



BUSINESS PLAN

2017

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# COMPANY ANALYSIS

## COMPANY OVERVIEW

Visionz Group, LLC (otherwise referred to as ‘Visionz’ or ‘the Company’) is a revolutionary e-learning platform that allows teenagers and young adults aged 12 to 24 to interactively develop the life skills required for professional and career-focused growth. Visionz is dedicated to providing young people with the critical life skills they need to succeed, and excel in life through cutting-edge tools, a nurturing learning environment, climate, and culture. The Company’s mission is to strengthen the lives of youth through education, empowerment, and support. Over time, Visionz will be an invaluable resource for young people, businesses, and the community at large with the vision to provide at-risk youth the critical life skills they will need to avoid the hardships they otherwise will face.

Since its inception, the Visionz Group has worked toward several goals: to raise urban youth awareness and literacy in technology, to build and market the Visionz brand, to maximize their resources to increase financial opportunities, to heighten self-esteem and to create a safe social environment that empowers them to overcome socioeconomic obstacles.

Many teenagers and young adults are typically unsure of their career trajectory, how their education pertains to the ‘real world’, or how to navigate through professional and educational settings. Founded by father-son duo, Willie Rivers and Chris Rivers in 2016, Visionz was conceived from a passionate desire to aid underprivileged students deal with these difficult scenarios through a captivating, user-friendly experience.

## MARKET OPPORTUNITY

Many students across the country graduate high school knowing the history of America, but few have the important life skills required to survive in America. They often leave school without the marketable job skills needed to compete in the marketplace and they struggle to earn a livable wage. What these young people, as well as others in the community, need, are marketable job skills, connections to employers offering long term job opportunities, the opportunity to demonstrate their knowledge, skills and passion for actual work, financial education and internship opportunities to prepare them for professional careers and self-sufficiency.

Visionz Group also stands at the precipice of a new era. Never before has there been a time where people can become wealthy from the creation of a mobile app or the development of gaming software. This climate is changing the entire education system and how it is delivered to students. As classrooms across the country adapt to be increasingly inclusive of technology, the

### COMPANY

Visionz Group, LLC

### FOUNDED

2016

### HEADQUARTERS

Belleville, Michigan

### MANAGEMENT

Chris Rivers

### PRODUCTS & SERVICES

E-Portal

Training Curriculum

Consulting

Youth Focus Groups

### CAPITAL ASK

\$721,209

### FUND USES

Platform Development

Program Development

Initial Marketing

Key Hiring Needs

Operating Working Capital

traditional mode of education is rapidly being transformed and supplemented with programs like Visionz.

## PROGRAM OVERVIEW

A significant number of young people nationwide can be categorized as, what in recent years been described in terms such as in crisis, at-risk, marginal and endangered, especially black males. The Visionz e-Portal and app is designed to guide these individuals through the way they learn best – electronically. Using the online platforms, students are given a seamless, engaging learning experience that allows them to absorb life-changing lessons in finance, business etiquette, web development, professional success, and more.

Visionz offers a comprehensive, interactive online platform designed to enhance the lives of at-risk youth by providing them with six critical work place interpersonal and professional skills they will need to be successful in life. These skills specifically include communication, attitude and enthusiasm, teamwork, networking, problem solving and critical thinking.

