for April 30, 2021

Sales Revenue	Total
Trade Show Sales	\$880,000
Website Sales	\$528,000
Non-VE Sales	\$352,000
Total Sales Revenue	\$1,760,000
Cost of Goods Sold	\$425,820
Gross Profit	\$1,334,180
Expenses	
Salaries Expense	\$704,000
Rent	\$31,108
Utilities	\$5,012
Advertising	\$24,000
Total Expenses	\$825,039
Net income before Taxes	\$509,141
Corporate Tax	\$106,920
Net income after Taxes	\$402,221

Projected a total
million by A

Salary Expense totals 85%
of operational expenses

Actual profit on pace to
exceed projections



ABOUT THE BUSINESS

Benefit Corp
"C" Corp

Academy of Finance
& Enterprise

Long Island City,
New York

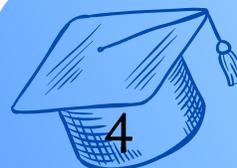
Founded in
October 2020

Industry: Education



The Business Plan Competition is a salient event in our firm that outlines our passions, mission, and vision at PAVE, ultimately helping us to secure an investment. With a strategic executive summary and presentation slides, our business plan truly highlights the perfect solution to the lack of education opportunities that Gen Z faces. It is an essential tool for our firm to outline our marketing plan, business organization, and financial documents that tracks our company goals. With a myriad of dedication and hard work from our CFO, CMO, CHRO, COO, and CEO, the PAVE team was able to rehearse for their competition to represent PAVE to the judges (as investors).

We are proud to announce that PAVE has won **2nd Place** in the **NY Metro Regional Business Plan Competition** and is on its way to the City-Wide Business Plan Competition.





Employee Manual



The Human Resources Department, consisting of Samir (CHRO), Adrian, and, Arley has been working extremely long and hard on the employee manual. The employee manual serves as the building block to help PAVE maintain its ethics and mission. This manual outlines the expectations and values for employee's rights to ensure an efficient and productive flow inside PAVE. It also contains the guidelines and policies for employees to follow as being part of our community, reflecting the company's work ethics, and diversity and inclusion. **PAVE is moving forward as we qualified for Nationals and are currently in Round Two!**



DEMANDOR - includes both behavior towards others as well as the manner in which this may be carried out. It is essential to maintain a confident, cool-headed, and positive demeanor.

ACCOUNTABILITY - It all starts with you! This feature directly involves taking responsibility for all actions, having direct "ownership" over any completed work entails that employees are accountable for failures and successes.

WORK ETHIC - The key elements to positive and efficient workflow only comes from embracing integrity, quality of work, discipline, and teamwork. Such a feature allows for a collaborative work environment.

HONESTY - Honesty truly is the best policy by demonstrating honest virtues, this will reflect trust and faith in others. It is crucial, as it gives space for effective and constructive criticism that strengthens and uplifts PAVE onto a better path.

Dress Code Policy
We "Dress for Success?" All employees are encouraged to dress appropriately. Employees are required to wear uniforms during working hours, yet uniforms must be clean and worn presentably. In addition, employees who are attending work virtually are still required to dress professionally. PAVE strongly believes in the phrase "Dress to impress," which translates to requiring all staff to dress in business professional attire during working hours.

In Person Dress Code	
Girls	Boys
Blue Button Up Shirt (or blouse)	Blue Button Up Shirt w/ Tie
Grey Pants or Grey Skirt	Grey Pants
Black Dress Shoes (black sneakers permitted)	Black Dress Shoes (black sneakers permitted)

Cell Phone Policy
Employees will not be permitted to use their cell phones. It will be seen as a distraction and will interfere with work and possibly other employees. Thus, we encourage employees to not use their phones, unless it is for business related work or an emergency. In the case of an allotted time period for utilizing cell phones, additional instructions will be provided by the executive department and/or the VE Coordinator.

Confidentiality Policy
Such a policy directly targets the expectations we hold regarding how our employees may treat confidential information, as protection of such information is vital. Employees may only share company information with other members within PAVE. Discussion regarding company facets, may incur additional and unnecessary business risk.

