

Wings of Legend Business Plan

Executive Summary

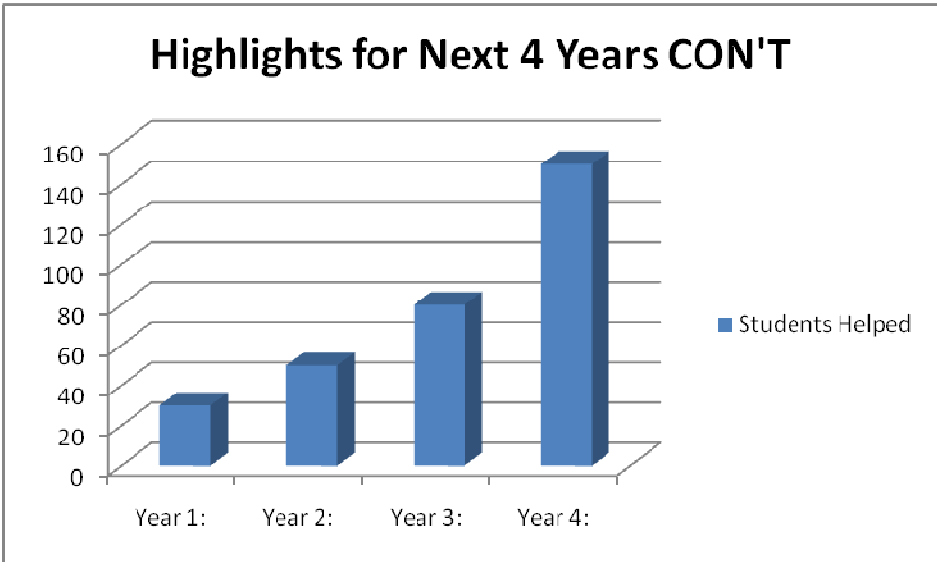
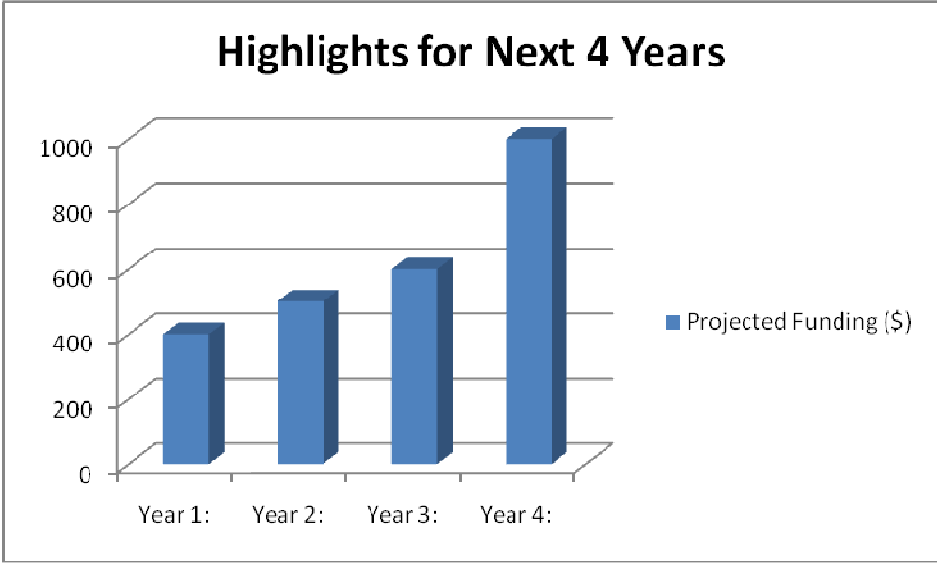
According to the CIA website, over 130 million people in China are illiterate, and many more are not receiving the proper education that allows them to flourish. Wings of Legend will be a non-profit operating foundation whose purpose is to provide educational assistance underprivileged students living in China (and eventually the world) through financial aid. We would achieve this by buying study-aid books and other school supplies that bolster a student's learning potential and increase his/her chances of attending a prestigious college. This way, we hope to perpetuate a healthy cycle that continues with these students whom we assisted; by helping these students receive a better education, we hope to see them one day bring about a similar change in other students of their communities.

