



COACHES 101 A NJ NONPROFIT

**MY PLAN CHALLENGE
FOUNDATION FUND**

Letter Of Intent



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INTRODUCTION

Coaches 101 A NJ Nonprofit which is a private foundation that has pending tax exemption status. The focus of this initiative is to educate the masses on financial literacy and economic development in inner cities around the New York Metropolitan area. The foundation's fund was created and founded by Omar Dyer. Omar Dyer is a former political candidate in the state of New Jersey. And after his failed political career, Omar Dyer has been organizing and advocating for economic equality for members of the minority community.

- What is the My Plan Challenge, and why was it created?
- How did the challenge evolve into the digital world of NFTs?
- Who is the original creator of Meme Art also known as Meme Stocks?
- What is Omar Dyer's role in the space and world of non-fungible tokens?
- Is crypto currency all about bitcoin, or can NFTs in the method and direction Omar Dyer built, be a vital enhancement for the future?

We are reaching out to gain assistance in knowledge and pledge monies to finance the goals and mission of the My Plan Challenge Foundation Fund, plus build our based on NFTs and the collection of tokens in our system.

1. Executive Summary
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1. EXECUTIVE SUMMARY

Dear: Investor and Investors Relations:

Coaches 101 A NJ Nonprofit presenting the My Plan Challenge Foundation Fund, would like to engage with the program named: New England Blacks in Philanthropy. And our project scope is to build, educate the minority public of black and brown citizens of America and residence of the world, on the vast opportunities in cryptocurrency.

- **Opportunity:** Our entrepreneur Omar Dyer built from scratch, during a time where there was zero guidance or bench market on cryptocurrencies, or NFTs which is non-fungible tokens. And we believe that his model, will most likely be the most secured and stable model for the future of NFTs. That's why this corporation that is a nonprofit is sending this letter of intent. Which is an introduction into the collective bargaining agreement on financing a future currency for a generation in the minority. African American children are often at a disadvantage based on education and the formability that created a lack of an educated base in communities with at-risk children. That's the main focus of this opportunity to teach, educate and build a better community for those that are struggling from the minority communities.
- **Mission:** Coaches 101 A NJ Nonprofit through fundraising, education and community service would like to bring to the public this fund and a new market in cryptocurrency. Since the new world of financing will evolve to cryptocurrency – our product would like to be at the front of the creative lines. And one of the goals, is to raise \$100,000 in startup funds, that will allow our initiative the funds to register this product onto the global market exchange. Our prime mission is to first build the NFT, and that is why we are building the fund. In order to build the corporation's fund, it will take \$100,000 in reserved cash or bonds—outside of cost-overruns or working capital.

And for the currency from this initiative to be able on reaching market rate as an ICO (Initial Coin Offering) – this corporate challenge will be in pursuit of raising revenue in the exactly amount of \$1 million in reserved cash or bonds.

- **Solution:** Coaches 101 A NJ Nonprofit is working to expand the roles and responsibilities of these notions that nonprofit corporations and organizations can't participate in public offerings. And the real problem is the entrepreneurs need to be educated on the roles and rules of market caps and the market exchange. Nonprofit corporations can have publicly traded products on the market exchange through a direct listing or a direct public offering. Which allows board members of the nonprofit organization to engage in Angel Investing.

My Plan Challenge Foundation Fund

Letter Of Intent

Coaches 101 A NJ Nonprofit

- **Market focus:** Coaches 101 A NJ Nonprofit focus will be to educate the narrative and minority culture on the importance of financing, with the emergence of NFTs and how long the digital art has been in the field. Once the corporation reaches the goals of \$100,000 to register the collection of arts, and \$1million to be listed on the market exchange. The primary focus will follow the letter of entertaining the youth with program and other low budget trade and extracurricular activities organizations. And have traditional galleries and gallos to displays the art work that is being pushed.
- **Competitive advantage:** One of the biggest advantages that Coaches 101 A NJ Nonprofit at this current time have over our competitors is the notion that American Cryptocurrency hasn't fully been regulated at this current time. And it will take years for that process to happen, what makes our program so unique is the singular notion that our founding father and Board of Trustees are employed investors, family members and this corporation is a nonprofit.

Nonprofit corporations are normally at a disadvantage when it comes to trading equity because of the known factor that selling and trading is reasonable for companies that are for-profit. Since this corporation is dealing with the education and status of art, with NFTs and nobody has been able to navigate the proceedings. This corporation feels like it is in the for front of the industry based on the notion that when the regulators are finished regulating the product—this corporation would have built the model.

- **Ownership:** Omar Dyer is currently the owner of the corporation and has been labeled the president of the corporation that has been hired to be the legal representative, a public notary, and a tax preparer. Other members of the corporation are known as the board of trustees. The Board Of Trustees are made up of Omar Dyer's family members, and that is the deciding board, where all of the issues and strings of the organization is decided.

This corporation is built differently than most organizations that are not for profit and nonprofit. And that is by design, since Omar Dyer wants this organization to break at least 1 century of existence. And that is why the corporation is a corporate entity and not an organization. Outside of the board of trustees there are board of directors, followed by executive managers, followed by managers and then standard volunteers or employees.

- **Expected returns:** Coaches 101 A NJ Nonprofit uses a profit-sharing program, where the board members are exempted from sharing the profits but are invested in creating revenue streams for the corporation. So instead of being a pass-through entity, Omar Dyer has developed a program through angel investing that should move the donations into a new market.

2. COMPANY OVERVIEW

The Overview look for this company would be an expansion of growth for the Mad Comedian Brand, along with the Make Mad Comedian Famous campaign—that will support the “My Plan Challenge Foundation Fund.” With the growth and formation of Meme Art, that has created a new market with Meme Stocks – we are hoping to break in that field with NFTs, which is a type of art and security that will allow companies to crowdfund and raise cash for their projects.

- **Company summary:** As a private foundation that is incorporated the corporation known as Coaches 101 A NJ Nonprofit has a few service marks and trademarks in the state of New Jersey. This allows our corporate entity to create products and services that are fundraise based. The corporation was founded in 2007 by a former political candidate – who has failed in his attempts at gaining public office. The company started as a literary agency, which grew into a social enterprise because the entity is community based – and even though the corporation is founded by a family, it is owned by the public.
- **Mission statement:** The primary goal of the company is to establish the “My Plan Challenge Foundation Fund” and then to build on the programs NFT market, while creating our very own cryptocurrency. The My Plan Challenge has a focus that will evolve over time since the corporation is public. The secondary goal is to create a currency in crypto form that will last at least 100 years.
- **Company history:** The corporation was founded by Omar Dyer, who was an unemployed writer, and underemployed minority in New Jersey. Omar, founded this corporation in order to protect his literary work, and built the corporation as a community based. The corporation is based in Hudson County, New Jersey at spent 13 years helping and developing at risk children and preparing them for college life.
- **Markets and services:** Coaches 101 A NJ Nonprofit operates much of the duties of its service on a free basis. Meaning case by case, services in the request of the organization can be free. Yet other services such as theater arts, cinema and musical arts are not free based. And the market range for our services is not market capped rather unlimited to the current potential
- **Operational structure:** The business operates under the laws and regulations for a private entity and is more in the collective region of a social enterprise because it is made up of other nonprofit organizations.
- **Financial goals:** Coaches 101 A NJ Nonprofit’s primary goal is to secure \$1 million in certificate deposits with recommendations that those deposit are assets that will last 100 years.

3. BUSINESS DESCRIPTION

Coaches 101 A NJ Nonprofit is a community-based corporation, that works with trade and other organization to represent the goals of the community in arts and entertainment. As a literary trade organization that worked relatively online with an ecommerce store, the corporation grew into a private foundation with a goal of growing into a social enterprise. The corporation is built up of two sister and separate organizations named: Coaches 101 A NJ Nonprofit, and Coaches 101 (PAC) both with the legal mind of enhancing the broad community.

The mission of the organization has always been to strive for economic growth within the minority community with respect to members of the black and brown communities. And as the organization grows and parts into other ventures the prime focus of the corporation remains the same. Which is to educate the public, create a space for arts and entertainment.

- **Opportunity:** Coaches 101 A NJ Nonprofit operates in the social media space, and one of our major programs on Tiktok, Facebook and Instagram is the evolution of Mad Comedian. And the numerous brands, plus trades within the corporation. Coaches 101 A NJ Nonprofit is about the role of arts and entertainment – while focusing on building better communities.
- **Product overview:** Mad Comedian is an avatar of Omar Dyer, that has become an internet comedian, that sells products and other service mark goods. Omar Dyer collections, are a series of trademarked goods and services that bare his name, and his copyrighted penname.
- **Key participants:** Coaches 101 A NJ Nonprofit as of 2020 to 2022 is currently in the startup phase as a nonprofit organization that has evolved into a private foundation, with aspirations on becoming a social enterprise. This is the reason for Coaches 101 A NJ Nonprofit to be labeled as a corporation that is a nonprofit in its purity.
- **Pricing:** The pricing for the company varies based on the contracts that are drawn up and the varies approved websites that Coaches 101 A NJ Nonprofit runs:
 - Coaches 101 A NJ Nonprofit runs (www.makemadcomedianfamous.com, www.coaches101.org, www.madcomedian.com, and www.hoodvillenews.com)
 - Prices are product based and many of the products are serviced by third-party contractors.

4. MARKET ANALYSIS

The market cap for Coaches 101 A NJ Nonprofit is to expand the basic knowledge of (Direct Public Offering) which is a community-based offering, that allows private foundations and nonprofit corporations or organizations to engage in and with the stock market exchange. Omar Dyer as an Angel Investor has been able to navigate and structure his way into a new market for nonprofits to crowdfund without the objections of losing their tax-exempt status.

Coaches 101 A NJ Nonprofit is building a currency made up of NFTS and other commodities or securities that will eventually become cryptocurrency or digital assets. The prime goal is to bring to the market exchange three prime products as stand-alone entities: Mad Comedian as a for-profit entity, whose revenues are shared with the corporation – the Make Mad Comedian Famous Campaign, which is a fundraising tool with a separate website

- **Industry type:** Arts and entertainment is one of the leading industries for Nonprofit to engage into teaching arts and media. Coaches 101 A NJ Nonprofit started as a community based literary program, with revenue streaming from one eCommerce site. We are in the theatre arts, musical arts and sound industry which is a \$10 billion dollar industry. Our model is based on arts, vocal – such as hip-hop and entertainment; such as reality documentary systems and other live or recorded broadcasting.
- **Market segmentation:** Arts and entertainment is one of the leading sources of a reality life experience, and what is that most profitable traits in the world. Either it be screen acting, voicer over acting, musical sound, or any form of entertainment that deals with a live audience. With our development of NFTs which is non-fungible tokens, and the new market of cryptocurrency that we are engaging in—the vast focus on the market goals are segmentate into teaching and building the token market. Coaches 101 A NJ Nonprofit is exploring the market and building a public brand known as Mad Comedian – which is an eCommerce service marked name based on the image and avatar of Omar Dyer.
- **Competition:** The Mad Comedian Brand, will apply for in the future for a ICO (Initial Coin Offering) along with an his already open DPO (Direct Public Offering)—where as the only competition in the field for this new and emerging market is The Walt Diseny Company. Even though The Walt Disney Company is a gigantic head start since being incorporated since 1923 and has 91 years of experience on Mad Comedian which was established in 2014. Coaches 101 A NJ Nonprofit was founded in 2007, which also has 84 years of catching up. Coaches 101 A NJ Nonprofit has been inactive for 13 years until 2020, when the organization filed with the IRS as a private foundation.

- **SWOT analysis:** One of our major goals with the creation of “The My Plan Challenge Foundation Fund is to build and teach minorities the importance of having a solid banking relationship.

1. **STRENGTHS:** of Coaches 101 A NJ Nonprofit:

- **Banking Relations**

A major goal of the private foundation is the notion of our Angel Investing Program, that includes investing into Mad Comedian, through our direct offering; which allows us to create and market our own currency. As a minority financial service company—is the organizations ability to have a great relationship with banks. Omar Dyer understand how the banking system work, and how he is organizing a way to build a public company and tokens that can be publicly traded.