Information Security Policy
Measures taken to ensure that confidential information is protected include:
Limiting google document protection, with executives and chief officers holding sharing permissions. Emphasizing that all employees utilize only their own google accounts when accessing company-related documents. External computers are discouraged as they may lead to a potential breach in information. Weekly agendas can only be accessed by department, minimizing the amount of contact that is possible with confidential information.

Disciplinary Policy
Employees who breach our confidentiality policy will face disciplinary actions including appraising the executive department and VE coordinator of such actions.

Technology Department (Website)
The Technology Department is responsible for building the foundation of the firm's website and guarantees the best experience for clients when they navigate our online platforms. Our technology department utilizes enhanced software to constantly improve our products and services. The technology team is well experienced through the Microsoft Office Specialist certification as well as past business courses in the Career and Technical Education track.



Social Media Department (Facebook)
The Social Media Department plays a crucial role in our company branding as a startup business. The department controls multiple interactive social platforms for an engaging interaction with potential consumers on upcoming events and accomplishments occurring at PAVE. Our social media chiefs are skilled photographers and artists that bring across the creativity and mission across all networks.



Community Department (Website)
The Community Department assures that PAVE lends a hand to the community and maintains our social responsibility mission of making a positive impact on generation Z (and beyond). From organizing events, to outlining PAVE's monthly newsletter, our team highlights the forefront of major awareness and actions necessary to be socially responsible. Our community team has past experiences in interning at nonprofit organizations where they researched potential fundations and types of grants to help raise funding for a company.

Company Description

"A business that makes nothing but money is a poor business." - Henry Ford

The employee handbook serves as the building block to help PAVE maintain its ethics and mission. The policies outline the expectations and values for employee rights to ensure an efficient and productive workflow. We value our team's satisfaction and input at all times. If you have any questions or concerns regarding the policies and guidelines listed in the handbook, please do not hesitate to reach out to our Human Resources team at: hr@pave.com

Company History
With two goals in mind of combining collective passions and solving critical problems, we opened our doors in order to guide future generations into embarking on their professional trajectory. As a startup company founded in October 2020 at the Academy of Finance and Enterprise, PAVE plans to fulfill all company goals and missions through broadening the scope towards group success. With every employee striving to make an impact on the business, our firm prides itself on the both revolutionary and rare teaching methods of peer to peer learning that will fill in the gaps with crucial skills needed for every student.

MISSION STATEMENT
We empower young people with the skills needed to pave their way to college and career success. We do this through increasing collaborative peer to peer instruction that inspires students to accomplish their dreams.

VISION STATEMENT
Leaving high school to matriculate to college and beyond into your adult life as both financially literate and knowledgeable about your career path, we will be the new normal as you PAVE your way to success.

Miscellaneous Company Policies

"Fair and equal treatment is going to be the way things are... Nothing illegal will be tolerated." - Paul Campbell

Drug/Alcohol Policy
We pride ourselves on being drug and alcohol free. Employees are prohibited from coming to work under the influence of alcohol or drugs, avoiding any possibility of impaired judgement. However, prescription medication is permitted. If an employee is prescribed to take any type of medication for personal health, he or she will have permission to go to a school nurse and will be supervised while taking prescribed medications.



Sex/Harassment Policy
All employees are entitled and granted a safe working environment where they can express their speech, if appropriate, at all times. We hold "fair treatment" at a high standard and believe that all employees should be treated the same, regardless of their gender, race, or other characteristics. PAVE employees are evaluated only on their ability and quality of work, not their physical features. Thus, all people should be able to share their thoughts/ideas, without others verbally or physically attacking that person. As long as their thoughts/ideas are appropriate and not related, no issue shall arise from doing so. Our "No Harassment Policy" ensures that employees are required to treat each other with respect. Enforcing such a policy and managing it at its requirements will allow for workplace success at PAVE.



Meal Policy
We encourage employees to have meals at their place of work, as all staff need to stay energized in order to operate at the highest level of productivity. Employees are allowed to bring food to the firm (they have the right to remove their mask when they are eating for 10 minutes per CDC regulations) in the case of an allergic reaction to any type of food, the VE coordinator will be informed as soon as possible, and the student will be sent to the nurse's office to be provided with a epi-pen/epinephrine pen. Following a meal, surroundings must be cleaned and all employees must return to wearing a face covering. Virtual employees may also eat during their allocated time, but should not cause a disturbance to their fellow employees.



