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## Life-Tactics Business Plan

Tanvir Mondair

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**Life-Tactics Business Plan**

**By**

**Tanvir Singh Mondair**

**Advisor: Deb Williams**

**An Honors Thesis in partial fulfillment of the requirements for the degree Bachelor of  
Science in Business Administration in Business Economics and Human Resource  
Management**

**Sam M. Walton College of Business  
University of Arkansas  
Fayetteville, Arkansas**

**May 13, 2023**

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## **Life-Tactics Background**

When I was in high school, I was a standout student who worked extremely hard in and out of school. I was involved in so many clubs and activities like Speech and Debate, Robotics Club, Future Business Leaders of America, Student Council, National Honor Society, Mock Trial, Model United Nations, Faulkner County Teen Court, Arkansas Governor School, and three years of involvement in the Theatre Program. I had a good GPA alongside a good ACT score. I thought that all I had to do was work hard, and I even thought that all the work that I was doing was necessary work according to the adults in my life. However, I still felt unprepared for my next step in life.

I didn't really know if the things I had focused on in high school were going to help me in the future, and I had no idea what I wanted to do next or what opportunities existed for me. I did not understand what college was going to be like, or how to be successful in a new environment. My high school teachers and counselors gave me advice on how to build an academic resume, how to do an interview, and how to "succeed" in college. But as I began to prepare for my next steps, I didn't feel like the advice I had received was useful.

I was jealous of the people around me who had family to help them with their college applications, who knew what steps to take to get a degree and even had great ideas of what careers they wanted to go into. I came from a family of immigrants who worked long hours to provide for my high school and college experience but didn't have time or really the experience to help me understand my next steps. This lost feeling stuck with me and drove me to want to help other students like me who had similar experiences.

In college, I decided to dedicate myself to being a mentor to others to ensure they had access to opportunities and resources available to them. I often set up one on one meetings with underclassmen to help them understand how to achieve great results in college, start a job hunt, create, and edit their online presence, and provide insights on what jobs require in terms of resumes and cover letters. I have spent hours working with students editing resumes, LinkedIn profiles, and handshake accounts. I have mentored and coached students to understand what internships are available both on and off campus. These experiences led me to believe that there was both a need and a market for students who need college and career guidance. Maybe if they had more individualized support in high school, they could have started college or their job search with a head start compared to their peers.

My first internship was working with young children in the Boys and Girls Club of Siloam Springs. While working there, I wondered what support systems would these students have in the future? How could I work towards helping students like them have access to resources to make an informed choice about their next step in life post-high school? Ultimately, Life-Tactics was the solution that came to mind. I chose to create a website during my sophomore year that provided resume advice and guidance to students. The idea behind Life-Tactics is to ensure that students have support and access to someone who can help them learn about opportunities available to them and how to set themselves up for success.

I have not had the time to dedicate to Life-Tactics during college due to working multiple jobs throughout college, classes, and my commitment to multiple on-campus RSOs. However, in the next year, I will continue to build the foundation of Life-Tactics, which will include a subscription-based model with resources to support career guidance and informed decision-making post-high-school.

## **Executive Summary**

### *Business Description*

Life-Tactics is a service and subscription-based business that assists students in making informed decisions about their next step post-graduation. It is geared towards teaching students about what opportunities and careers exist, what skills are required for certain careers, and where to garner those skills. Alongside that, we will teach about what the current job market is looking like in terms of salary, competitiveness, and other factors. Life-Tactics will offer multiple subscription-based packages, involving premium levels of access to content, career counseling, and other benefits. Alongside the subscription model, one-to-one guidance will be available for students and others looking for support. The service itself is centered around a two-step approach. First, we seek to understand what the individual is currently looking at for their post-graduation opportunities and provide support and information about what opportunities may be available for them. Secondly, we determine what skills may be required in those fields and assist the student in finding resources to develop those skills.

