



Noble Pursuit
Consulting Services

Mayo Business Plan Competition
April 5, 2017

Partners:
Kristen Borowski
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Matthew Newman
Sarah Wallin

Statement of Purpose

Noble Pursuit Consulting Services, LLC aims to initiate and implement Corporate Social Responsibility projects to mid-sized businesses. We are on a mission to bring the benefits of Corporate Social Responsibility to these businesses on a smaller scale.

Why Corporate Social Responsibility?

Businesses have the unique ability to make a large impact on the world. The Corporate Social Responsibility movement is growing and there's never been a better time for more businesses to get involved. Here's why:

Consumer expectations are shifting.

According to a study done by Nielsen in 2014, 55% of global online consumers were willing to pay more for products and services from companies committed to making a positive social and environmental impact.

Future generations demand it.

Six of every ten 16-20 year olds said they would be willing to go out of their way to buy products and services from businesses they know are helping to create a better world. This generation has high levels of influence over their parents when it comes to making purchases (Sustainable Life Media).

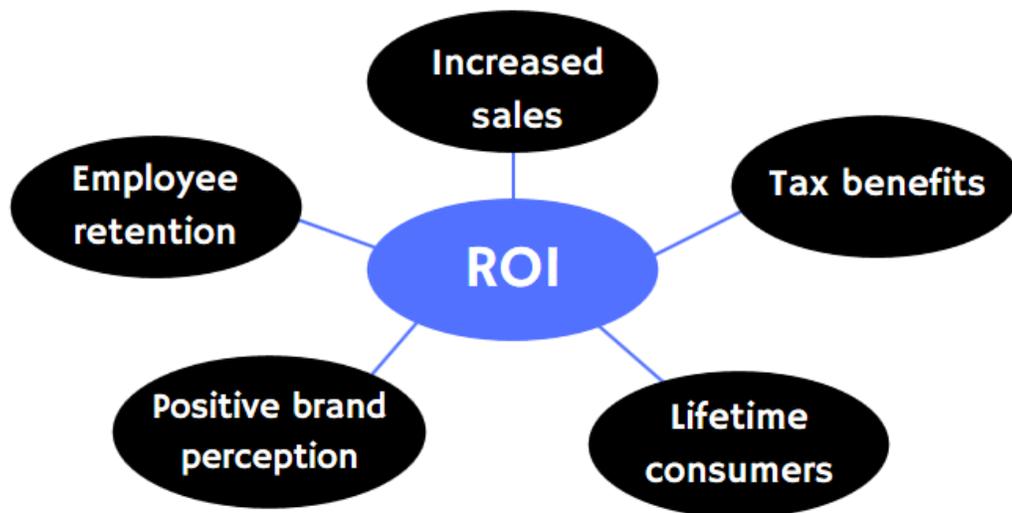
Brand reputation makes a difference.

66% of executives thought their social responsibility strategies resulted in improving corporate reputation and saw this as a business benefit (YourCause).

Socially responsible businesses are desired workplaces.

Nearly half of teens surveyed said they would rank working for a company that gives back as important as consideration of salary (Wildness). To attract and retain the next generation of employees, having a Corporate Social Responsibility program is a necessity.

The Return on Investment (ROI) for Corporate Social Responsibility projects is unique to each scenario and can include the following:



The potential impact that business can make by engaging in Corporate Social Responsibility is exponential as the movement continues to grow.

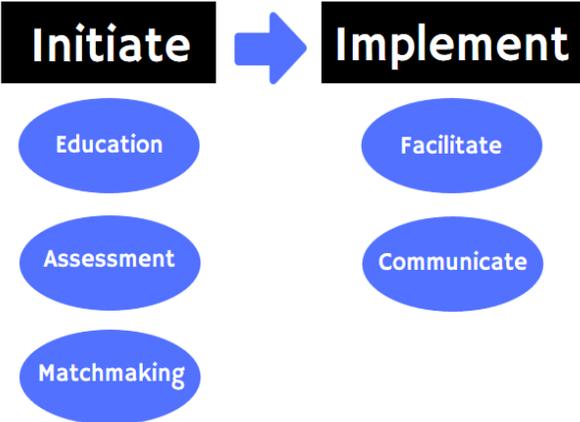
The Problem

Many mid-sized businesses do not know about Corporate Social Responsibility and its benefits. They need help to make decisions and develop the strategies to plan Corporate Social Responsibility initiatives. These businesses also lack the marketing infrastructure and expertise to execute these projects effectively.