Marketing Plan

The Marketing team plays a crucial role at PAVE. They analyze our company's promotional strategies and industry trends from finding a solution to the main problem our target market is facing. With a goal to provide the tools at PAVE, our marketing department outlines our company's promotional strategy, placement, pricing strategy, and target market to ultimately provide the best plan to achieve and reach a greater customer population. The marketing team consists of Jackie (CMO), Aracely (CMO), Ashley, Fowzia, and Erald. Their dedication and professionalism demonstrate the team's ability to contribute to the company with greater outcomes. The marketing department has been planning strategies, reaching out to other firms to make trades, and creating flyers to promote our product to other VE firms which has significantly increased our monthly sales. Overall, this marketing plan illustrates all the techniques and actions the marketing department will take throughout the year to help PAVE grow as a business. **PAVE is moving forward as we qualified for Nationals and are currently in Round Two!**

5 P's

Product

Detailed videos created and scripted by our team



Promotion

Sponsorships and advertisements.



People

Generation Z



Placement

Use a direct distribution model



Price

Under a premium model





Financial Highlights

This past month, the finance department participated in the Financial Highlights Competition which provides an overview of the company's financial status. In the document, they provide a summary of the loss and profit statement, tracked PAVE's progress, and where PAVE is heading financially.



We previously projected to break even within the month of March. This being such an important goal, employees strived to get this point. However, PAVE successfully became profitable over 3 months early on December 10th, meaning that we re in an excellent financial position.



In addition, the Financial Highlights document is a stepping stone to allow us to organize our sales breakdown and to thoroughly understand our streams of income. At PAVE, we receive 50% of the money from Trade Shows, 20% from our website purchases, and 30% through non-VE customers.