- **Community Service**

*Because this organization started as a community based literary agency and has grown over the years within the division of sports and entertainment, along with political activities. This corporation believes it can compete in the market as a **Social Enterprise.***

- **Legal Services**

Omar Dyer used this nonprofit as a holding company for all of his licenses and registration of products. And since there was no monetary gain or loss, the organization was able to hold a not-for-profit status.

- **Arts & Entertainment**

Coaches 101 A NJ Nonprofit because of the stature in the community and the entrepreneurial spirit of Omar Dyer, this corporation has developed a media arts program

- **Entrepreneurial Education**

Coaches 101 A NJ Nonprofit plans to develop a series of initiatives and educational programs that venture into where the overall community is going when it comes to entertainment.

2. **WEAKNESSES:** of Coaches 101 A NJ Nonprofit

- **Volunteer Based**

As a nonprofit and a social enterprise, the foundation is still volunteer based, and the corporation has been having problems with volunteers; they rather be employed.

- **Business Marketing**

This is an option that we are exploring as the corporation builds the foundation.

- **Filing with the IRS**

Currently, based on the newly scene of the corporation’s monetary statements, this enterprise has problems.

- **Filing with the State of New Jersey**

Same with the federal accounting services.

3. OPPORTINITIES: of Coaches 101 A NJ Nonprofit

- **Education**
Because this is a new industry, and a new market of an existing market, our brand and trade is in the position to set the market and build the exchange. Because most of the trade and the rules that regulate them haven't been developed as of yet, and our market is on the forefront.
- **Social Media Technology**
The advancement of blockchain and platforms that center around crowdfunding is one of the crucial goals this enterprise has while using: Facebook, Tiktok, and Instagram's live platforms to fundraise and teach.
- **Community Involvement**
Coaches 101 A NJ Nonprofit has a plan to teach to the public on these growing ideas.

4. THREATS: of Coaches 101 A NJ Nonprofit

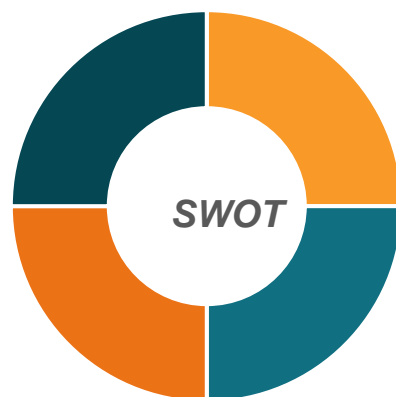
- **Longevity**
Coaches 101 A NJ Nonprofit is looking for a century mark of 100 years.
- **Public Participation**
Using Facebook, Instagram, and other platforms to increase participation, is a vital key in our growth.
- **Cost Overruns**
Marketing and building a profile on these social media platforms is expensive, and avoiding bots, and trolling is very competitive.
- **Market Expectations**
Coaches 101 A NJ Nonprofit plans to meet the goal of \$100k in start up funds with in 2 years of 2022, and \$1 million to register for an ICO by 2026.

STRENGTHS

- Banking Relations
- Community Service
- Legal Services
- Arts & Entertainment
- Entrepreneurial Education

OPPORTUNITIES

- Education
- Social Media Technology
- Community involvement



WEAKNESSES

- Volunteer Based
- Business Marketing
- Filings with IRS
- Filings with State of NJ

THREATS

- Longevity
- Public participation
- Cost-overruns
- Market expectations

5. OPERATING PLAN

Coaches 101 A NJ Nonprofit is operated by the Dyer Family with surrounding non-affiliated ambassadors. Incorporated into the by-laws and the mission statement are the 4 members of the Board Of Trustees. These members include Peggy L Dyer, Jamal A Dyer, Bernard T Dyer and Domant Joseph Carl Dyer. While Omar Dyer is the founding father of the corporation. The corporation has a legacy board of ambassadors; that include members that are now deceased such has Vernon Ferguson, and Gary White.

Board of Trustees

Peggy Lee Dyer. The role of Peggy Dyer is to vote on the course of the organization and co-sign off on legal documents such as contracts and products. She is non-active in the efforts to garnish monetarily and is by law the beneficiary of the corporation's assets.

Jamal Alan Dyer. Has no role in the organization and is only a member of the board to ensure that his lineage has an opportunity to work on and with the organization if they so choose.

Domant Joseph Carl Dyer. Has no role in the organization and is only a member of the board to ensure that his lineage has an opportunity to work on and with the organization if they so choose.

Bernard Thavard Dyer. Has no role in the organization and is only a member of the board to ensure that his lineage has an opportunity to work on and with the organization if they so choose.

Founder of the Corporation

Omar Lomant Dyer. Is the founder of the corporation and is the legal representative that has been hired as an active employee of the organization. His goals and focus is to fund and create the programs, of the organization and build protection plans that allows the organization to strive for the 100-year century marker. Omar Dyer's lineage if they can prove through birth right and bloodline from directly linking them to Omar Dyer; may have succession privileges of the corporation, that is limited. They are not allowed to dissolve the corporation for any cost without an arbitration ruling form a court appointed proceedings.

Legacy Board of Ambassadors

Vernon Ferguson: Was a musical artist, who helped Omar Dyer build the corporation while the two were brainstorming during the company's inactive life. Vernon is survived by his three sons. His three sons will have the opportunity to be Board of Trustees once the corporation meets the goals of the \$1 million marker to register for an ICO.

Garry White: Was a mentor to Omar Dyer as a child in sports and entertainment – as a figure he helped Omar Dyer develop the principles of this organization. Garry, a summer creative in mentoring adults and children with his adult summer league and his youth summer league.

Other members of the Legacy Board of Ambassadors are voted on by the members of the Board of Trustees and the employees of the social enterprise.

Coaches 101 A NJ Nonprofit

The corporation operates solely on donated funds that are generally from banks and investors. Much of the fundraising efforts are secured by Omar Dyer and are very complex that are contract based. Coaches 101 A NJ Nonprofit has built social partnerships with vast majority of online vendors, with the corporation's vendor's license. As the corporation also has a pending application for banking and insurance license with the state of New Jersey as a financial service firm.

- **Order fulfillment:** The corporation in general is a donation-based organization that has public product. The public products that are sold on the market of exchange. We use print on demand services as fundraisers.
- **Payment:** Our payment processing is third-party based either with Paypal or other online money merchants or money transfer organizations.
- **Technology:** We use social media platforms to spread and share our message. The platforms we use have their own software and development criteria that is coded and uploaded to the server. At this current time our corporation doesn't have an independent server. Coaches 101 A NJ Nonprofit is still in the start-up phase even after 11 years of being in active.

My Plan Challenge Foundation Fund

Letter Of Intent

Coaches 101 A NJ Nonprofit

- **Key customers:** The corporation hasn't been able to garnish a key group of consumers, and has basically relied on employee investing, in our profit-sharing program. The Angel Investing program that was created by Omar Dyer has been one of the corporation's biggest clients.
- **Key employees and organization:** The corporation is fairly new in this space, and the by-laws and regulations are currently and continuously be updated. The organization at this current moment has one Key employee that is in charge of building the My Plan Challenge Foundation Fund.
- **Licenses and Trademarks:** Coaches 101 A NJ Nonprofit has state sponsor service marks for the image and likeness of Mad Comedian – which is an avatar of Omar Dyer. The corporation has trademarks for the name and trust of the My Plan Challenge Foundation Fund.
- **Mad Comedian:** is a brand that is a public trade, which uses the profits from the commercial goods, and donate those services to Coaches 101 A NJ Nonprofit. The unique style of Mad Comedian can be portrayed by anyone on any given time or moment.
- **Corporate Status:** Coaches 101 A NJ Nonprofit is currently under review for a status of a nonprofit corporation. It has goals of becoming a social enterprise based on three public entities that the corporation plans to go public with. Once the company has completed the process, we will engage in full activities of philanthropy – that includes providing grants to children under the umbrella of the corporation. Establishing a loan program for arts and entrepreneurs to learn the craft and trade. Build a memorial museum and a trade academy.
- **My Plan Challenge Foundation Fund:** this program is to educate and communicate the next course of action to limit the hardships for those in poverty and create an awareness of ending homelessness throughout the masses. One of our goals, is to provide safe houses across the country that will house and allow those who are homeless a safe and divinified way of cleaning themselves or finding housing—plus livable standards.
 1. The My Plan Challenge Foundation Fund is a trademarked public charity in the state of New Jersey, that will have its own board plus by-laws and an initiative.
 2. This challenge is part of the effort of the private foundation
- **Make Mad Comedian Famous:** Is another charitable cause that teaches and promotes entrainment with arts in music and film.

6. MARKETING AND SALES PLAN

Coaches 101 A NJ Nonprofit plans to create a direct-to-consumer marketing by using Facebook Advertisements, Tiktok Advertisements, and other social media marketing tools. And with the newly trumped-up social media experience, this corporation plans to expand its marketing roles, with a 360-marketing approach. As part of our approach to reaching a generic audience – the corporation believes that creating an all-hands-on approach.

- **Key messages:** Developing this NFT project and the market place for the project has become the most important part of the public foundation. And will be a market for the social enterprise of the future.
- **Marketing activities:** Coaches 101 A NJ Nonprofit doesn't have a Bonafede marketing activities strategy based on the limited number of resources that the small corporation has been able to provide. As soon as the nonprofit corporation has the staffing available for these activities, the plan is too upscale the information and format.
 - Media advertising (newspaper, magazine, television, radio)
 - Direct mail
 - Telephone solicitation
 - Seminars or business conferences
 - Joint advertising with other companies
 - Word of mouth or fixed signage
 - Digital marketing such as social media, email marketing, SEO, or blogging
 - Provide limited free consultations (such as free job pricing for Contractors, free landscaping consultation for landscapers, or free pricing opinions for real estate agents)
 - Sponsor local sports teams or other community events
 - Give free informational talks either at the business offices or for local businesses offering complementary services (such as a real estate agent providing seminars about preparing a home to bring to market)
 - Do free work for local non-profits (such as an ad agency designing a local farmer's market's website for free)
- **Sales strategy:** If needed, what will be the sales approach? Will there be full-time commissioned sales people, contract sales, or another approach? Many one-on-one service businesses are heavily reliant on word of mouth. Take this into account when developing the sales strategy.

7. FINANCIAL PLAN

Coaches 101 A NJ Nonprofit has a plan to generate funds through the profit-sharing program with employees: which is part of the corporation's DPO (Direct Public Offering).

A "Direct Public Offering" is a community-based option that allows small businesses and nonprofit corporations and organizations to sell uncommon, and pre-market stocks and bonds.

This corporation is also operating on a zero-based budget following the rules and regulations of the state of New Jersey. Which means, that the bulk of the funding source will come from out-of-pocket funding such as grants, loans, and awarded contracts. Coaches 101 A NJ Nonprofit at this current moment. We are also a grant seeking corporation for product affiliation that leads to partnership and brand building. And because this corporation belongs to the public, as a public foundation of charities – the corporation's goals are to implement a social enterprise that emerges a leadership is personal to private equity. This corporation's mission is the educate the world on the growth of finances and wealth.

- **Company's initiatives:** Coaches 101 A NJ Nonprofit is a private foundation of initiatives that require a lot of funding. We are primarily grant based, which means the corporation will be sending out letters of intent, grant proposal for affiliation and partnerships; that will help build the principal foundation fund. The principal foundation fund is known as: "The My Plan Challenge Foundation Fund." The main goal of "The My Plan Challenge Foundation" is to operate the arts and craft with entertainment plus education. Our educational video featuring an animated comedian uses live program on animated software.
 1. **The FanNJ:** is a pseudonym of Omar Dyer, who is a sports analyst and a writer of blogs. This character started on ESPN, and evolved into CNN – where the character ran for public office. One of our main goals for this enterprise is to promote and protect the literary work of Omar Dyer.
 2. **Mad Comedian:** is a fictional character created on Facebook by Omar Dyer, who engages in trolling and roasting of celebrities. As a social media performer, the imaginary comedian has reached Mark Twain status and has become a social media icon.
- **Company Vision:** As a minority owned business and black male produced – Omar Dyer as the founder of the business is committed to breaking grounds with this company. The longevity in Negro ownership has not been relevant and Omar Dyer is committed to making this company compete with the likes of Walt Disney, and Disney.