While many foundations depend on one-time large grants to operate, this organization relies primarily on the concept of continued support. Essentially, we hope that each donor can provide financial support periodically to further our mission statement. The greatest advantage to this is that businesses (or people) that donate money don't necessarily have to provide a large sum immediately. By donating certain lesser portions over time, businesses would have a greater possibility of continuing communication with us in the future, hence allowing Wings of Legend to more easily maintain its social network with these firms (or people).

Furthermore, since the exchange rate between America and China is still maintained at a relatively high ratio, it is incredibly advantageous to purchase through wholesale study-aid books from China at approximately 10 Yuan a book. This guarantees that we can buy over 300 books for 50 underprivileged students (6 books a student, with books of all subjects) with just \$500. The statement, "\$2 can buy a student a book," holds true in this case, and it will serve as the motto statement for our Wings of Legend.

Wings of Legend raised over 200 dollars in starting funds and will hope to raise an additional 500 dollars this upcoming year. From there, Wings of Legend plans to increase the amount of money it raises by 100 dollars every year until the fourth year, where we hope to see a significant increase in funds collected, as the majority of the Board will be out of college and would have more time to dedicate to this organization.

A proportionally similar increase shall be found with the number of students helped, since all the funds proceed directly towards buying educational supplies for these students.



1.1 Main Objectives

1. 30 students in Year 1; 50 in Year 2; 80 in Year 3; from then on, the number of students helped will increase significantly faster (because of the elimination of complications due to schooling).
2. Funds growing steadily from Year 1 to Year 3; then in Year 4, the steep increase occurring with students helped will likewise occur with funds as well.

1.2 Mission

The mission of Wings of Legend, in short, is to help financially impoverished students living in China and other third-world countries around the world. These students all need our help to thrive, and we hope desperately to bring the educational opportunities to them.

1.3 Keys to Success

The main keys to success, as partially stated in the Executive Summary, are as follows:

1. We hope to work continuously with the same and/or different students each year (as our funding increases), instead of solely focusing on a few students once (and only once). This way, we hope to see positive feedback from these students who have benefited from our financial assistance that has provided them new educational to excel.
2. We hope to foster the support of the concept of continual support (on the donor's part), as it is crucial that these students feel their donors are with them every step of their newfound learning process.
3. We hope to develop students from a fairly early age in their lives, as that is the time when they are most affected by and most gracious to outside beneficiary factors. Although this entails that wait awhile (perhaps months or even years) before observing any drastic effect in these students' lives, we do have the patience for them to reach these milestones (receiving a high mark on an exam, attending a prestigious high school or college, etc.).
4. Finally, we hope set up a system where the students that we have assisted are encouraged to write to us periodically to document their successes and failures and also ask for any special assistance (if they have any). This way, we can maintain contact with these students on a more intimate level as they progress through their academic endeavors.

Organization Summary

Again, Wings of Legend is dedicated towards assisting financially impoverished students living in all parts of the world (initially China) with educational opportunities for them to develop the necessary skill sets to achieve success in their society and ultimately make a similar contribution to their community (as Wings of Legend has for them). For example, Wings of Legend provides students with study-aid books, stationery, backpacks, and other essential school items to facilitate their learning. Plus, Wings of Legend provides monetary assistance directly to these students in hopes that they may utilize this money to further their academic careers. Wings of Legend truly envisions engaging and assisting in these students' lives and be with them as they achieve their academic milestones of success.

2.2 Start-up Summary

Total start-up expense details are included in the following start-up table. Almost 100% of all start-up funds (with the exception of assets) was required for our first major outreach program with these children, "Operation Shandong". This program served as the pilot program to determine the general benefit/utility-through-student-enthusiasm-and-reciprocity rate of these students (which was found to be very high). The rest of the funds collected through donations and other charity drives in the years that proceed will be saved for future activities. Office costs will be free, as the Wings of Legend office will be hosted at the school where the Board of Directors currently attends. As Wings of Legend progresses, however, we hope to open an office outside of school, and we hope to meet all costs with funds provided by Wings of Legend.

Start-up Funding

Start-up Expenses to Fund	\$600 (Operation Shandong)
Start-up Assets to Fund	\$0
Total Funding Required	\$600

Assets

Non-cash Assets from Start-up	\$450 (donated by AiNi company)
Cash Requirements from Start-up	\$450
Additional Cash Raised	\$200
Total Assets	\$1050

Liabilities Cost

All Liabilities Cost	\$0
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Start-up Requirements

Start-up Expenses	
Legal	\$50
Stationery etc.	\$0 (provided personally)
Brochures, Logo & Mailing Lists	\$0 (provided for by IMSA)
Phone	\$0 (provided personally)

Internet Services	\$0 (provided for by IMSA)
Postage	\$0 (provided for by IMSA)
Video Production & Copies	\$0 (provided for by IMSA)
Travel Costs to Secure Contracts	\$0 (currently paid for by individuals)
Computer	\$0 (provide individually)
Other	\$0
Total Start-up Expenses	\$50
Start-up Assets	
Cash Required	\$650
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$1100
Total Requirements	\$650 (Operation Shandong and Legal Costs)

Fundraising Activities

The primary fundraising activities that Wings of Legend offers/will offer are as follows:

- Public demonstrations.
- Charity Sales.
- Food-eating competitions.
- Talent Show Nights.
- Wings of Legend Sponsored Tournaments.
- Wings of Legend Parties.

3.1 Fundraising Activities Descriptions

Public Demonstrations

Public demonstrations are where Wings of Legend members will stand in front of the stores of different convenience stores and approach customers about the mission of Wings of Legend. We will inform all customers about the difficult situations that these students are facing; furthermore, we will encourage everyone to take our flyers.

Charity Sales

Wings of Legend endeavors to host fundraising charity sales periodically, where Wings of Legend members can sell bracelets (primarily around the Naperville area) that were created by the manufacturing company of one of the parents of these underprivileged Chinese students. These bracelets will provide a gateway for us to inform buyers of Wings of Legends' mission.

Food-eating Competitions

Wings of Legend will organize food eating competitions (once in a while) primarily at the Illinois Math and Science Academy, where participants would assemble into groups of four and compete for the fastest eating time.

Talent Show Nights

Wings of Legend plans to host a Talent Show Night, where people from around the Chicago area can come watch some of their friends display their talents and perform truly spectacular feats. Wings of Legend would feature many talents, including (but not limited to) piano compositions, martial arts performances, dancing techniques, and any other appealing talents.

Wings of Legend Sponsored Tournaments

Wings of Legend plans to host game tournaments that allow participants to compete for a valuable prize as long as they donate a certain amount of money to join.

Wings of Legend Parties

Wings of Legend will host exactly that—parties. These parties will include but does not only entail members of Wings of Legend and their parents. At these parties, we will outreach the mission of Wings of Legend and detail the progress that we have made.

3.2 Alternative Providers

The competition comes primarily in two different forms: non-profit organizations that provide educational opportunities to students by building new schools and non-profit organizations who provide general financial assistance to poor families.

Though the missions of non-profit organizations who aspire to build new schools is respectable, the most daunting task about these organizations is that they require much too high costs without being able to discern any drastic benefit until the school has opened for many years. However, with Wings of Legend, the results of a contributor's donations can be noticed immediately, as the students who have been provided with these educational opportunities (study-aid books, private tutors, etc.) will display an immediate improvement in their academic endeavors.

Other non-profit organizations that provide general financial assistance to impoverished families also have extremely lofty goals, but these organizations do not focus specifically on one aspect of these families' lives. By covering the entire spectrum of an individual's life, these organizations often fail to regard one specific aspect of need in a family's life.

However, Wings of Legend works differently. It prioritizes a student's education above all other factors, as this is one of the only elements that has a long-term benefit on an individual's prosperity. Wings of Legend intends to better future opportunity advantages although making some short-term opportunity advantage sacrifices.

3.3 Printed Collaterals

Wings of Legend will begin by creating a general brochure and flyer that establishes our position and our mission. These will be developed as part of the start-up expenses. Because our market size has a very broad scope, and therefore, the marketing process takes three steps:

1. General mailings for awareness.
2. Those that identify themselves as interested receive our publications (flyers and brochures) and then contact us if they desire to donate/ask further questions.
3. Those interested in service activities can then contact any Wings of Legend member for more details on when the events take place.

3.4 Technology

We will be personnel-based, although we will also be maintaining a website and constantly updating it for future information. This Internet presence is assumed primarily for marketing purposes. Our website will be located at the following address: www.wingsoflegend.com

3.5 Future Services

Planned Giving represents the most promising extension of our services. For a discussion of this, see Service Description section.

Market Analysis Summary

There are over 130 million illiterate people in China, and there are many more people in China that are provided with insufficient education to sustain a better future. People in first-world countries like United States have the capability of lending these underprivileged students support to create a new, more fruitful future; these people are essentially the target of our market. The following section will segment the market into specific categories (with their own individual criteria).

4.1 Market Segmentation

Wings of Legend strives to fulfill its mission of supporting more and more students every year, but in order to do this, Wings of Legend must establish a cash flow with a rising trend. Therefore, its first priority is to maintain many benefactors that may provide for more grants for the future. Any will do, as long as they are willing to support and contribute in some way.

In order to continuously help these students, Wings of Legend needs to habitually collect money (often from the same previous donors) in order to create the biggest benefits and have recurrent impacts on these students' lives. Therefore, the market can be segmented from all donors (who are still of great assistance) to donors who are willing to donate not necessarily a great amount but frequently to our cause.

Because China currently stands as a third-world developing country (and these students live in conditions fit to be even worse than "third-world"), donors of Wings of Legend would primarily stem from people living in countries that are higher up economically. Since people in America are a strategically advantageous market whose market size is sufficient, the donors will almost all be living in America.

4.2 Distributing a Service

Our services consist mostly of going to many underprivileged schools and helping them through supplying monetary funds or buying educational supplies for the students. Usually, Wings of Legend will directly travel to the schools and donate the supplies to them directly. However, on certain occasions, Wings of Legend will mail funds/donations to these schools for more support.

4.2.4 Main Alternatives

The main competitors are most likely other non-profit organizations that also help underprivileged schools or families. Considering the amount of non-profit organizations with similar purposes, however, this could prove as a vital outlet for other organizations to merge and help each other.

Strategy and Implementation Summary

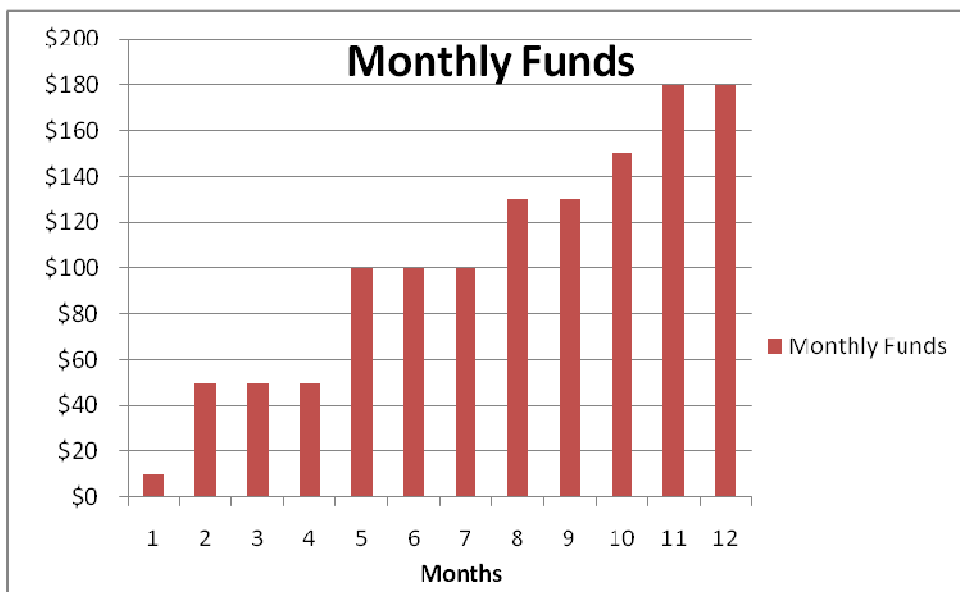
Our market (essentially any donor in the world) was defined quite broadly in the Market Segmentation section. In the following section, we will discuss the mechanics of approaching and targeting specific groups in this market.

Over that last two years, we've worked with one school directly and have provided them with many school supplies (backpacks, notebooks, etc.). If we hope to increase the number of schools we assist, we must be able to approach our market on a more community-wide scale and expand the scope of the audience listening to our proposals.

5.1 Fundraising Strategy

The annual sales projections are included in the Funding Forecast table. Essentially, we hope to minimize our costs for fundraising while maintaining high quality fundraisers so that donors can appreciate what we've established. As our funds increase, a higher and higher percentage of money can be incorporated into fixed costs for fundraising events (renting locations, buying fundraising items, etc.).

Month	Total Funds Collected
1	\$10
2	\$50
3	\$50
4	\$50
5	\$100
6	\$100
7	\$100
8	\$130
9	\$130
10	\$150
11	\$180
12	\$180



5.2 Strategic Alliances

While we envision no formal strategic alliances in the near future (three years), personal relationships with leaders of other non-profit organizations are probable and significant for social networking. We hope to one day expand the personal relationships with these leaders and hopefully create business relationships with them as well. By working together with others to accomplish something, Wings of Legend will be able to meet higher standards and operate more effectively as a non-profit organization.

One possibility is a non-profit organization called A Thousand Wings, whose goal is similar to ours but more focused on a specific group in China. Because of the similarities of these two organizations, we envision one day to contact them in the future and—if not merge with them—at least have the opportunity to host events jointly to increase member and donor numbers.

There are many potential facets to further expand our organization (including merging with others); all of these decisions will ultimately be decided by Wings of Legend board members when the time comes for these decisions to be made.

Management Summary

The central challenge to growing an organization will be in the first two years of its expansion. During this period, the organization (which will be small in size) will not be able to afford to designate a single individual to the exclusive growth of the organization. Rather, the leader de facto must utilize the necessary skill sets required of any leader in order to not only organize the officers but also manage the growth of the organization while maintaining a source of profit elsewhere so as to not become broke. Experience has demonstrated that an organization similar to ours must reach a cash flow of at least \$100,000 in order to afford the 'luxury' of hiring full time president/sales manager (something unattainable for a non-profit organization like Wings of Legend until cash flow starts increasing significantly).

6.1 Organizational Structure

The Structure within Wings of Legend tends to be extremely fluid and flexible. The best structure allows experienced people a certain degree of freedom but ensures quality control. The way to achieve both is by designating the nominal position of "Board Director", which essentially gives each Director the ability to function as a whole but also to delegate specific jobs to these members. For example, more than one Director can be in charge of creating advertising campaigns for a certain event while other Directors can help direct the funds towards specific goals that further the mission of our organization. This versatility of assignments creates room for Directors to share their insights with one another and maximizes the efficiency of getting a job done.

6.2 Personnel Plan

In this proposal, we have reiterated that all money will go directly towards supporting our mission as stated in the mission statement; in short, no money shall be used as salary for paying the Board of Director or any other member of Wings of Legend for their services. However, these laws are subject to change once the cash flow of Wings of Legend and the funds collected exceed a certain number so as to have the ability to support Wings of Legend members with a salary.

All in all, members of Wings of Legend (who don't receive salary in the future) will receive community service hours proportional to the amount of work/effort they have contributed and number of activities they have hosted/assisted in.

Financial Plan

Our financial plan is based on conservative estimates and assumptions. We will need to plan to continuously receive an ample amount of money (through donations and fundraisers) in order to make our programs for assisting these underprivileged schools have any lasting effects.