Trade Show
50%



Website
20%



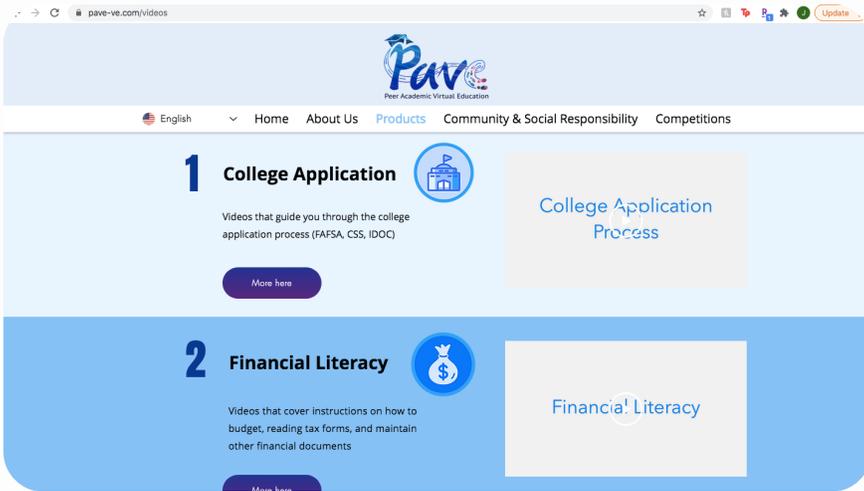
Non-VE
30%



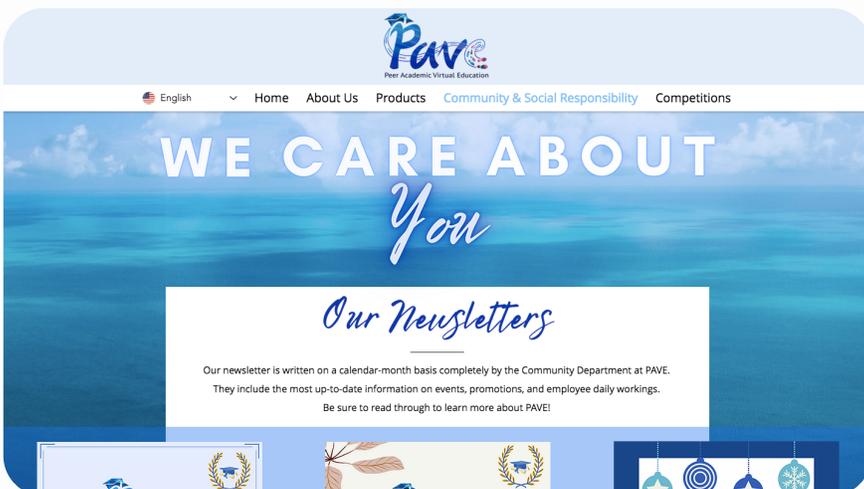
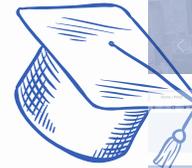
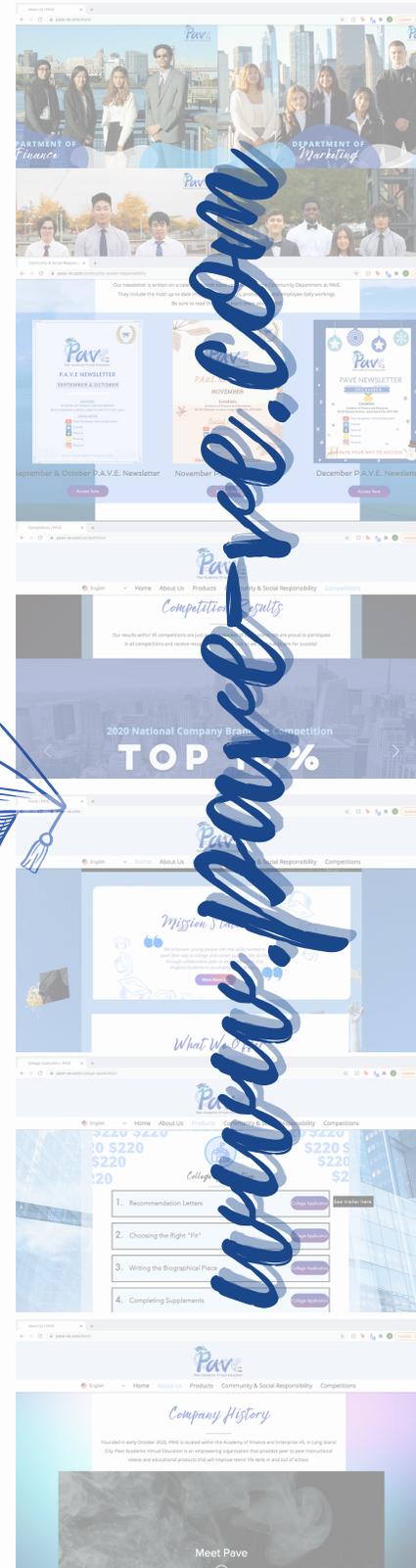
Furthermore, the data collected by the Finance department is essential to allow for evaluation of steps for the following months, including the reinvesting of cash for better advertising to promote our company brand.



Website Competition



To reach a greater number of customers, we realized one of the most effective ways is by using our website to promote our product(s). On our website, customers can complete a wide range of actions, from purchasing videos to viewing our most recent updates with monthly newsletters. The collaboration between the Technology Department and the Social media department has allowed our website to be easily navigated and appealing to the eye. It provides highly descriptive information on our product and continual updates regarding PAVE.



Employee of the Month



Naomi Tsang

Chief of Finance

At PAVE, we know that our department of finance has set a strong foundation for all to witness. Naomi is a perfect example of this foundation, as she and everyone in her department work tirelessly to keep us financially secure. From income statements and balance sheets to breakevens and cash budgets, Naomi (and the Finance department) have it covered. Her work is also valuable in allowing us to raise awareness of our inefficiencies as we work collaboratively to improve upon them. In this way, each employee definitely appreciates this work as it allows them to make improvements whenever possible. Congratulations and keep up the great work!



Human Resources Update



HR Announcement:

As we move on to a new chapter in PAVE, it's incredible to see everyone on track to success. Throughout the performance of team-building exercises, it's clear all employees were able to greatly improve on their communication skills and become more interconnected within the company culture. Especially since PAVE is fully remote, it's marvelous to see everyone tackle through this unpredicted obstacle and still find the light at the end of the tunnel. In order to continue this progressive and successful corporation, mid-year elevations will be conducted as the next steps to ensure all employees find their true passion. Therefore, coming into a new year I hope all employees continue building upon themselves and accomplish any goals there have set. Let us not stop until we have paved our dreams into reality!



