



Tigers Incorporated

# Business Plan

2019-2020

For

## Tigers Incorporated

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## 2019-2020 Tigers Inc. Business Plan

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### **Summary**

Tigers Inc is a nonprofit organization run by a selective group of business-oriented student leaders. We are redefining the classroom setting by giving students non-traditional exposure to the business world. As we develop, we strive to collaborate with the community to find tangible solutions to complex problems. We seek to partner with professionals who can help us expand our network, enhance our skills, and provide business expertise.

### **Our Mission and Vision**

Our vision is to develop Tigers Inc as a model for business-oriented educational programs.

Our mission is to create an organization that equips students at Loveland High School with business and leadership skills that advance them beyond traditional high school knowledge. We selectively recruit students from a variety of backgrounds to explore and develop their future major and career interests. We intend to inspire younger students in the Loveland district and mentor them on areas of business interest. Additionally, we run a non-profit organization and function as a true business, giving high school students the chance to apply their developing skills. Tigers Inc is student-led, operating both in the classroom and in the community. This permits us to learn by experience, from experience.

To run a successful business, our budget is approximately \$10,000. Tigers Inc. is looking for sponsors to help with our funding. The success of our business relies on contributions from donors, including, but not limited to, companies and local citizens. Your contribution to Tigers Inc. is not just a contribution to the 18 dedicated high school team members, but is also a donation to our community. Our business works to promote the business world to the younger generation and create awareness among students regarding this program. Your donation will go toward building our business from the ground up and keeping it stable for years to come. By sponsoring, you will be investing in the next generation of business men and women, marketers, computer scientists, and so much more.

### **Budget Summary**

We will use a majority of the donations to start and maintain a Student-Run portfolio. The donations will go into our individual investments as well as managing our brokerage account. The Student-Run Fund will be a portfolio managed and actively traded on by the students of the Wealth Management cohort of Tigers Inc. We will use some of the funding and donations for educational purposes. These purposes include the cost for field trips, cost for luncheons with business professionals, building a curriculum, and business supplies. Some of the funding will go

towards miscellaneous expenses such as filling with the IRS, establishing the business, the website server, business supplies, website domain, and other expenses. Approximately 90% of the donations will go towards our Student-Run Fund and 10% will go towards all other costs and fees.

### **Business Overview**

The structure of our business is 18 students divided into three cohorts. Our Wealth Management cohort consists of eight members, our Marketing cohort consists of five members, and our Strategic Project Management cohort consists of five members. Our business is led by an instructor that guides us through the steps of running a business. The business was formed on November 25, 2019 and it is a nonprofit. Our business is located in room 122 of Loveland High School on 1 Tiger Trail. Our means of doing business are both in-person and online.

## **Marketing Cohort Business Plan**

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### **Summary**

Our marketing team consists of five students interested in fields related to business. This program is a student-based marketing team that takes on local clients. We cater to our clients needs and help them create an effective marketing plan and help them create a more successful brand. Our marketing team utilizes platforms such as Photoshop, Illustrator and other Adobe programs to create the best marketing media for our clients.

### **Mission and Vision**

Our vision is to provide expert level marketing services to members of the local community.

Our mission is to accomplish that vision through means of partnering with local businesses of Loveland and help them market. We also strive to spread the name of Tigers Inc. with the goal of helping our business run to the highest level.

### **Services**

Our marketing team consists of five students interested in fields related to business. Each member has skills that help our business and other programs market themselves. The primary service they offer will be marketing for Tigers Inc. The services they can offer are basic marketing for any project needed, they each have skills in the adobe suite (photoshop, premier, InDesign, etc.), they have skills with technology including cameras and computers, and they have members proficient in computer science and coding languages which can be used to build websites. This cohort will be focused on partnering with local businesses not following a to-do list. They will help businesses focus on areas that they struggle such as marketing to the younger

generation. An advantage that they have is they are young and they know how to market to members of their generation better than most business leaders do. **Use of the marketing cohort must be briefed at the start of the year.**

### **Strategic Project Management Cohort Business Plan**

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#### **Summary**

Our student-led team is responsible for leading students and businesses through the culmination of diverse solutions to develop necessary soft skills. We collectively lead students through Design Thinking Methodology in order to solve problems, while concurrently placing the student and customer first.

#### **Mission and Vision**

Our vision is to provide both Tigers Inc. and local businesses with problem solving through design process thinking.

Our mission is to accomplish that vision by helping our business and other businesses with training and help solving problems through the idea of design process thinking. This is a complex, non-linear process that involves breaking down a problem to solve and evaluate issues from multiple perspectives. They coordinate, create, and facilitate a curriculum centered around the design process.

#### **Services**

The services this cohort can provide include: exercising a method of problem-solving focused on empathy, teaching an innovative and creative way of thinking, and setting up an event for a business or program to deal with an internal or external problem with the methods and ideologies of design process thinking.

### **Wealth Management Cohort Business Plan**

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#### **Summary**

Our Wealth Management team consists of eight students with a wide knowledge of the finance world. Governed by its very own Steering Committee and a set of self-made bylaws, the Wealth Management team actively manages a real investment portfolio, coordinates business meetings and events, and focuses its learning on financial, business, and trading issues and topics.

### **Mission and Vision**

Our vision is to have a Student-Run Fund actively traded on and to mentor the students of the local area.

Our mission is to use the donations to invest into the markets. We will develop a strategy and we will implement that in order to achieve our vision for the future. We also want to develop a program of mentoring local citizens on investing and money management.

### **Services**

Our members understand incidents that move the markets and how to read financial statements to determine the best option to move on a stock. Our members also understand more complex ideas of the markets including fundamental and technical analysis, options, futures, and much more. The services this cohort can provide are using donations provided to invest in the markets to gain a return, mentorship of students or adults on the markets, and they can teach the younger generations the knowledge they have.

### **Strategy and Implementation:**

The strategy of our Wealth Management team will vary as the year progresses to best follow the markets and provide the best strategy to grow our portfolio. The portfolio will mainly be invested in safe low-risk ETFs, mutual funds, and bonds with a few low-risk individual stocks. A portion will also be used for higher risk individual stocks to attempt to gain a higher profit in a shorter amount of time. The purpose of the portfolio is to have growth over the long term, not just this year but for the many to come. Our strategy will be to have 70% of the portfolio invested in ETFs, mutual funds, and bonds with 30% left for higher-risk stocks.

### **Components of the Non-traditional Classroom**

In order to properly achieve our goals for our non-traditional classroom approach, we need to have a monetary foundation. Our goals include expanding our network, applying techniques we learn to the real world, and offering a plethora of resources and knowledge to Loveland. These goals require money, and we understand that we will sometimes make mistakes, but we also know that mistakes are key to making us successful in the future.