7.1 Important Assumptions

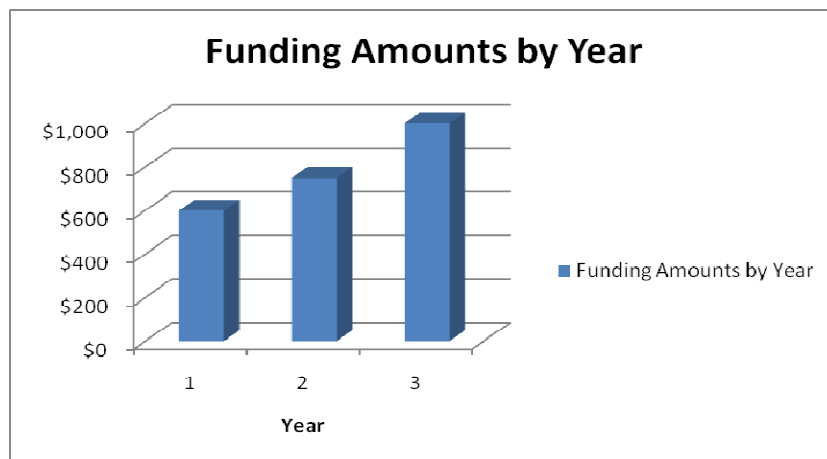
The following table summarizes key financial assumptions for interest rates. These assumptions allow us to extrapolate how much money we may provide for the students in China every year.

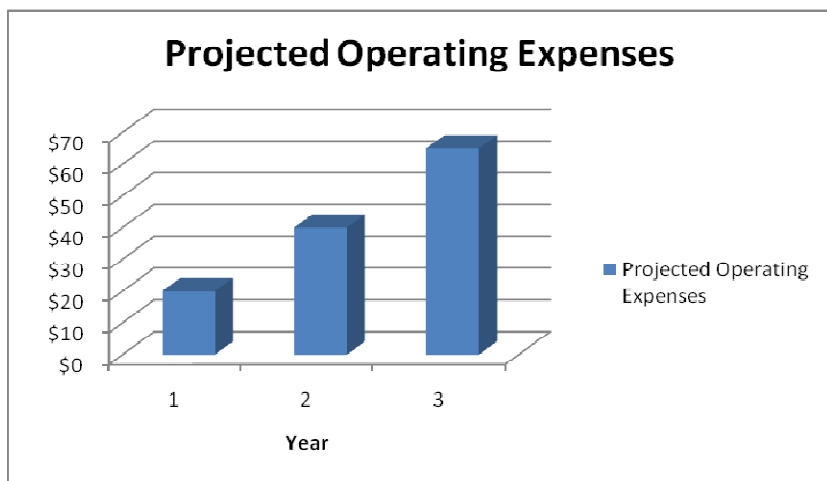
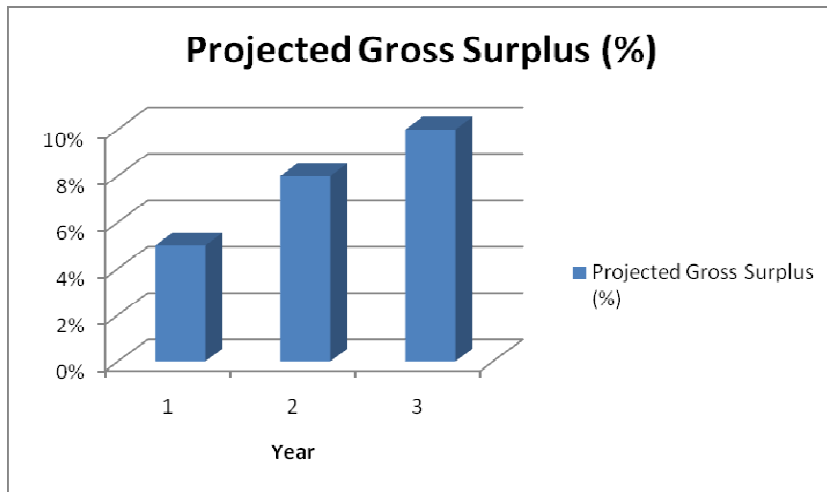
General Assumptions

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	0.86%	1.00%	1.00%
Long-term Interest Rate	5.00%	5.00%	5.00%
Tax Rate	0%	0%	0%
Other	0	0	0

7.2 Key Financial Indicators

The following charts and their respective data table indicate our key financial indicators for the first three years.