Services

Business Plan

START-UP COSTS

Coaches 101 A NJ Nonprofit

January 1 2021

COST ITEMS	MONTHS	COST/ MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	12	\$300	\$2,500	\$10,696
Employee Salaries*	12	\$2,500	\$0	\$10,000
Employee Payroll Taxes and Benefits	12	\$112	\$1,500	\$18,538
Rent/Lease Payments/Utilities	12	\$1,265	\$0	\$15,180
Grants (DO and DG)	12	\$0	\$0	\$21,914
Communication/Telephone	12	\$200	\$200	\$2,400
Computer Equipment	12	\$1,000	\$1,500	\$5,000
Computer Software	12	\$450	\$29	\$5,400
Insurance	12	\$206	\$60	\$5,700
Interest Expense	12	\$0.01	\$0.10	\$500
Bank Service Charges	12	\$4	\$4	\$60
Supplies	12	\$0	\$0	\$2,443
Travel & Entertainment	12	\$0	\$0	\$6,096
Depreciation	12	\$0	\$0	\$500
Cash Advance (Profit-sharing)	12	\$0	\$0	\$27,737
Occupancy		\$0	\$0	\$12,747
Royalties	12	\$0	\$0	\$4,500
Business Licenses/Permits/Fees		\$0	\$7,000	\$7,000
Professional Services		\$0	\$1,500	\$5,959
Legal & Accounting		\$0	\$0	\$5,248
Management Fees		\$0	\$0	\$750
Cash-On-Hand (Working Capital)		\$0	\$1,000	\$11,914
Miscellaneous		\$0	\$2,000	\$2,000
ESTIMATED START-UP BUDGET				\$176,582

*Based on part-time employees. This may change once you hit your growth benchmark.

Services

Business Plan

Projected profit and loss model: Coaches 101 A NJ Nonprofit had a mixed rate model and has expanded the corporate operations with an accrual accounting based on the profit-sharing agreement with Omar Dyer. The corporation's profit-sharing program is very unique in the way it was designed. Omar Dyer uses his profits from contractual work, via a 9-5 (W-2) job as supplementary income. And then uses his personal credit to create a cash flow of donated funds into the corporate account. Coaches 101 A NJ Nonprofit cash flow operations consist of loans, and bonds from banks and other private lenders, that does business with Omar Dyer, who then records the transaction and donates the proceeds to the corporation. Below is the monthly tally of the company's startup cost, and the overall operations.

START-UP COSTS													
Your Office-Based Agency												January 1, 20xx	
REVENUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Estimated Sales	\$5,000	\$13,000	\$16,000	\$7,000	\$14,500	\$16,400	\$22,500	\$23,125	\$24,549	\$22,000	\$25,000	\$27,349	\$216,423
Less Sales Returns & Discounts	\$0	(\$350)	\$0	(\$206)	(\$234)	\$0	\$0	(\$280)	(\$1,200)	(\$1,600)	\$0	(\$2,400)	(\$6,270)
Service Revenue	\$0	\$0	\$0	\$0	\$0	\$250	\$350	\$100	\$0	\$0	\$1,245	\$1,360	\$3,305
Other Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$0	\$0	\$0	\$0	\$1,500
Net Sales	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Cost of Goods Sold*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Gross Profit	\$3,000	\$7,450	\$9,600	\$3,994	\$8,466	\$10,090	\$13,850	\$15,195	\$13,529	\$11,600	\$16,245	\$15,369	\$128,389
EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Salaries & Wages	\$2,500	\$2,500	\$3,500	\$5,000	\$5,000	\$5,000	\$8,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$76,500
Marketing/Advertising	\$400	\$450	\$450	\$450	\$900	\$900	\$900	\$900	\$900	\$900	\$1,200	\$1,200	\$9,550
Sales Commissions	\$250	\$650	\$800	\$350	\$725	\$820	\$1,125	\$1,156	\$1,227	\$1,100	\$1,250	\$1,367	\$10,821
Rent	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000
Utilities	\$250	\$150	\$200	\$200	\$200	\$250	\$250	\$250	\$200	\$200	\$250	\$250	\$2,650
Website Expenses	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$225	\$225	\$2,200
Internet/Phone	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$1,320
Insurance	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$1,980
Travel	\$100	\$0	\$0	\$250	\$0	\$0	\$0	\$0	\$675	\$800	\$0	\$0	\$1,825
Legal/Accounting	\$1,200	\$0	\$0	\$450	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$250	\$2,400
Office Supplies	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$6,525	\$5,575	\$6,775	\$8,525	\$8,650	\$9,295	\$12,100	\$13,131	\$13,827	\$13,825	\$13,575	\$13,942	\$125,746
Income Before Taxes	(\$3,525)	\$1,875	\$2,825	(\$4,531)	(\$184)	\$795	\$1,750	\$2,064	(\$298)	(\$2,225)	\$2,670	\$1,427	\$2,643
Income Tax Expense	(\$529)	\$281	\$424	(\$680)	(\$28)	\$119	\$263	\$310	(\$45)	(\$334)	\$401	\$214	\$396
NET INCOME	(\$2,996)	\$1,594	\$2,401	(\$3,851)	(\$156)	\$676	\$1,488	\$1,754	(\$253)	(\$1,891)	\$2,270	\$1,213	\$2,246

*In the service industry, Cost of Goods Sold is the monetized value of the time spent on the client.

FUNDING PLAN

Coaches 101 A NJ Nonprofit has been a non-profit organization with its origins in the year of 2007. The company was a literary art, and community outreach program; that built volunteer partnerships with United Way, and ESPN. The vision and goals of the program became an outreach for extracurricular activities for inner city students. And based on the central focus of Omar Dyer's outreach with the youth.

The company was inactive for 13 years due to management activities, probate with the Internal Revenue Service – yet, during the global pandemic, as everything was shutdown, forcing the company to change direction of being a literary outreach program, and into a social enterprise; that is a private foundation of foundations. Case in point, the organization wasn't able to raise money as a nonprofit because the bylaws weren't in place – the education and seed funding wasn't in place, and the credit history of the founding father and board of trustees where not level enough to warrant working capital. Because of the global pandemic, the freeze on credit was lifted and Omar Dyer was able to get personal and business loans because his credit history was given a clean slate.

Due to that notion, the organization was able to finally file for a determination of exemption with the Internal Revenue Service as a private foundation – yet, while filing for tax exemption, the corporation noticed that it was more of a social enterprise as a private foundation. And this was because of the programs that are surrounding the startup of the corporation. Omar Dyer created and registered Mad Comedian, built and set a separate bylaw for the public domain. And in the process built a campaign that led to a direct public offering which is know as an uncommon stock.

Coaches 101 A NJ Nonprofit has one other campaign called the My Plan Challenge Foundation Fund, which is an academy that focuses on educating inner city and at-risk students the importance of financial literacy. Both of these private foundations have public portfolios that have interest with the Securities Exchange Commission. This program has a starting cost of administrative and operational cost of \$125,000 per year just to function. If the organization were to build the two programs, the enterprise would need in a range of \$100,000 to \$1 million in passive income that will allow the enterprise to compete in the cryptocurrency world.

Services

Business Plan

Omar Dyer has built a collection of assets and turned them into the newest version of non-fungible tokens known as NFTs and any digital art or collectibles, and he has donated the work of art to the program: My Plan Challenge Foundation Fund. In the process of building this platform known as make mad comedian famous, he has created a currency that he hopes to bring to the market. And in order for the currency to come to the market, the foundation will have to raise \$1 million dollars in invest capital or passive income on the 4 projects that have already been listed with Investors Bank.

The monies that have been raised with business contracts and the general way of accounting has confirmed that these assets are secured in the greatest way possible. With private and personal partnerships with Investors' Bank or the alias under the branch. This letter of intent is to invite your partnership into this business. This will allow Omar Dyer to build a master class on how to marginalize and build a business on NFTs, into a cryptocurrency and a mutual fund.

Coaches 101 A NJ Nonprofit is fairly new to the world of arts and entertainment, yet the corporation vets every project, documents every transaction, and is in place to correct any liability to make Omar Dyer's collection of Meme Art, more valued than any piece of art this generation has seen. Your investment will help scale the resources around Omar Dyer and how he categorizes the public display of his art in meme fashion.