### *Problem and Solution*

Many graduating high school students lack knowledge of what opportunities exist for them post-high school graduation and what skills they need to develop for post-graduation jobs. Students often make decisions about their next steps based on what their peers are doing, leading to 24% of students dropping out of college within their first year. (College Dropout Rates, 2021) This indicates that many students don't have access to support to help them figure out their next step and may make their choices based on the influence of friends and family. Life-Tactics was developed to solve the problem of students needing a way to access resources and information so they can make informed decisions about what to do when they graduate from high school.

### *Target Market*

The target market for Life-Tactics is centered in NWA. Life-Tactics is focused on first building its courses, then going to market by partnering with local NWA high schools in the Rogers, Bentonville, Fayetteville, Springdale, Siloam Springs, and Bella Vista Areas. There is proof of demand in these areas as students at the University of Arkansas have come to Tanvir for support while discussing how their schools in the area did not provide sufficient materials for this area.

### *Financial Highlights*

An important note is that Life-Tactics will consist of being a side business for Tanvir in the immediate future, so the financials are lower than if the business was set to be full-time. Looking at the financials for a small side hustle like Life-Tactics we can see that there is good potential for growth in the future. We see around \$60,000 in net profit after five years. We believe there is traction for growth after five years, and that if Life Tactics becomes a full-time business, it can reach six figures in net income easily.

## Opportunity Summary

### *Problems Addressed*

Students lack the resources to understand what post-graduate opportunities exist and what skills are required by professions they may want to go into. High schools provide counseling services for students, however, there is clear evidence that the counselors can't spend one-to-one time with all students that need the support. The ratio of students is higher than suggested by professionals, being 408 to 1 instead of 250 to 1. (Shen-Berro,2023) Life-Tactics strives to bridge this gap by alleviating some of the burdens on counselors and providing an option for external services to these schools and students. According to the American School Counselor Association, "8 million children (about half the population of New York) do not have access to a counselor." (Cratty,2019) These 8 million students do not have the resources that they need to be able to succeed later in life, thus Life-Tactics is a perfect solution to this problem. We take on a similar role as guidance counselors for students while providing real-life knowledge on job markets by using a unique experience from a student who has had the same questions.

### *Market size and Growth Rate*

Looking at the entire career counseling industry market size first we saw that the market size was valued at \$2.12 billion in 2020 and is on track to reach a valuation of over 4 billion by 2023. It is expected to grow at a rate of over 8% per year. (Innovius Research ,2022) This is important to note as Life-Tactics is in this industry and will benefit from the increase in growth.

More specifically we wanted to look at another potential market that reaffirms Life-Tactics. The graph below shows the drop-out rates for freshman students. The 24% average for full-time freshmen and 55% average for part-time college students shows that there is demand for the solution offered by Life-Tactics. (College Dropout Rates, 2021) There market size in NWA is to be noted for Life-Tactics as well. We saw that NWA had over 90,000 students and is growing year over year, with upwards of a 1.8% increase in students attending public schools in this area. (Perozek, 2022)

Overall, the career counseling industry, and our target market is growing steadily, and Life-Tactics has seen that the need for career counselors for high school students unsure about their next step is necessary, as affirmed by the 24% dropout rate.