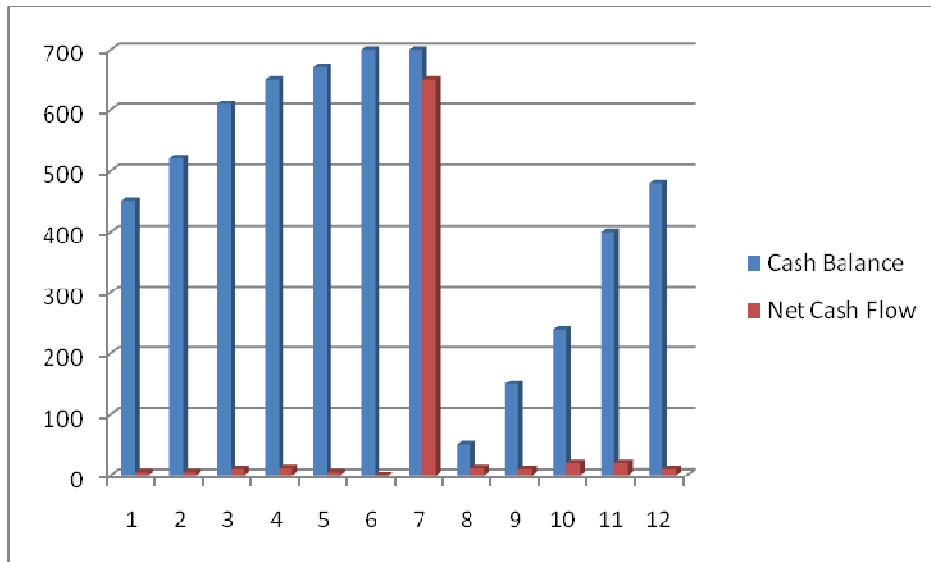


Year	Funding	Gross Surplus (%)	Operating Expense
1	\$600	5%	\$20
2	\$750	8%	\$40
3	\$1,000	10%	\$65

7.5 Projected Cash Flow

The following cash flow projection is critical to our success. The monthly cash flow is shown in the illustration, with one bar representing the cash flow per month and the other representing the monthly balance. The annual cash flow figures are included in the following table. Since Wings of Legend follows a protocol where cash flow primarily occurs when we outreach to an underprivileged school(s) in summer (aside from when Wings of Legend uses its funds to buy prizes for activities), the annual cash flow chart is projected to look as follows. Note that the

months where cash flow is fairly constant are the months when Wings of Legend will be collecting the majority of its funds.



Month:	Cash Balance	Net Cash Flow
1	\$450	\$5
2	\$520	\$5
3	\$610	\$10
4	\$650	\$12
5	\$670	\$5
6	\$700	\$0
7	\$700	\$650
8	\$50	\$12
9	\$150	\$10
10	\$240	\$20
11	\$400	\$20
12	\$480	\$10

7.6 Projected Balance Sheet

The following table shows the projected balance sheet.

Pro Forma Balance Sheet

	Year 1	Year 2	Year 3
Assets			
Current Assets	\$700		
Cash	\$600	\$2000	\$5000
Accounts Receivable	\$0	\$0	\$0
Other Current Assets	\$100	\$300	\$500
Total Current Assets	\$700	\$2300	\$5500
Long-term Assets			
Long-term Assets	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0
Total Assets	\$700	\$2300	\$5500
Liabilities and Capital			
	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable	\$0	\$50	\$100
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$0	\$0
Long-term Liabilities			
Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$0	\$50	\$100
Paid-in Capital			
Paid-in Capital	\$0	\$0	\$0
Accumulated Surplus/Deficit			
Accumulated Surplus/Deficit	0	\$0	\$0
Surplus/Deficit	\$0	\$0	\$0
Total Capital	\$0	\$0	\$0
Total Liabilities and Capital	\$0	\$50	\$50
Net Worth	\$700	\$2400	\$5700