CHRO
Samir Lukolic



CUNY Scholarship:

The Myself Third Scholarship has been made possible through a generous gift provided by City College alumnus, Robert Friedman. The scholarship was established in 2002 in tribute to those who participated in the rescue effort following the World Trade Center tragedy. In 2021, three one-time awards of **\$5,000** will be awarded to three CUNY-bound students.

Eligibility:

- High school senior who has successfully completed at least one College Now credit course
- Be scheduled to graduate in June 2021
- Be accepted at a CUNY college as a full-time matriculated undergraduate, planning to attend in fall 2021

Winning Women Update:



The Winning Women Conference is a development program and is an annual event that students at the Academy of Finance and Enterprise participate in. This event is especially great for high potential female leaders who are enrolled in VE. This is an amazing opportunity for female students to hear and learn inspirational skills from professionals in the business field.



We are looking forward to participating again on March 9th, 2021!



Professional Development

Team Building Activities



Escape Room

1/15/2021

For this week, the HR department planned an online escape room in an effort to end the week with a collaborative activity. Groups of two departments diligently worked together to solve a set of questions until they reached the end of the escape room. At the end of this activity, the Finance department was crowned the fastest to escape, as they were able to solve each question faster than other teams. This activity allowed employees to reconnect with different departments even within a remote setting (which traditionally limits similar experiences).

Department Switch Experience

1/29/2021

During this week, the HR department planned a fun exchange work experience activity that allowed each department to alternate their role inside PAVE base on their rank of departments. Employees had to complete the assigned tasks that were given and compete against one another inside individual departments. Each department was asked to rank others in terms of whether they would liked to be placed within, yet were assigned their last choice. For example, Marketing and social media both ranked Finance last, yet were tasked to balance a balance sheet, decide pay structure, and make a budgeting presentation. This allowed them to work on their weaknesses!

Social media & Marketing



Finance

Technology



Human Resources



Community



Social Media



Finance



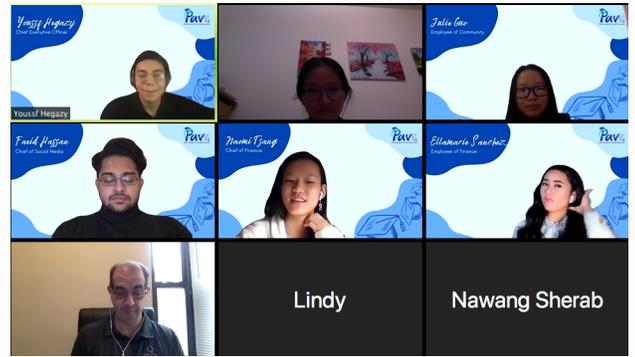
Executive



Trade Show:

As a monthly mission for PAVE, we participated in our second regional trade show. We exceeded our goal with a total of \$384,070 in sales. This wouldn't be possible without our passionate, industrious, and optimistic employees. PAVE demonstrated strong positive energy and professionalism to welcome our clients continually throughout the event.

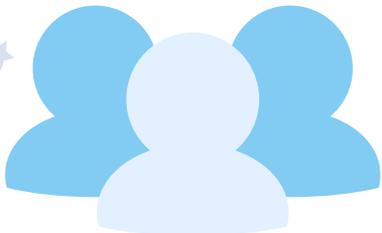
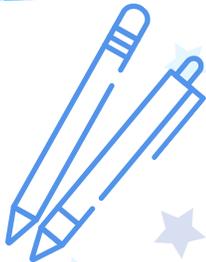
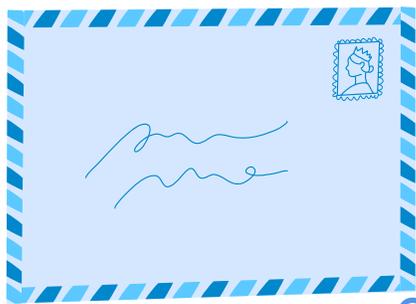
PAVE directly extends a "Special Thanks!" to our Marketing department, who have been strategizing, collaborating with other firms, and creating flyers to promote our products. In addition, our social media team had prepared a presentation ready for the trade show events which provides all necessary information. Last but not least, we would like to thank our customers who have shown tremendous support!