**12-Month Dropout Rates Among Fall-Term First-Time Undergraduates**

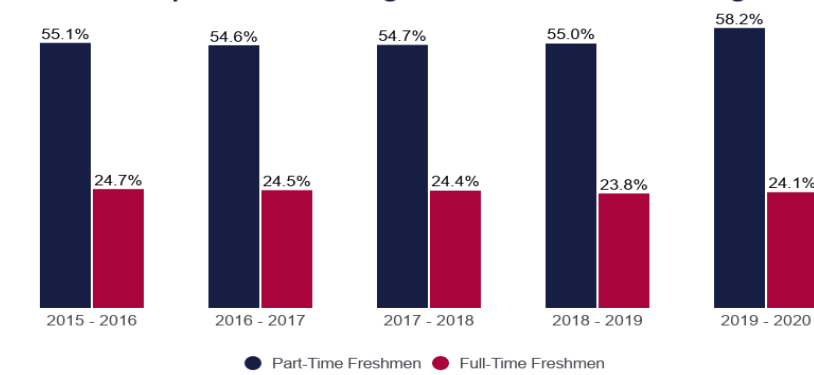


Figure 1- College Dropout Rates, 2021

## *Market Trends*

A major trend influencing career development and counseling is the constantly and drastically changing job market. The Career Innovation Company, a career strategy company, has seen many individuals changing what jobs they are in and using different skills. (Burke, 2022) This indication of change shows that students are less likely to understand what skills are currently required. Thus Life-Tactics provides support by researching new upcoming job markets, and what jobs are changing nationally and how. The role of A.I have presented new facets in the job market field as well, thus giving career guidance counselors more opportunities to utilize new methods of teaching students upcoming skills.

## **Product or Service**

### *Description of Product/Service*

Life-Tactics is a two-step approach to helping high school students with their post-graduation opportunities. First, Life-Tactics seeks to understand what the students currently want to do, then we look at their strengths, and then we find opportunities that may be available for them whether that be in college or not. Based on those results, we help the individual determine where to gain those skills and opportunities.

This is an in-depth look of the two-step approach. The first step is understanding what the students want to do. We look at the current extracurriculars that they are taking, look at what skills they provide, and match them with potential jobs that use similar skills. This is usually done in the first meeting. During this first meeting, we also get an in-depth analysis of what they want to do alongside providing this we provide them with some materials about potential places to acquire these skills. We provide a free consultation first and then charge afterward for services. The second meeting is focused on seeing what jobs they have looked at and providing updates for what courses online they can take, or what places provide the skills required by these jobs as well. We continue to have meetings providing knowledge of resume editing, interview preparation, and other necessary skills as students gain more experience and apply for jobs.

We will be offering an online website that provides examples of resumes, college applications, interview preparation, and more. However, students will only be able to access a few of these resources before being met with a paywall with three separate structures. The first tier allows students access to all materials, such as videos, example resumes, and other works. The second tier does the same, however, they gain six free one-on-one counseling sessions per year. The third tier is a step up by allowing students access to a specialized newswire about potential jobs first, twelve free sessions a year, and access to upcoming material early. Below is an example of a potential post that will be offered by Life-Tactics in which one can look at career fairs and resumes.

High school career fairs are simple. They're made to just help find out what college to go to or if another career path is available. However, the second you get to college it feels completely different. You immediately feel overwhelmed by the numerous amount of corporations that exist. It may go extremely well for the entire talk with a company, but at the end, they ask for your resume, and well... You're out of luck. You have no idea what it is and if you do have one you don't feel like it's up to standard. This 3 part series will explain what a resume is, what to put in it, how to build up your resume, and any specifics about the contents.