Noble Pursuit specializes in delivering Corporate Social Responsibility education and initiatives to these businesses.

Services

Noble Pursuit provides a two-step solution to maximize the benefits of Corporate Social Responsibility for its clients:



Initiate

Education is essential to understanding the value of Corporate Social Responsibility, so Noble Pursuit offers free consultations to prospective clients. After the initial consultation, Noble Pursuit will put together a proposal of services, shown in Appendix A. Noble Pursuit will present the proposal to the business in a pitch that will highlight its capabilities and service offerings.

Upon agreement of the client, **Assessment** of the organization will take place. Surveys of the company and employees, shown in Appendices B & C, will help Noble Pursuit to gain a better understanding of the company's culture and processes. We will ask the company what they would like to achieve and how they would quantify this achievement. Noble Pursuit can then determine the Return on Investment (ROI) for this specific project.

After assessment, **Matchmaking** will identify three potential non-profit partners. Working with non-profit partners is a key component of many Corporate Social Responsibility programs. Noble Pursuit will seek to build relationships with non-profits to gain an understanding of their values and needs. Non-profits can offer businesses the expertise they have in their respective causes. This includes but is not limited to:

- Donation collection
- Educational resources
- Volunteer opportunities
- Events
- Publicity

This stage will initially be carried out manually by Noble Pursuit's consultants, though a key component of scalability is the creation of software that will be able to make these matches programmatically over time. Noble Pursuit will gauge the interest of all non-profit matches before helping its clients narrow down and decide on the best fit non-profit partner.

Implement

Noble Pursuit will create a strategy and carry out a campaign based on client needs.

Noble Pursuit will **Facilitate** site visits and meetings between the client and non-profit match so that their relationship can develop and they can start planning their campaign.

Meeting 1: Get to know each other

Meeting 2: Develop strategic direction for campaign

Meeting 3: Decide on direction and agree upon create action steps

To activate the campaign, Noble Pursuit will **Communicate** these efforts utilizing a variety of add-on options which include:

- Slogan & naming
- Logo design
- Product packaging
- Video production
- Social media
- Event planning
- Website design and development
- Email marketing

The partners of Noble Pursuit have professional experience in the above disciplines.

Market Analysis

Our target market is mid-sized businesses with first generation owners in the food and beverage industry. We can best serve these clients using our focused approach specifically aimed at Corporate Social Responsibility.

Mid-sized businesses are the ideal market for Noble Pursuit Consulting Services for 3 reasons:

1. Mid-sized businesses are established in their communities and beyond, allowing them to have a substantial impact on their surroundings.
2. Businesses of this size do not already have in-house marketing teams.
3. First generation business owners have the financial stability and resources to invest in Corporate Social Responsibility efforts, however they lack the knowledge and experience to successfully carry them out on their own. They also may not be able to afford the high consulting fees of national consulting firms, thus giving Noble Pursuit Consulting a competitive edge in the market.

The food and beverage industry is the ideal target industry because sourcing and sustainability are directly related in production and consumption. Decision making regarding food services goes far beyond satisfying the hunger of consumers. The culture, story, and emotions associated with food and beverages are often a large part of the experiences with them.

Marketing Plan

To reach its target market, Noble Pursuit Consulting will keep up with the pulse of local businesses in Mercer County. Noble Pursuit Consulting's existing connections within The College of New Jersey and surrounding area will act as a starting point. The firm will set up meetings with local business owners that the partners identify as candidates who can benefit from its services. This will eventually expand to utilizing the State of New Jersey Business Portal to identify additional mid-size businesses in Mercer County that could use Corporate Social Responsibility assistance.

Noble Pursuit Consulting will also seek out opportunities to attend local networking events with food and beverage Chambers and Chapters to establish connections with potential clients. The opportunity to spread the word about the firm's ability to make an impact in the local community and build relationships is paramount for Noble Pursuit Consulting.

Because the Internet is often the major driver and supporting resource behind initial discovery, Noble Pursuit Consulting seeks to utilize its website design experience and low-cost digital marketing strategies to showcase its work to past and potential clients. These include:

- Website creation and updating
- Social media marketing
- Email marketing
- Newsletter

Noble Pursuit will host a free annual networking event for non-profits to network, share ideas, and discuss issues. This will help to foster relationships within the non-profit community which Noble Pursuit seeks to serve. Learning about the values and needs of non-profits will help Noble Pursuit when working with them.

Location

Noble Pursuit Consulting Services will be located in Trenton, NJ. It is a convenient location. There are 2,139 food and beverage businesses in Mercer County that fit our initial target market.

According to the U.S. Small Business Administration Office of Advocacy Small Business Profile of New Jersey, there are 820,303 small businesses (500 or fewer employees) in the State of New Jersey.

Competition

Smaller scale marketing consulting firms will be the largest source of competition for Noble Pursuit Consulting Services. Many similar sized consulting firms specialize in start-ups, marketing, event planning, finance, or information technology, however none were found that specialized in the specific area of Corporate Social Responsibility. Noble Pursuit's focused approach toward the subject matter and target market is quite unique.

Noble Pursuit has identified 314 marketing consulting companies in New Jersey. Please refer to Appendix D for a chart illustrating the competition in Mercer County, New Jersey. None of the firms identified brand themselves exclusively as CSR-specializing marketing consulting firms.

In addition to marketing consulting firms, there are online matching websites that businesses can use to seek non-profit sponsorship opportunities in an area. Noble Pursuit's services go beyond this by developing relationships and creating deliverables for our clients.

Management & Operations

Cost Structure & Revenue Streams

Please refer to the chart below to view the cost structure of Noble Pursuit’s service fees. Consulting fees are our revenue stream.

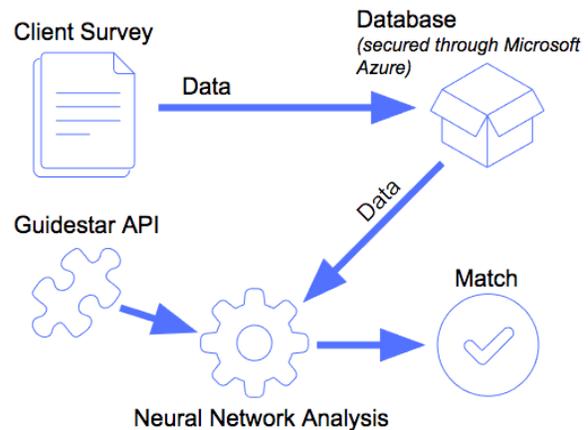
Stage	Service	Price
Initiate	Education	FREE
	Assessment	\$2,000
	Matchmaking	\$2,000
Implement	Facilitate	\$1,500
	Communicate	Range from \$500 to \$3,000

Recurring clients will utilize the services from Noble Pursuit’s Communicate phase on a repeat basis broken down into the following intervals. These intervals are customizable to fit the needs of the project, client, and non-profit.

- Weekly
- Monthly
- Bi-Annual
- Annual

Software Development and Maintenance

The Chief Information Officer will lead the development and maintenance of the NPSC Matchmaking Software. As illustrated to the right, data is generated through client surveys in the Assessment phase. This data gets cleaned and inserted into the Noble Pursuit Database which will be maintained by the Chief Information Officer and the IT Department. The software will receive a list of detailed information about non-profits located within a specified radius of the client utilizing the Guidestar API. Guidestar is a national database of non-profits and the API allows us to access its data. By simple proximity, the list of organizations become potential matches to the client.



In beginning stages of the business, Noble Pursuit employees will utilize this list to manually determine the top three potential non-profit partners for the client. As manual matching occurs, survey data from clients and their employees will continue to be inputted. The software will use a neural network to analyze this information. The neural network will be built using a deep learning python library called TensorFlow. This will enable the software to recognize the numeric relationships behind why the match was made.

