

Enlighten Hope



Company Name: Enlighten Hope
Centre Name: St Patrick's College Dungannon
Centre Lead: Mrs Tracy Hughes
Board: Southern Region

Business Advisors: Rhonda Tedford
Rosemary Duffy

Supporting Companies:



HSBC

COMPANY NAME & LOGO

The name 'Enlighten Hope' was formed out of our desire to instil a sense of joy and inspiration to what can be for so many, a very dark and difficult life situation. Our logo was formed out of the character of Eva's favourite toy – her Rabbit. So fittingly, primary research carried out established that the Rabbit is a symbol of Hope. Our stories were written to light up these life burdens in a hopeful manner. We are delighted to be the hopeful light for so many families.

Mission Statement: “ Inspiration Through Education”

Aims and Objectives: We aim to bring a unique concept to children's cancer education by creating an innovative product which adds value to the lives of others. Our objectives are:

- Short Term:**
 - To produce a series (three) of high quality, affordable books
 - To develop a local retail market
 - To breakeven within 6 months of trading
- Medium Term:**
 - To expand our customer base nationally
 - To introduce online trading
 - To make a profit by the end of the trading year.
 - To develop personal skills and attributes of each of our team members
- Long Term:**
 - To position our books as the number one recommended education guide for children and their families dealing with cancer
 - To have our books translated and sold across the world.
 - To establish Enlighten Hope as a recognised brand within cancer education



OUR CONCEPT



Our product has come to life as a result of a very real need which we established out of a very real and personal story. Little Eva Tomney is the niece of our teacher Mrs Hughes. In October 2012, Eva was diagnosed with a rare brain tumour, and as a result she had to undergo chemotherapy and radiotherapy treatment. We asked Mrs Hughes what was the biggest challenge faced by the family. When she told us that it was dealing with the side effects of treatment in a childfriendly way. We felt inspired to created a product to deal with this very issue. Knowing the difficulties families face from listening to Mrs Hughes' story about Eva's journey, we decided to write, illustrate and publish three children's adventure stories to help children and their carers; to deal with the side effects of the treatment like that which Eva had to undergo. Having received a very warm reception to our product throughout hospitals and bookstores, we are ready to meet the very real needs of very real families.

FINANCIAL SUMMARY

| | |
|----------------|------------|
| Net Sales | £18,975.00 |
| Start-Up Costs | £417.55 |
| Gross Profit | £13,586.00 |
| Net Profit | £10,593.00 |

EXECUTIVE SUMMARY

Our books have been written in a child-friendly manner with inspirational education at their core. Our target market is children, families and carers of children living with the life threatening illness of cancer, being in a wheelchair or children who have to have teeth removed as a result of cancer treatment. However, we have found that this product serves as a tool for parents living with cancer in educating their children about treatment they are receiving. We believe this product also serves as a

great read for children who simply love to adventure, in their own minds. Market research has shown that favourably 100% of those targeted felt there was a need for this product. 100% of respondents said they would purchase the product and 92% of those surveyed felt they would be willing to pay higher than the product price set. The team consists of 8 shareholders who are team members. Sales projections for the year were estimated to be £9,790.00. Since we are operating as a Social Enterprise none of the employees receive payment of any form. Already we are established in 8 shops around Keady and Armagh, a bookstore in Dublin, online and are being considered by several well-known bookstores which serve locally, regionally and nationally. We have made connections with an American and an Irish publishing company. We have been on Sky TV, various radio stations and newspapers locally, regionally and nationally and to Stormont for a visit with the Minsiter for Education amongst other MLA's. Our strong media links testify to the innovative and exceptionally original; high quality product we have brought to life.

TEAM WORK

ORGANISATIONAL CHART

In order to have the opportunity to be a part of the project, every member had to complete a challenging application form. The outstanding talents of our successful candidates made it effortless to assign roles to each member. This was the successful foundation for the beginnings of successful team work for Enlighten Hope.



TEAMWORK & COMMITMENT

All members have dedicated their time and effort and have showed real commitment and determination throughout our journey to ensure that Enlighten Hope succeeds. Delegation from the Managing Director provided the team with clear goals and objectives, benefiting the members with the clear vision of the expectations.

Sean

Exciting, thrilling and worthwhile are a few words that I would use to describe my experience as Marketing Director of Enlighten Hope. I believe that I have become a more rounded individual with the ability to organise efficiently and effectively.

Chloe

The skills and attributes that I have gained and am eager to develop further include the ability to co-ordinate, communicate and to organise. I have also gained a good understanding of a logical and disciplined approach to keeping company documents.

Gabby

I have grown in my personal self a great deal from my experience in Enlighten Hope. I have developed patience and significantly in the area of self-confidence.

ENTREPRENEURSHIP AND INNOVATION

This is a brand new concept to the market. The problem we have addressed is a growing issue, yet OUR BOOKS are the only children's story's which deal with the issues associated with chemotherapy and radiotherapy in a child friendly manner.

There is no other product which acts as an educational tool with an escapism from what can be a scary reality.

Our product is the first of its kind on the market worldwide.

Gizela

At first, I was afraid I did not have the skills and ability to be part of such a programme, but I was wrong. I have become a confident, inspirational and motivational person through dealing with the highs and lows which make up Enlighten Hope.

Iveta

As the Managing Director of the company, I have had the amazing opportunity of developing and enhancing leadership skills and to deepen my understanding of the real business world which has shaped my definite career path in International Business.

Dominika

My personal satisfaction has been derived from seeing the value that this product adds to the lives of so many. What an honour it is to be in my position and be able to help the children and families I have been able to.

