



Crystal Huang

PROBLEM / OPPORTUNITY

- Evening entertainment for youth ages 16-20
- Sneaking out
- Dangerous situations



VALUE PROPOSITION

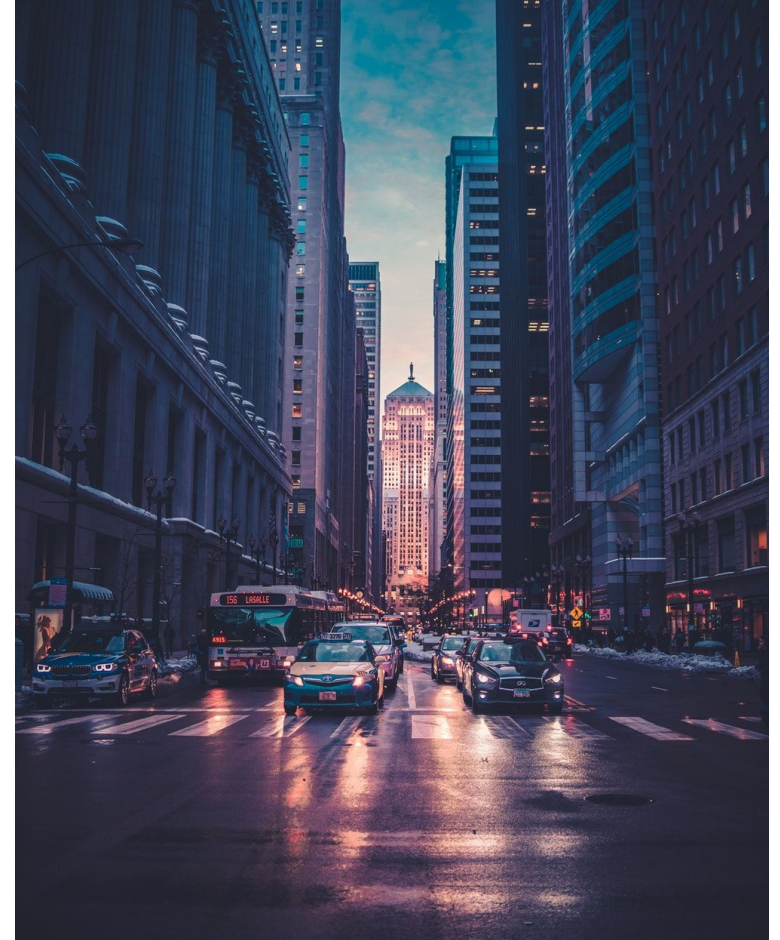
- Parents know their kids whereabouts
- Hold events for only 16-20 year olds



**Allow youth to be safe and
have fun at the same time**

UNDERLYING MAGIC

- Often concert goer
- Coordinate concerts
- Allow youth to have fun at night
- Safe environment



TARGET MARKET

Demographics



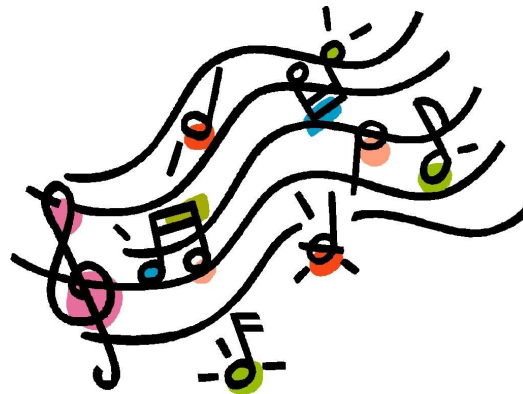
Geographics



Psychographics



Buying Patterns



Target Market Size

Total Population:
884,363

Target Market
Population:
33,334

Market Size:
6,667

MARKETING PLAN

Awareness - Ads on music apps

Purchase - Point system

Retention - Have social media influencers talk about it



COMPETITIVE ANALYSIS

SPARK Social	YMCA Friday Night Teen Center	KCON
<ul style="list-style-type: none"> - variety of food trucks - occasional movie nights and more 	<ul style="list-style-type: none"> - fun activities all around San Francisco - pick up from Presidio and Roosevelt Middle School 	<ul style="list-style-type: none"> - annual Korean wave convention - holds concerts
<ul style="list-style-type: none"> - has alcohol and is open to the public 	<ul style="list-style-type: none"> - open to only middle schoolers 	<ul style="list-style-type: none"> - open to all ages and closest location is in Los Angeles



Our Unfair Advantages
<ul style="list-style-type: none"> - Events made specifically for ages 16-20 - No alcohol will be allowed - Live music performances



QUALIFICATIONS

- Taking NFTE entrepreneurship class
- I am a 16 year old
- Enjoy going out at night and going to concerts
- Interested in learning about event planning in the future



COST STRUCTURE

Definition of One Unit		
Event		
Economics of One Unit		
Selling Price		\$3500
Cost of variable materials	\$1350	
Cost of labor	\$1200	
Other variable costs		
Total COGS/ COSS		\$2550
Contribution Margin		\$950
Monthly Break Even Units		
\$3075	=	3.24 ≈ 4 units
\$950		

Description of Expenses	
Variable Material Expenses	Total: \$2550
Venue	\$1000
Technology (Lights, Audio)	\$350
Performers	\$1000
Staff	\$200
Fixed Expenses	Total: \$3075
Wages	\$3000
Cell Phone	\$75

CURRENT STATUS & FUTURE PLANS

OVERVIEW

- Money for venue space
- Have interested performers who the youth will also like

GOALS

- Bring this to other cities/states
- Methods to keep youth safe throughout the whole experience





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