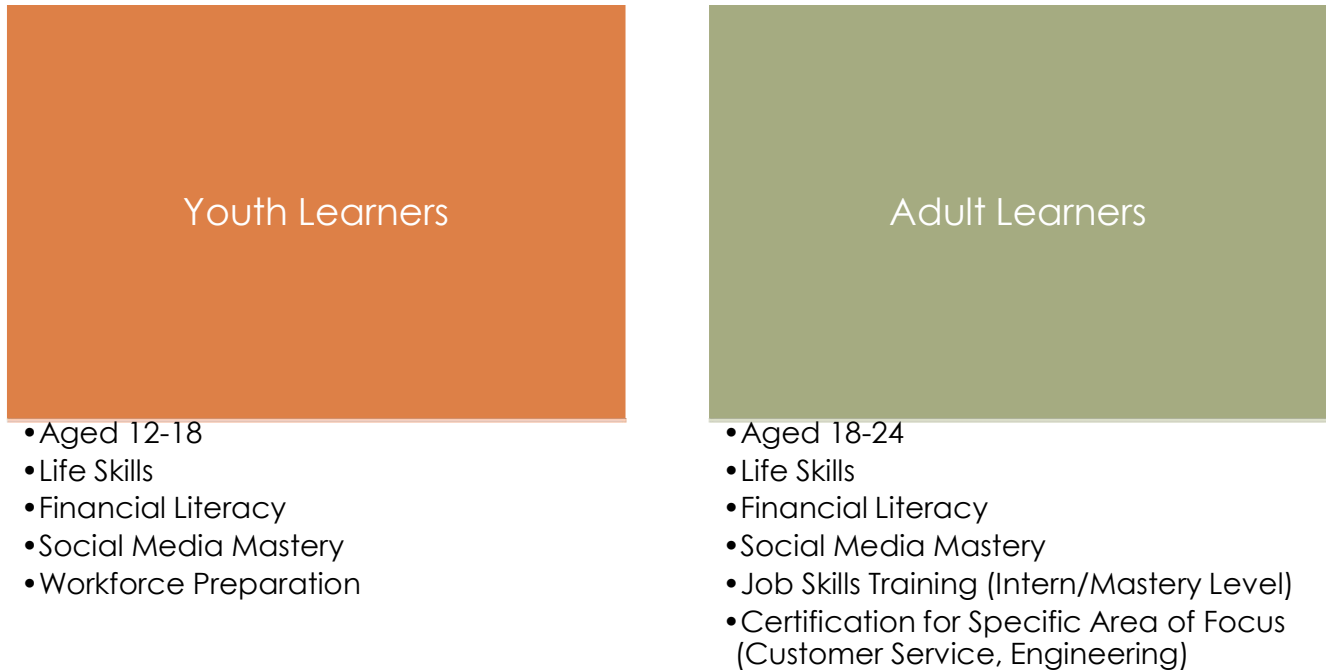
The highly interactive, experiential learning portal will utilize video and other media to help students make the right choices in everything from choosing what to wear at a job interview to how to present themselves in the community. Visionz further instructs students on the employability skills needed to secure and retain a job, career exploration, entrepreneurship basics and critical soft skills required to be successful in the work place; "skills to pay the bills". With access to an intensive curriculum with lively and engaging activities, real-world training, and a special app to help them learn, Visionz students will absorb the oft-elusive skills that can make or break an individual.

## TARGET MARKET

### END USERS

Visionz will specifically target two distinct user types – Youth Learners and Adult Learners aged 12 to 24 – who are offered different functionalities that fit the defined needs of each age range. Both user types will have access to the platform's Life Skills, Financial Literacy, and Social Media modules; however, Youth Learners will receive access to Workforce Preparation while Adult Learners will have access to Job Skills Training and Professional Job Certification modules.

**Figure 1: Visionz User Types**



**SUPPORT USERS**

Support users include parents, teachers, and mentors of the end users that can serve as a conduit to continue motivating the youth to use the platform and assist them in the overall process as appropriate. The Company will also target community programs, organizations, school districts, non-profit companies, churches, libraries, and workforce development programs as an avenue to reach potential end users.

**CUSTOMERS**

Visionz will also sell access to its platform to corporations and non-profits for commercial use. These entities in particular will typically share a similar mission of providing development resources to at-risk, underprivileged youth, and seek supplemental technology to further its program objectives. These prospective customers will be able to license the technology on a per-seat basis for its students within its existing curriculum.

**FEATURES & FUNCTIONALITY**

The Visionz Group will offer four primary features through its online platform, which will all be launched on a nationwide basis. Each product is detailed below.

**E-PORTAL**

The Visionz e-Portal is a web-based, engaging educational tool for young people all over America who have struggled to learn some of the most important life lessons and skills. These young people cannot survive without financial literacy or business acumen, and yet they're unable to get the help they need; no single operator is presenting the information in a way that appeals to a young audience through formats they understand best. Using the e-Portal and its accompanying app, students are given a vibrant, exciting online learning experience in some of the most important skills areas. Upon entering the e-Portal, users will go through four stages: