



# ***HONEY***

***BE SWEET LIKE HONEY, BUT STING LIKE A BEE.***

**nfte!**

Network for Teaching  
Entrepreneurship

# Problem/Unmet Needs

- Average time for a first responder to arrive : 10mins
- Lost in trust in police
- Cant call police while events are happening
- Lack of public safety / knowledge



# Solution

- Instruct krav maga
- Made to boost confidence and self esteem
- Learn how to control the situation emotionally and physically



# Mission and Social Impact

**Mission statement :** At Honey, our mission is to recreate citizens to be their own body guard by instructing the art of krav maga. We aim to boost self esteem, the level of confidence and social interation. To be able to do this, we have created a culture that supports our employees so that they can provide an exceptional experience for every individual. We want to provide citizens this service because we believe that everyone should feel safe at all times.

**Social impact :** We hire unemployeed and or homeless vets that are in need, Inhope that one day, they can land back on their feet with a stable foundation. While in the mean time, they exchange their knowledge for their sturdy future.



# Description of Service

- Come to our office to sign up (Honey 3225 Union Pacific Ave, Los Angeles Ca 90023 )
- 4 week class - 5 days a week and 2 hours
- Class sizes are 15 people/ instructor
- Taught by unemployed / “homeless” vets



# Business Model

## Definition of One Unit

20 classes / 40 hours

## Economics of One Unit

<b>Selling Price</b>		\$250
Cost of var. materials	\$54	
Cost of labor	\$440	
<b>Total COGS</b>		494
<b>Contribution Margin</b>		186.71

## Monthly Break Even Units

$$\frac{5297}{186.71} = 28.37 \approx 29 \text{ units}$$

## Description of Expenses

<b>Variable Material Expenses</b>	<b>Total: \$63.29</b>
Plastic cable zip ties (100)	\$2.74
Gorilla duct tape	\$10.55
Handcuffs	\$50
<b>Fixed Expenses</b>	<b>Total: \$ 3197</b>
Insurance	\$500
Rent	\$2023
Utilities	\$74



# Market Analysis

## Market Statistics

Industry Name:	Msc school and other instruction	Annual Industry Sales:	\$3407 Million
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## Description of Target Consumer

Demographics	Geographics
Females Ages between 14 - 34 Annual Income: 70k - 100k	Urban areas
Psychographics	Buying Patterns
Social Athletic / Active Open minded	shop online Influenced by non celebrity bloggers have fomo

## Target Market Size

Total population  
13.1 million  
Target market population  
2.9 million  
Market size  
81%

# Marketing and Sales

- Cassie ho ( Blogilates ) & BuzzFeed
- Bus stops / freeways
- Community events
- Youtube / Instagram
- Discounts: 25% off your class when you share with a friend

# BuzzFeed





# Competition

	Honey	Krav Maga Untyed	Krav Maga LA
Training	Emotional, phsyical, weapons and tools	Physical and weapons	Seperate levels for ages Physical
Social responsibilty	Hire homeless / unemployeed vets	NONE	Offers free classes for schools
Community	Community based affordable based on empowerment	exclusive expensive	Divided by sex Authentic pricey

## Your Competitive Advantages

1. Types of training is greater than just phsyical and weaponry
2. Hire already qualified indivduals looking to empower themselves
3. Feels inclusive of everyone

# Qualifications

- Took self defense class
- Taking AoHt and Economics
- Family in martial arts and law enforcement



# Sales Projections

Total Units

1500

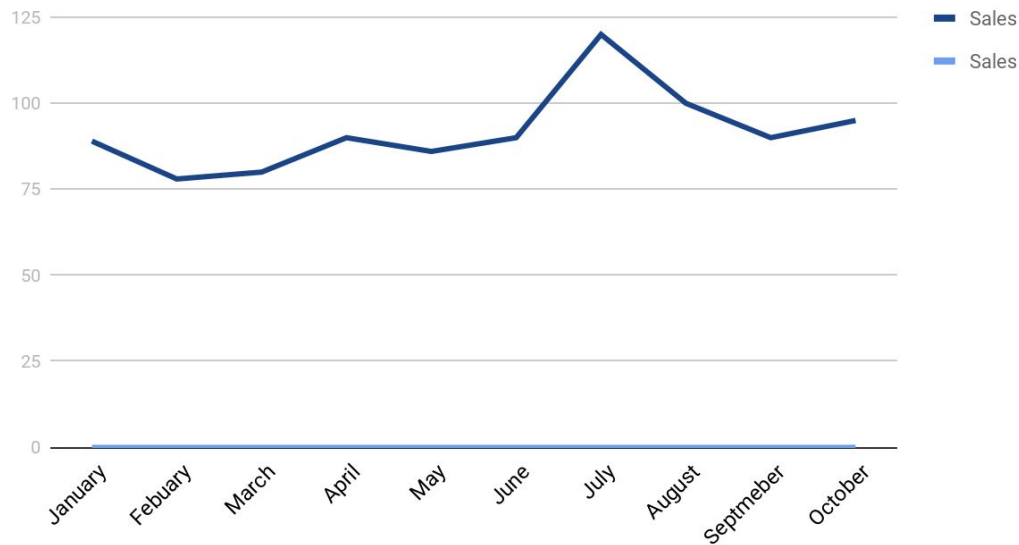
Gross Revenue

\$375000

Net Profit

\$241458.98

## Sales



A	B
Months	Sales
January	89
February	78
March	80
April	90
May	86
June	90
July	120
August	100
September	90
October	95
November	89
December	90

# Start-up Funds

Item	Why Needed	Cost
Business liscence	To be able to open business	\$50
Mats	Protection	\$210
Punching bag	Sparring	\$250
Handcuffs	Training	\$75
2004 honda accord	Training	\$6,350
<b>Total Startup Expenditures</b>		<b>\$6935</b>

Emergency Fund	\$3,467.5
Reserve for Fixed Expenses	20805

<b>Total Startup Investment</b>	<b>24272.5</b>
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ROI: Return on Investment			
\$241458.98	=	9.94%	≈ \$ 0.99
\$24272.5			

ROS: Return on Sales			
\$241458.98	=	6.43%	≈ \$ 0.64
\$37500			

# Future Plans

- Expand the size of 1st location
- Create a website and manage a yelp page
- Create merch
- Donate to organizations such as programs for domestic violence



LACBA  
Domestic Violence  
Legal Services  
Project







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