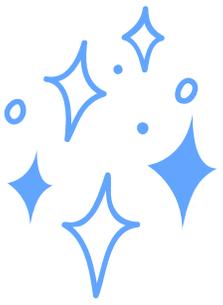


January Awareness

National Mentor Month

The month of January is National Mentor Month! PAVE believes it is extremely important to show gratitude to your teachers and mentors that have helped you along your journey. Without them, we wouldn't be the people we are today. As a team, we also show our gratitude to our teachers and peers, especially during this remote environment. We were able to communicate and receive help from each other through Zoom calls or Microsoft teams. To express our appreciation, we were able to participate in this event by writing 'Thank You' letters to our teachers and mentors.

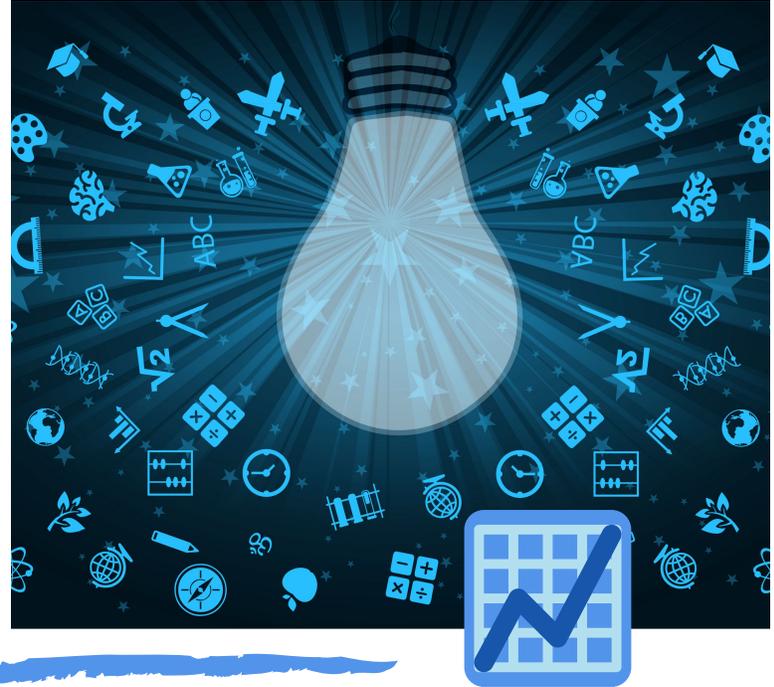




Real/Virtual Industry Trend(s)



Source: <https://www.gminsights.com/industry-analysis/elearning-market-size>



Real Trends: (within the Online Education Industry)

As we look into the future, "the e-learning market is expected to grow by over 8%." New technology and increasing internet penetration around the world will power the market growth.

★ According to the World Economic Forum, around 1.2 billion children are out of classrooms with schools shut down globally due to COVID-19 pandemic. ★

PAVE will have the advantage of increasing potential customer due to the needs of online education. With this industry growing to \$350 billion by 2025, there is unlimited potential to continue expanding into various networks.

Virtual Trends: (within the VE Network)



Through continued market research, we have found that VE students and customers prefer spending their money on products or services that are actually tangible. For example, although there are many educational firms, PAVE is the only firm where customers receive videos (created by our employees) in which they can watch repeatedly.

In an effort to act on this trend, we plan to continue offering these services to our customers and will alert as many VE students as possible of this opportunity to learn!



College Board Permanently Ending SAT Subject Tests



Earlier this year, the College Board announced the permanent discontinuation of the SAT Subject Test and the optional essay. These measures were taken in reaction to the disruptions the pandemic has caused, including students not being able to take necessary standardized testing for college admission. With this new update, some universities have temporarily suspended their testing requirements, yet the essay and subject test were previously declining in popularity (prior to the pandemic) because of the inconvenience of additional testing. Furthermore, these new updates have little influence over PAVE products (as in changing videos provides to our customers). Instead, it has allowed us to provide additional focus on other important topics of the college application, such as personal essays or supplements, along with emphasizing testing that is still currently available.