<b>Tanvir Mondair</b>	
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<b>EDUCATION</b>	May 2023
University of Arkansas, Sam M. Walton College of Business	
Bachelor of Science in Business Administration	
<ul style="list-style-type: none"> <li>Major: Business Operations (GPA: 3.53/4.0)</li> <li>Minor: Financial Investment Banking</li> </ul>	
<b>WORK EXPERIENCE</b>	
<b>Customer Service Program, Public Policy</b>	August 2021 - Present
<ul style="list-style-type: none"> <li>Created presentations, flyers, and posters to over 100+ potential new customers</li> <li>Revised Public Policy website for ease of access and increased public engagement</li> <li>Managed and organized Public Policy Faculty Roundtable program for customers</li> </ul>	
<b>Charterville</b>	August 2021 - Present
<ul style="list-style-type: none"> <li>Created business Roundtable Series</li> <li>Coordinated fundraising program and 10 projects for over 100 employees</li> <li>Collaborated with HR department to coordinate for over 100 job roles</li> <li>Launched 100-mile marathon for over 1000 miles for 20 weeks</li> </ul>	
<b>Team Community Initiative, Beer and Cider Club of Western Benton County</b>	June 2021 - August 2021
<ul style="list-style-type: none"> <li>Engaged in a program across development events hosted by Tyson and United Way</li> <li>Developed online brand marketing, digital media, and video design to over 100+ participants</li> <li>Designed sensory cookbook and 17-page long guide for future teams</li> <li>Managed online diversity to keep up with over 40 projects from students</li> </ul>	
<b>University of Arkansas, Housing</b>	August 2020 - May 2021
<ul style="list-style-type: none"> <li>Received Five Student Assistant of the Year award (Only one award given out of 100+ resident assistants)</li> <li>Coordinated programming budget of \$50K for social and large-scale events</li> <li>Co-edited Leadership, an organization under leadership organization with 10 members</li> <li>Acted as the weekly staff member responding to emergency situations including medical issues, facility emergencies, and behavioral concerns</li> <li>Served as a Member of the Housing Student-Council Committee</li> </ul>	
<b>Customer Service Hours</b>	May 2014 - August 2020
<ul style="list-style-type: none"> <li>Coordinated with manager to set priorities of items and kept 100% accuracy in cash balances</li> <li>Tracked store inventory and amount of sales for daily products</li> </ul>	
<b>LEADERSHIP EXPERIENCE</b>	
<b>Student, NicheLife Organization, University of Arkansas</b>	September 2021 - Present
<ul style="list-style-type: none"> <li>Operates with South-Central VP NicheLife Organization for the duration of the project</li> <li>Developed a project presentation as a virtual office work environment for South-Central office</li> </ul>	
<b>Community Service Chair, Network, University of Arkansas</b>	January 2021 - Present
<ul style="list-style-type: none"> <li>Coordinated a Service Practitioner to Service Practitioner Roundtable by attending over 10 hours of training</li> <li>Chaired over 200+ attendees to lead in the Student Assistant Program through the AR13 Food System Program</li> </ul>	
<b>Member, Beta Beta Beta, University of Arkansas</b>	September 2018 - August 2020
<ul style="list-style-type: none"> <li>Participated in a process and an attorney role for a regional competition</li> <li>Prepared a public knowledge document on leading legal professionals in a conference for regional competition</li> </ul>	
<b>Head Representative, Business Interact (Congress, University)</b>	January 2020 - April 2020
<ul style="list-style-type: none"> <li>Acted as a general, advised, and acted as a role model in over 100+ hours committed on campus events and residence hall improvements</li> <li>Served on budget committee and evaluated cost efficiency of proposed R2C bills</li> </ul>	
<b>Member, Leadership, University of Arkansas</b>	September 2019 - April 2020
<ul style="list-style-type: none"> <li>Led weekly Leadership meetings focused on leadership development and programming planning</li> <li>Planned and executed a program for residential hall assembly and other events</li> </ul>	
<b>AWARDS</b>	
<ul style="list-style-type: none"> <li>Best Student Assistant of the Year - University of Arkansas - May 2021</li> <li>Resident Assistant of the Month - Goodwin Hall - November and December - 2020</li> <li>University of Arkansas Leadership Award</li> </ul>	

Figure 2- Life-Tactics example post

### Value Proposition

The biggest value proposition that Life-Tactics brings is the CEO. Tanvir has had the opportunity to learn what jobs require, skills-wise, and has gone through a similar process of not knowing what is required after high school. He brings a unique experience to the one-on-one guidance to students. Not only that, but we are also highly specialized in the region compared to alternatives that operate on a global scale, not allowing them to be as personalized to their customer base. The biggest pain point is that consumers and high school students don't have persistent access to resources available, thus Life-Tactic's continuous one-on-one counseling will alleviate this alongside the subscription model.