Many neural network experts recommend a minimum of 10 data points per input variable to make its analysis of the new data effective. Based on the 9 inputs chosen in Appendix E, we estimate that the software will be at peak functionality after a minimum of 90 manual matches have been made.

Once this dataset is reached, the software will be trained through the neural network to learn from the numeric relationship behind the survey data and the client's chosen non-profit match. After training, the software will become effective at utilizing survey data to determine a percentage of fitness for each listed non-profit and our client. From this, the top three best fit non-profit organizations can then be presented to the client who will select the match.

Departments

Noble Pursuit is broken down into the following departments to best organize and deliver value to its clients:

Marketing

- Marketing experts create and deliver strategic campaigns to the client
- Areas of expertise include creative design, packaging, campaign idea generation, etc.

Public Relations

- Press and Media experts work with the Marketing Department to help communicate Corporate Social Responsibility efforts to consumers
- Understand the client's public image/desired public image to create and reach the best campaign solution.

Information Technology

- Responsible for the oversight and maintenance of technology based systems
- Maintain and update the In-House NPCCS Matchmaking Software
- Develop and maintain the company website

Client Services

- Focused on working directly with clients to ensure the firm is meeting their needs
- Monitor client accounts

Business Development

- Identifies and recruits potential clients by networking, attending trade shows, and building connections
- Responsible for drafting pitches and proposals to prospective clients

Finance

- Works with Client Services and the Software Development departments to best evaluate the bottom line of marketing initiatives
- Evaluates the financial efficacy of the firm

Current personnel include the four main executive officers of the management of Noble Pursuit who will assume responsibility for their respective departments. In expanding, Noble Pursuit will hire a freelance graphic designer to assist with the add-ons.

Meet the Team



Sarah Wallin, Chief Executive Officer and Chief Marketing Officer

Sarah is a senior studying Marketing and Communication Studies. Her work in the Business Development department at CBX brand agency has given her experience in branding, attracting and recruiting clients. Sarah also has experience working across several industries including apparel, restaurant, and amusement.



Kristen Borowski, Chief Operating Officer and Chief Business Development Officer

Kristen is a senior studying Management. She has experience in managing the launch of a start-up business, research in the field of Organizational Behavior, and she is the founder and Editor-in-Chief of the School of Business newspaper, *The Bull, Bear & Lion*.



Carmella Campisano, Chief Financial Officer

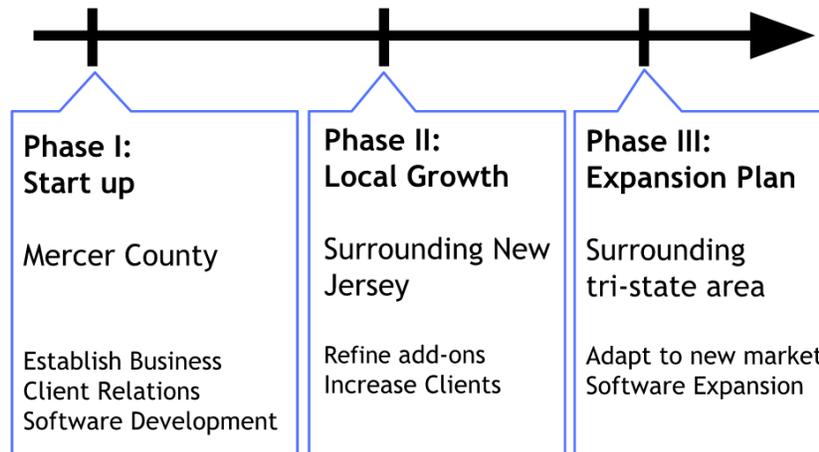
Carmella is a senior studying Accounting. Through her course of study she has developed skills in financial and cost accounting. She also has experience in the retail industry and in the legal profession.



Matthew Newman, Chief Information Officer

Matthew is a senior studying Interactive Multimedia and Communication Studies. He has spent time throughout college learning technical skills such as web and software development. He also has experience with video production and non-profit research.

Business Potential



Phase I lasts six months from start-up. Noble Pursuit will target Mercer County as an initial market. We will continue to develop our software in our IT department during this Phase.