For more information, read the following articles linked:

The Washington Post: "SAT Ending Subject Test"

https://www.washingtonpost.com/local/education/sat-ending-essay-subject-tests/2021/01/19/ac82cdd8-574a-11eb-a817-e5e7f8a406d6_story.html

Collegeboard: "SAT and Subject Test FAQ"

<https://blog.collegeboard.org/january-2021-sat-subject-test-and-essay-faq?TST=b1131608te372ts2d6t9699td7ss97a50dc&userName>

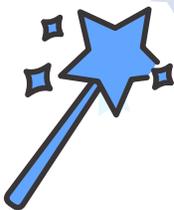


PAVE BIWEEKLY UPDATES



In an effort to keep the public informed about news relating to college applications, financial literacy, and career success, PAVE takes initiative through "Biweekly Updates." Twice a month, PAVE releases a document on its social media accounts that includes this news, along with additional tips from our team. This is provided free of charge, allowing for all who are interested to take full use.

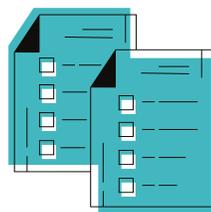
Attached below is PAVE's most recent biweekly update published on January 31st:



College Application:



As the college application process is almost finished by most schools, It's important to **keep track of your emails**. Especially for those private schools because they will send you an individual account portal to their website and set up the account for you to check your status updated when the decisions are out. **Setting up the account** helps you to organize what materials are missing in order for these college admissions to read your application. These could include, **high school transcript, school report, counselor recommendation, FAFSA, CSS, Parent's 2019 W-2 forms, non-filer tax statement** for the student, and any additional information the college requires you to fill out. It is also important to **watch out for alumni interviews**, these are the people who are going to know you better as a person in which you are not able to show on the college essay. Make sure to **respond to the invitation** and prepare yourself such as **research** the reason why you want to apply for certain schools and **marketing** yourself to these schools.



Financial Literacy:



Want to learn how to **budget**? Here are some tips.

Use the 50/30/20 rule

50% of your income for needs.

30% of your income for wants.

20% of your income for savings and debt repayment.



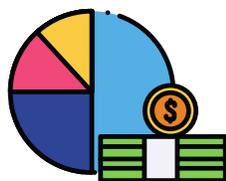
Create an emergency fund

Life has many unexpected twists and turns. The best way to prepare for this is to start an emergency fund of at **least \$500**. This is enough to cover small emergencies and repairs.

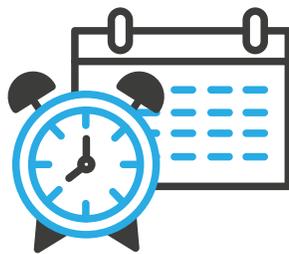
Use budgeting apps

There are many apps out there that allow you to create a budget plan and track your progress. Some recommended apps are

- **MoneyPatrol**
- **Personal Capital.**



Career Success:

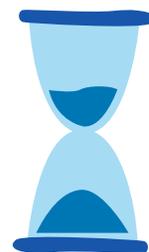


Definition of Time management:

How to **organize, divide and plan** your time on specific activity in order to actively maximize productivity out of it.

Benefit:

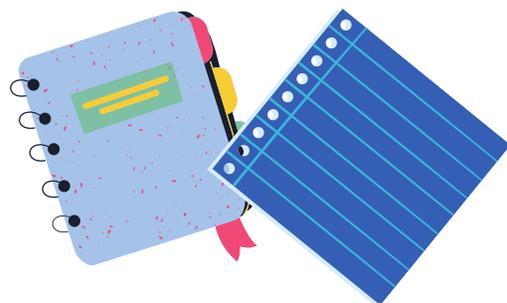
- Increase Efficiency
- Less stress
- Better visual on works your need to completed



How to manage your time

- Use a planner to write down all of you tasks that need to be completed
- Plan ahead
- Prioritize important tasks
- Apps like Notion help you time block your day
- Take break between task to help stay focused and motivated

IMPORTANT!



Contact Us



Peer Academic Virtual Education

Email:



pave.ny@veinternational.org

Address:



Academy of Finance and Enterprise
30-20 Thomson Avenue, Long Island City, NY 11101

School:



Academy of Finance and Enterprise