### Key Milestones

The 5-year plan for Life-Tactics goes as follows: Year one is the establishment of the business, the creation of the website and modules, the start of marketing outreach, and targeting local NWA high schools. The first three months will be focused on making the website full of content while making sure the information is available and ready to go before launch. The next six months involve reaching out and collecting potential partnerships with local high schools, focusing on at least two high schools in the first year. We are looking at first getting partnerships with the bigger high schools in the area such as Fayetteville high school and Bentonville high school. After we have started gaining more partnerships with local high schools and students, in the last months of the year we will offer some workshops for free and meetings for students to come to fully establish the program. These workshops will give students the chance to see what Life-Tactics offers and what value is brought from having a student who understands the struggles they may face.

Years two through four focus on the growth of the business and sales. These are the years when we will continue marketing to high schools in the NWA area. By the end of year four, we hope to have most of the high schools partnered with us. Year five is the start of our transfer into new markets across Arkansas. We plan to venture toward Central Arkansas first, then move on



toward Texas, Kansas, and Oklahoma in the years to follow. By the start of year five, we plan to have multiple employees working for Life-Tactics, and the business to start transitioning into a full-time operation.

## **Management Team**

### *Tanvir Mondair- Chief Executive Officer*



The CEO has a BSBA in Human Resources and Economics and a minor in Finance from the University of Arkansas in Fayetteville. Tanvir's experience involves five internships within the fields of sales, marketing, non-profit work, and human resources. Tanvir will be working with General Mills, a Fortune 500 company, as a Business Management Associate in the summer of 2023. Tanvir's dedication to understanding various aspects of college has allowed him the ability to guide new students on campus and mentor them. Tanvir's role as the CEO would involve developing the career plans, the one-on-one counseling, developing the team further, creating a projection for the next few years, and developing the website and finding

new clients. Tanvir's main focuses for the first year involve growing sales, future business forecasting, and creating and updating the curriculum as well as one-on-one counseling with customers and meeting with high schools. His experience with students in the past allows him to provide a unique perspective for high school students and allows easier connections to customers.

## **Sales and Marketing Plan**

### *Target Market*

With the target market being the NWA region there are a total of around 550,000 people (NWAGuru,2023). However, Life-Tactics is focused on the high school students in that area instead. According to the Northwest Arkansas Democrat Gazette, over 90,000 high school students are in the Northwest Arkansas region. (Perozek, 2022) Life-Tactics is seeking to partner directly with those schools in the next four years. Our focus is high schools in this region, but after five years we plan to expand opportunities to central Arkansas, and then parts of Kansas, Texas, and Oklahoma. The target market is vastly different than our competitors, as we are focused on locality first and becoming credible in those markets before moving towards new markets.

### *Sales and Product Promotion Strategy*

We will sell our product through advertisement online on social media, by reaching out to high schools in NWA, and seeing if they would be willing to advertise, and by word-of-mouth advertisement. Reaching out to high schools is a vital portion of our promotion. We believe a

partnership with local high schools can build both the credibility of our business and allow us to gain a long-lasting and steady stream of consumers.

## Competitive Analysis

### *Current Competitors*

Some competitors in the market are Allisontask.com, Growingself.com, and Do-College-Better. Allisontask.com is a career and life guidance business that offers a range of different options for things such as pregnancy help, career guidance, and business expansion. Below is a list of things Allison Task does on an international scale.

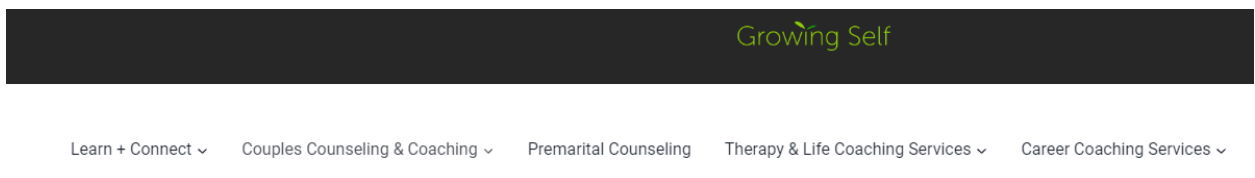


The screenshot shows a webpage titled "My Coaching Clients Achieve Their Goals" with a sub-header "What are your goals? Let's talk about it in an [online coaching session](#)." Below the header is a list of 12 coaching goals, each preceded by a green checkmark icon. The goals are arranged in three columns:

- ✓ Get pregnant and deliver a healthy baby after 40.
- ✓ Negotiate a significant signing bonus.
- ✓ Move from a boring corporate job to paid political activism and advocacy. Transition to work that "matters".
- ✓ Start a small business / start a multi-million dollar business.
- ✓ Post-college launch into independent adulthood and an enjoyable career.
- ✓ Establish a cohesive mission and vision for an expanding business.
- ✓ Build couple strength in a second marriage.
- ✓ Conceive of and pursue a "legacy" career.
- ✓ Make a significant career pivot out of law, medicine, public accounting, finance and other traditional high earner roles.
- ✓ Move a family to a new country (or a new state).
- ✓ Reconceive work (for both partners) after becoming a new family.
- ✓ Retire early.

Figure 3- Examples of Allison Task(Allisontask)

Growingself.com offers similar services, however they are much more in-depth with their options for career development, offering information and counseling on a life-long approach, as well as a purpose-based approach. They approach on an international scale which is different than what Life-Tactics offers being on a regional scale. Below is a list of the services they provide as well.

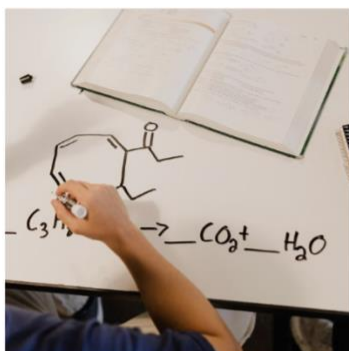


The screenshot shows the navigation bar of the Growing Self website. The logo "Growing Self" is displayed in green text on a dark background. Below the logo is a horizontal menu with the following items: "Learn + Connect", "Couples Counseling & Coaching", "Premarital Counseling", "Therapy & Life Coaching Services", and "Career Coaching Services". Each item has a small downward-pointing chevron icon next to it.

Figure 4- Examples of Growing Self (Growingself)

I have not found a direct competitor in the NWA region, however, Do College Better is seen as possible competitor in NWA. They are focused on helping college students succeed; however,

they are not focused on succeeding post-graduation but rather with the courses themselves. Below is an example of some of the services they provide.



### Tutoring

Needing assistance in a certain class? We can help!  
Do College Better tutors are experienced, professional, and dedicated to helping students succeed.

LEARN MORE



### Membership

Membership comes with its privileges.  
Discounted tutoring rates, personalized study plans, weekly checkins, and a dedicated booking line are just the start.

LEARN MORE



### Greek Accounts

Our greek partners understand the importance of providing quality academic support to their members.  
We create programs to meet the needs of the chapter academically and financially.

LEARN MORE

Figure 5- Examples of Do College Better (DoCollegeBetter)

### *Competitive Comparison*

The biggest differences between Life-Tactics and other competitors revolve around their target markets. For Allison Task and Growing Self, they are focused on a national market, while also being unspecialized in what they offer. Life-Tactics, however, is specialized in teaching high school students, and targets NWA directly which allows us to build credibility in the region. Compared to Do College Better which focuses on NWA but only on college students and tutoring instead of career guidance completely. There are few known alternatives to career coaching, and so far, none in the NWA region.

### *Competitive Advantage*

Life-Tactics' main competitive differentiation comes from its pricing strategy and target market. The biggest competitors, Allison Task and Growing Self, have prices ranging from \$105-\$399 for single consultations, but they serve an international audience and a very different target market. (Online Career Counseling, 2022) While this may be affordable to some of the target markets necessary, middle-class students that have ambitions may look adversely from this. Life-Tactics alleviates this by allowing students a cheaper option for understanding career and post-graduation development through a subscription-based model of lessons and online coaching. Life-Tactics also is more personalized for students as it will offer a clear two plan

approach, compared to Allison Task and Growing Self in which it offers a large range of things making it hard for the consumer to understand what they truly need. Life-tactics is highly specialized information for career-guidance on a more personal level for high school students. Also, Life-Tactics will be directly talking to high schools in the NWA Arkansas allowing us to get into the market faster, and target customer segments they have not utilized as efficiently.

### *Emerging Technologies*

An emerging technology that will compete with Life-Tactics in the future is the use of A.I. They can provide feedback on resume templates as well as provide information on what possible opportunities are available. (Ho, 2022) However, the lack of knowledge of A.I and the need for personalization for career guidance is what allows Life-Tactics to compete against it. A.I can help show what skills are necessary for jobs and can help students determine gaps. (Ho, 2022) However, Life-tactics helps bridge this gap by giving resources to students, such as online courses, that teach students about these skills. We believe that A.I, while being a future technology, can assist life-tactics in developing business plans as well as serving as a potential customer point to connect new customers on.

## **Financial Summary**

### *Funding Model*

In the creation of the Summary financial information, we used a growth rate of 120% for year 2, 83% in year 3, 60% for year 4, and 40% for year 5, using statistics based on the average found by Eqvista. (Eqvista,2022) We priced the three tiers at \$10, \$15, and then \$20 respectively, and the one-on-one sessions at \$50 each. We plan to have 40 packages sold in the first year as the year starts, as we have seen people already interested in buying the product beforehand.

For other revenue we took in google AdSense of the national average which came out to \$90,000 per year, however since this business is nowhere near the size of the national average they are mentioning, we went with just \$1,000 for now until we see how large the website grows to. (Salary: Google AdSense)

### *Costs*

For the costs we took the cost of owning a website which came out to 1,000 per year with a 6,000 upfront charge, this was factored into marketing and salary expenses. (Carney,2023) We assumed 40% of total revenue is spent on salary costs and benefits, but we went on a conservative estimate for the first few years considering there won't be employees to start. (FreshBooks) For the rest of the marketing costs, we took 11.2% of overall revenue towards it, which is the industry standard. (Rauscher, 2022)

### *3-5 Year Projections*

The three-to-five-year projections indicate that Life-Tactics will be a sustainable side-hustle with large growth potential. We estimate that net revenue will cross the \$60,000 by year

five. These projections have not considered the next years after in which Life-Tactics will start venturing into new markets, acquiring new employees, and establishing the business as more than a side hustle.

### Critical Risks

The biggest critical risk that Life-Tactics faces depends on how busy the CEO will be. Tanvir starts working for a corporate company in July, if the job is more demanding than expected the financials may not be truly reflective. Year one is the critical stage for Life-Tactics as if Tanvir can put in enough effort to allow sessions to start accumulating then Life-Tactics is likely to become a good side hustle in the future.

### Appendices

#### Appendix 1:Lean Canvas

This is the Lean Canvas that has been used throughout the creation of this business plan. It shows initial thoughts for the business, and how it should look as well as providing a quick overview of the business.