Phase II lasts three years. Noble Pursuit will expand the target market to include more areas in New Jersey. Our client number will expand to 40.

Phase III Expansion Plan timeline is indefinite. Our IT team will continue to expand and develop our software.

We believe in the power of businesses looking to do good and we look forward to helping others pursue this noble cause.

Income Statements

Revenue		Year 1	Year 2	Year 3
	Service revenue	\$ 280,000	\$ 300,000	\$ 320,000
Total Revenues		\$ 280,000	\$ 300,000	\$ 320,000
Expenses				
	Business Organization Dues	\$ 200	\$ 200	\$ 200
	Data Security	\$ 850	\$ 850	\$ 850
	Depreciation	\$ 416	\$ 416	\$ 416
	Employee benefits	\$ 45,000	\$ 45,000	\$ 45,000
	Insurance	\$ 1,200	\$ 1,200	\$ 1,200
	Meals and Enteratinment	\$ 500	\$ 500	\$ 500
	Miscellaneous Expense	\$ 2,000	\$ 2,000	\$ 2,000
	Non-Profit Networking Event	\$ 5,000	\$ 5,000	\$ 5,000
	Professional fees	\$ 600	\$ 600	\$ 600
	Quickbooks	\$ 480	\$ 480	\$ 480
	Rent Expense and CAM	\$ 12,000	\$ 12,000	\$ 12,000
	Salaries and wages	\$ 150,000	\$ 150,000	\$ 150,000
	Tradeshows	\$ 200	\$ 200	\$ 200
	Travel	\$ 500	\$ 500	\$ 500
	Utilities	\$ 2,000	\$ 2,000	\$ 2,000
Total Expenses		\$ 220,946	\$ 220,946	\$ 220,946
Income from Continuing Operations		\$ 59,054	\$ 79,054	\$ 99,054

Cash Flow Statements

Operations		Start-Up Period	Year 1	Year 2	Year 3
	Cash Carry Forward	\$ -	\$ 4,000	\$ 65,170	\$ 146,340
Cash receipts from					
	Customers	\$ -	\$ 280,000	\$ 300,000	\$ 320,000
Cash paid for					
	Business Organization Dues	\$ -	\$ 200	\$ 200	\$ 200
	Data Security	\$ -	\$ 850	\$ 850	\$ 850
	Employee benefits	\$ -	\$ 45,000	\$ 45,000	\$ 45,000
	Insurance	\$ -	\$ 1,200	\$ 1,200	\$ 1,200
	Meals and Entertainment	\$ -	\$ 500	\$ 500	\$ 500
	Professional fees	\$ -	\$ 600	\$ 600	\$ 600
	Quickbooks	\$ -	\$ 480	\$ 480	\$ 480
	Rent Expense and CAM	\$ -	\$ 12,000	\$ 12,000	\$ 12,000
	Salaries and wages	\$ -	\$ 150,000	\$ 150,000	\$ 150,000
	Tradeshows	\$ -	\$ 200	\$ 200	\$ 200
	Travel	\$ -	\$ 500	\$ 500	\$ 500
	Utilities	\$ -	\$ 2,000	\$ 2,000	\$ 2,000
	Miscellaneous Expenses	\$ -	\$ 2,000	\$ 2,000	\$ 2,000
	Non-Profit Networking Event	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
	Start-up Expenses (See table)	\$ 18,490	\$ -	\$ -	\$ -
Net Cash Flow from Operations		\$ (23,490)	\$ 61,170	\$ 81,170	\$ 101,170
Investing Activities					
Cash paid for					
	In-house Matchmaking Software	\$ 10,000	\$ -	\$ -	\$ -
	Purchase of property and equipment	\$ 2,080	\$ -	\$ -	\$ -
Net Cash Flow from Investing Activities		\$ (12,080)	\$ -	\$ -	\$ -
Financing Activities					
Cash receipts from					
	Contribution (Mayo Business Plan Prize)	\$ 30,000	\$ -	\$ -	\$ -
	Contribution (Partners)	\$ 9,570	\$ -	\$ -	\$ -
Net Cash Flow from Financing Activities		\$ 39,570	\$ -	\$ -	\$ -
Net Increase in Cash		\$ 4,000	\$ 61,170	\$ 81,170	\$ 101,170

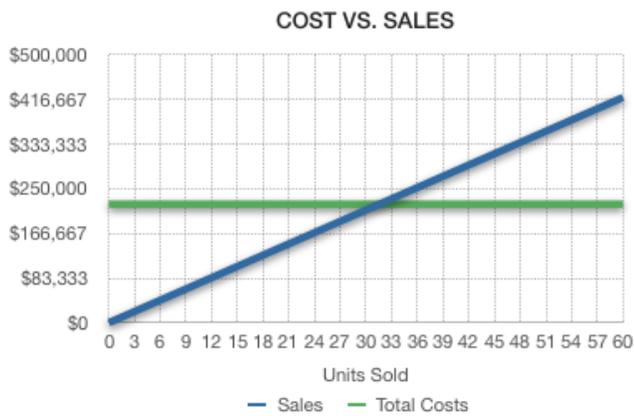
Balance Sheets

Assets		Year 1	Year 2	Year 3
Current Assets				
	Cash	\$ 61,170	\$ 142,340	\$ 243,510
	<i>Total current assets</i>	\$ 61,170	\$ 142,340	\$ 243,510
Fixed (Long-Term) Assets				
	Property, plant, and equipment	\$ 2,080	\$ 1,890	\$ 1,700
	(Less accumulated depreciation)	\$ 190	\$ 190	\$ 190
	In-house Matchmaking Software	\$ 10,000	\$ 10,000	\$ 10,000
	<i>Total fixed assets</i>	\$ 11,890	\$ 11,700	\$ 11,510
Total Assets		\$ 73,060	\$ 154,040	\$ 255,020
Liabilities and Owner's Equity				
Owner's Equity				
	Partner's Equity	\$ 9,570	\$ 9,570	\$ 9,570
	Retained earnings	\$ 63,490	\$ 144,470	\$ 245,450
	<i>Total owner's equity</i>	\$ 73,060	\$ 154,040	\$ 255,020
Total Liabilities and Owner's Equity		\$ 73,060	\$ 154,040	\$ 255,020

Break-Even Analysis

Fixed Costs	\$220,946
Variable Cost per Unit	\$0
Unit Price	\$7,000
Unit Increments	3
BREAK-EVEN POINT	32

UNITS SOLD	SALES	TOTAL COSTS	PROFIT/LOSS
0	\$0	\$220,946	-\$220,946
3	\$21,000	\$220,946	-\$199,946
6	\$42,000	\$220,946	-\$178,946
9	\$63,000	\$220,946	-\$157,946
12	\$84,000	\$220,946	-\$136,946
15	\$105,000	\$220,946	-\$115,946
18	\$126,000	\$220,946	-\$94,946
21	\$147,000	\$220,946	-\$73,946
24	\$168,000	\$220,946	-\$52,946
27	\$189,000	\$220,946	-\$31,946
30	\$210,000	\$220,946	-\$10,946
33	\$231,000	\$220,946	\$10,054
36	\$252,000	\$220,946	\$31,054
39	\$273,000	\$220,946	\$52,054
42	\$294,000	\$220,946	\$73,054
45	\$315,000	\$220,946	\$94,054
48	\$336,000	\$220,946	\$115,054
51	\$357,000	\$220,946	\$136,054
54	\$378,000	\$220,946	\$157,054
57	\$399,000	\$220,946	\$178,054
60	\$420,000	\$220,946	\$199,054



Impact of Prize Money

Mayo Business Plan Competition prize money will ensure that a loan will not be necessary for our company. This will save us both the interest on the loan each year and the liability that would be incurred in taking out a loan. The application of the prize money would be put towards the start-up costs listed below. The remainder of the funds would be covered by contributions from the partners of Noble Pursuit.

Start-Up Expenses	Expected Costs
3 Chairs	\$ 180
3 Desks	\$ 600
3 Phones	\$ 100
Advertising for Launch	\$ 2,000
Attorney	\$ 750
Copier/Scanner	\$ 200
In-house Matchmaking Software	\$ 10,000
Financial Software	\$ 240
HP Laptop Computers bundled with project software	\$ 1,000
Intellectual Property for Proprietary Databases NP is building	\$ 2,500
Leased Space (downpayment to landlord and 6 months rent)	\$ 8,000
Liability & Contents Insurance	\$ 750
Non-Profit Networking Event	\$ 5,000
Project Managemet Consultant for Team Training	\$ 4,000
Website Costs	\$ 250
Total Start-up Expenses	\$ 35,570

Assumptions to Projected Financial Statements

- With regards to the income statement, the assumption behind the revenue is 40 clients, each spending in the \$3,000-\$10,000 range, with an average of \$7,000 per client.
- In the second and third years, we will maintain at 40 clients to suit our capability. However, we assume an increase in average services bought to \$7,500 in the second year and \$8,000 in the third.
- These statements also assume rent expense of \$10,000 per year plus \$2,000 in CAM and utilities of \$2,000 per year based on research on these figures for the Trenton, NJ area.
- These statements assume the purchase of office furniture including 3 desks, 3 chairs, 3 phones, 3 computers and a printer, all of which will be depreciated on the straight line method. All equipment was given a 5 year life.
- The company will have 5 employees with \$30,000 salaries each, plus benefits equal to 30% of salaries. Four of the employees will be the owners, so their salaries can be low and can be adjusted as the business becomes more profitable and takes on additional employees. The other employee will be hired on a freelance basis and so their salary can also remain low.
- One of the partners will be a CPA and also has a legal connection, allowing for the elimination of professional fees. Additionally, payroll can be done in house using QuickBooks and have a system of checks to preclude the chance of fraud.
- Because our focus will be on Mercer County and the Trenton area in particular, we can keep travel costs low.
- With regards to start-up costs, in order to cover any start-up costs not covered by winnings and also to provide the company with an injection of cash, all four partners will be contributing a total of \$4,570, which will end of comprising Partner's Equity for the corporation. In the startup phase, the partners will be focusing on gaining clients, building our in-house matchmaking software, and in building our management skills. We will not receive salaries in this time so will be working part time in the startup stage.

Appendix A

ACCOUNT: Sourland Mountain Spirits

CLIENT CONTACT: Raymond Disch

AGENCY CONTACTS: Sarah Wallin & Kristen Borowski

MATCH: Sourlands Conservancy (non-profit requested by the client)

Stages:

Phase I: Initiate

Education

- Provided free consultation on value of corporate social responsibility
- Outlined potential weak points in Sourland’s CSR marketing

Assessment:

- Survey of employees
- Survey of company leaders
- Identify challenges facing Sourland after understanding company culture and more of their processes
- Timeline of the project
- Determine strategic direction
- Inform the client and relevant employees within company on next step

Phase II: Implement

Facilitate:

- Set up **three** facilitation dates between established match and Sourland Mountain Spirits

Communicate:

- Website Modification Copy & Content
- Specific CSR driven Social Media Campaign
 - Facebook posts, Instagram, Twitter
- Email marketing

Financials:

Stage	Fee
Assessment	\$2,000.00
Education	\$200.00
Facilitate	\$1,500.00
Communication	--
- Website Modification: copy and content	\$1,000.00
- Social Media: CSR driven content	\$1,000.00
- Email Marketing	\$1,000.00
Total	\$6,700.00

Appendix B

NPSC Assessment Survey

Q1) Company Name

Please provide your company's name and if applicable a shorter name you may use

Full name: _____

Short name: _____

Q2) Zip Code

Q3) Industry

Please choose 1

- Agriculture
- Consumer goods and services
- Energy Industry
- Financial Services
- Food and Beverage
- Housing and Real Estate

Q4) Values

Please rate these values from 1 to 14

- _____ Animal Welfare
- _____ Arts and Culture
- _____ Children
- _____ Civil Rights and Social Action
- _____ Disaster and Humanitarian Relief
- _____ Economic Empowerment
- _____ Education
- _____ Environment
- _____ Health
- _____ Human Rights
- _____ Politics
- _____ Poverty Alleviation
- _____ Science and Technology
- _____ Social Services

Q5) Size of Company

Please choose 1

- 1-9
- 10-19
- 20-49
- 50-99
- 100-499
- 500-999
- 1000-9,999
- 10,000+

Q6) Is your business a product or service?