Lean Canvas		Designed for: LifeTactics	Designed by: Tanvir Mondair	Date: 05/1/2023	Version: 4
<b>Problem</b> - Students lack knowledge of understanding post-graduation options. - Arkansas Highschool students don't understand what skills businesses are looking for after high-school.	<b>Solution</b> Introduce lessons explaining technical skills, needed in the workforce, such as excel, word, office etc. <ul style="list-style-type: none"> <li>Resume building experience</li> <li>Job shadowing</li> <li>One on one Guidance</li> <li>Exploration of options after graduation, trade schools or other</li> </ul>	<b>Unique Value Proposition</b> - LifeTactics teaches students about post-high-school options as well as teaching about career development skills. Life-tactics provides students with knowledge about what technical skills and resume knowledge that will be available for students after highschool. - Provides expertise from experiences	<b>Unfair Advantage</b> - Provides unquie two step approach, introduces what options are available for high-school students after graduation and teaches them what may be required in their field. - Life-Tactics is more localized and personalized to students than other comepititors	<b>Customer Segments</b> - Students in the NWA arkansas region, Bentonville, Fayetteville, Rogers, Springdale. - Highschool schools in these areas with the potential for partnership.	
<b>Existing Alternatives</b> -Do-College-Better- however they focus on school work not career preparation as heavily - AllisonTask and GrowingSelf- however they are not localized to NWA.	<b>Key Metrics</b> -New Customers per month -Customer Retention rate - Subscriptions sales per month - Length of Subscriptions - Number of counseling sessions per month	<b>High-Level Concept</b> - Lifetactics is the Do-College-Better for career preparation and career readiness.	<b>Channels</b> -Marketing towards highschools in the area, setting up a program with local schools. - Online marketing through newswires	<b>Early Adopters</b> - Hyper involved students that are becoming seniors or are about to graduate - Highschools that have excess funding that is not being spent -Families who have children that are home schooled.	
<b>Cost Structure</b> Fixed- <ul style="list-style-type: none"> <li>Website costs</li> <li>Salary employeeed such as CEO,website developer, and marketing agent.</li> </ul> Variable Costs- <ul style="list-style-type: none"> <li>Cost of Customer Aquisition</li> <li>Marketing, this will be our second largest cost.</li> </ul>		<b>Revenue Structure</b> <ul style="list-style-type: none"> <li>Subscription based, parents/students pay by month a fee to charge, yearly has a decreased cost.</li> <li>One-on-One counseling- this is a one time-fee model, in which we offer one-on-one counseling such as resume services, interview prepration, career guidance.</li> </ul>			

Figure 6- Lean Canvas

## Appendix 2: Bibliography

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*Appendix 3: 5-Year Financials*

<b>Income Statement</b>							
	Year 1	Year 2	Year 3	Year 4	Year 5		
<b>Revenue</b>							
Subscriptions	\$5,400.00	\$11,880.00	\$21,740.40	\$34,784.64	\$48,698.50		
Google AdSense	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00		
1 on1 tutoring	\$6,000.00	\$13,200.00	\$21,120.00	\$33,792.00	\$47,308.80		
<b>Net revenue</b>	<b>\$12,400.00</b>	<b>\$26,080.00</b>	<b>\$43,860.40</b>	<b>\$69,576.64</b>	<b>\$97,007.30</b>		
<b>Expenses</b>							
Marketing Costs & salary Costs	\$1,388.80	\$2,920.96	\$13,684.44	\$21,707.91	\$30,266.28		
<b>Net Expenses</b>	<b>\$1,388.80</b>	<b>\$2,920.96</b>	<b>\$13,684.44</b>	<b>\$21,707.91</b>	<b>\$30,266.28</b>		
<b>Net income</b>	<b>\$11,011.20</b>	<b>\$23,159.04</b>	<b>\$30,175.96</b>	<b>\$47,868.73</b>	<b>\$66,741.02</b>		
<b>Subscriptions Broken Down</b>							
			Year 1	Year 2	Year 3	Year 4	Year 5
Tier 1 Package	\$10		25	55	101	161	225
Tier 2 Package	\$15		10	22	40	64	90
Tier 3 Package	\$20		5	11	20	32	45
Total Packages sold			40	88	161	258	361
One-on-One Tutoring	\$50		120	264	422.4	675.84	946.176
<b>Google AdSense</b>			\$1,000	\$1,000	\$1,000	\$1,000	\$1,000

Figure 7- Income Statement for Life-Tactics