Please choose 1

- Product
- Service

Q7) Net income from continued operations?

Please choose 1

- \$0.01 - \$149,000
- \$150,000 - \$299,999
- \$300,000 - \$499,999
- \$500,000 - \$699,999
- \$700,000 - \$899,999
- \$900,000 - \$1,099,999
- \$1,100,000 - \$1,299,999
- \$1,300,000 - \$1,499,999
- \$1,500,000 - \$1,699,999
- \$1,700,000 - \$1,899,999
- \$1,900,000+

Q8) Do you have an in-house marketing team?

Please choose 1

- Yes
- No

Q9) Have you participated in any corporate social responsibility projects before?

Please choose 1

- Yes
- No

Q10) How many years has your organization been in business for?

Please choose 1

- 1 - 5 years
- 6 - 10 years
- 11 - 19 years
- 20+ years

Q11) Please describe your past corporate social responsibility efforts.

If you have participated in corporate social responsibility before

Q12) Please describe your marketing team's capabilities.

If you have an in-house marketing team

Appendix C

NPSC Assessment Survey - Employee

Q1) How many years have you been with the company?

Please choose 1

- 1-3
- 4-6
- 7-10
- 11-15
- 16-25
- 26-40

Q2) Values

Please rate these values from 1 to 14

- _____ Animal Welfare
- _____ Arts and Culture
- _____ Children
- _____ Civil Rights and Social Action
- _____ Disaster and Humanitarian Relief
- _____ Economic Empowerment
- _____ Education
- _____ Environment
- _____ Health
- _____ Human Rights
- _____ Politics
- _____ Poverty Alleviation
- _____ Science and Technology
- _____ Social Services

Q3) Have you participated in corporate social responsibility before

Please choose 1

- Yes
- No

Q4) Please describe your past corporate social responsibility efforts.

If you have been involved with Corporate Social Responsibility efforts before.

Appendix D

Competition

Company Name	City	State	Location Employee Size Range
Alcimed	Princeton	NJ	10 to 19
All Access Music Groups East	Trenton	NJ	5 to 9
Alphion Corp	Princeton Jct	NJ	5 to 9
Blueprint Research Group Nj	Princeton	NJ	5 to 9
Cardinal Strategy Group	Lawrence Twp	NJ	5 to 9
Crowd Connect Group LLC	Princeton	NJ	5 to 9
Gold Enterprises Marketing LLC	Trenton	NJ	1 to 4
Hibbard Group	Trenton	NJ	5 to 9
Hibbert	Trenton	NJ	5 to 9
Hibbert Group	Trenton	NJ	5 to 9
Hibbert Group	Trenton	NJ	5 to 9
Insight Local Marketing	Robbinsville	NJ	5 to 9
Kompass	West Windsor	NJ	5 to 9
Location Traffic	Pennington	NJ	1 to 4
M & B Assoc	Trenton	NJ	5 to 9
Marketreach	Lawrenceville	NJ	5 to 9
Maya Marketing	Princeton	NJ	5 to 9
N C G	Trenton	NJ	5 to 9
Rocky Romeo	Princeton	NJ	5 to 9
Shuman Communications LLC	Hamilton	NJ	1 to 4
Upward Seo	Trenton	NJ	5 to 9

Appendix E

Inputs and Outputs

Client Inputs

Industry

¹Values

Size of Company

Total Revenue

¹ Past CSR Efforts

Non-profit Inputs

²Mission Statement

Zipcode

³Total Revenue

² Programs & ^{2,4} crawled website content

Outputs

Percentage of best fit as a non-profit match for specific non-profit

¹ Calculated by weighting both employee (70%) and company surveys (30%)

- each individual employee also gets weighted within the larger 70% based on how long they have been at the company

² Text analysis involving categorizing into specific criteria

³ Categorized by same ranges present in the survey

⁴ Website is provided through API and software will go to site and use the content for better analysis of the non-profit