Binta

A key concept in business is the importance of up-to-date and accurate financial records - this is something I have come to realise on my Young Enterprise journey. My knowledge and desire within the business world has blossomed.

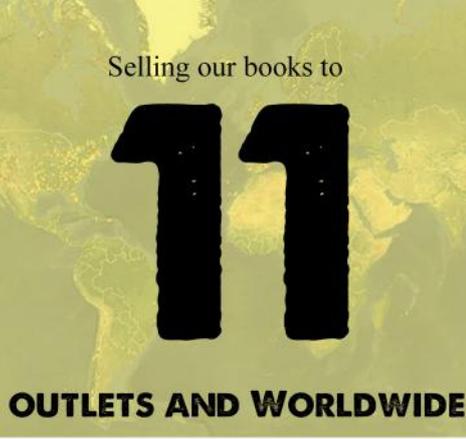
Wioletta

As IT Director I have deepened my own skillset and provided ICT training and support to other team members. This has developed my self confidence, communication and team working skills. I've turned my weaknesses into strengths and now have greater self-belief!



Children undergoing treatment will get inspired by

3 BOOKS



Selling our books to

OUTLETS AND WORLDWIDE

ISBN BARCODE

ISBN 978-0-9934962-0-2



The Adventures of Eva's Hair

Copyright Protected & Ready for Retail

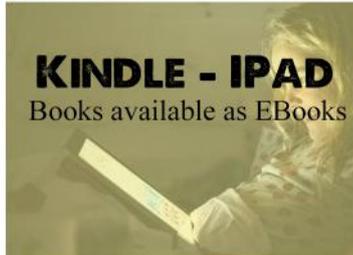


irish cancer society

We attended ICS Conference



5 different newspapers
- Local, Regional, International



KINDLE - IPAD
Books available as EBooks



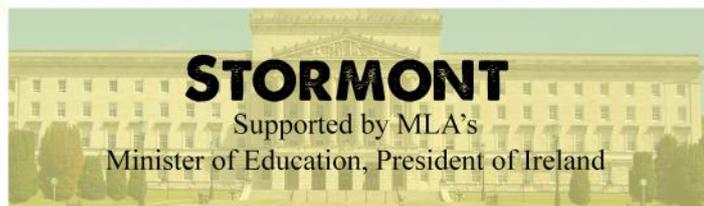
19 Business Awards in 4 months



ON SKY TV
Irish News



4 different radio stations

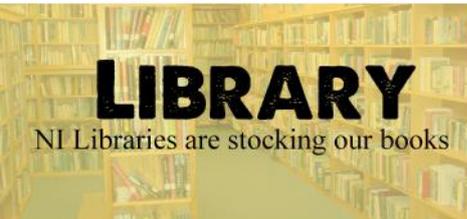


STORMONT

Supported by MLA's
Minister of Education, President of Ireland

ENLIGHTEN HOPE BY ACHIEVEMENTS SUCCESS BEHIND OUR STORY

Cohen Medical Centre, New York want to work with Enlighten Hope



LIBRARY

NI Libraries are stocking our books

SALES TURNOVER

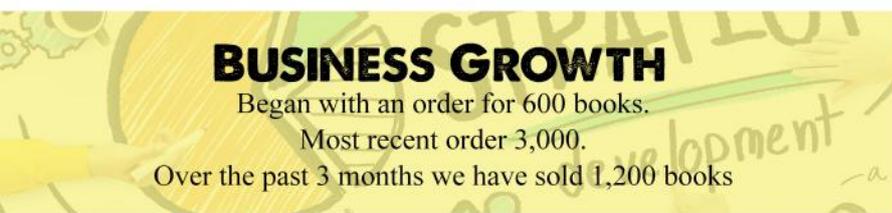
£18,975

over the past 7 months



ADVERTISING

CLIC Serget \ NI Cancer Fund for Children \ UTV \ RTE \ BBC \ MacMillian \ Irish Cancer Society
The above prestigious organisations have endorsed our product



BUSINESS GROWTH

Began with an order for 600 books.
Most recent order 3,000.

Over the past 3 months we have sold 1,200 books



**FOUNDER & CO-OWNER
DUNBIA**

Jack Dobson, EY Entrepreneur of the Year 2015 was so overwhelmed by our innovation and entrepreneurship he took time out to host a business meeting with Enlighten Hope...



DAISY LODGE

NI Cancer Fund for Children
Invitation from Chief Executive Gillian Creery to spend time with the children our product was created to help



Supported by
NEW YORK TIMES: BEST SELLING AUTHOR
Mr Brian McGilloway

..... & Harper Collins



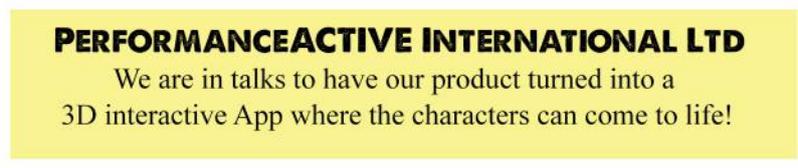
DEPARTMENT OF EDUCATION

CCMS promote our product to all schools via their website www.onlineccms.com



DIGITAL JUNGLE ENTERPRISE EVENT

Invited by the Bank of Ireland to trade with established entrepreneurs discussing Marketing and Online Presence



PERFORMANCEACTIVE INTERNATIONAL LTD

We are in talks to have our product turned into a 3D interactive App where the characters can come to life!



CANCER FOCUS NI

The initiative caught the attention of the family service co-ordinator for Cancer Focus NI Rachel Smith. We attended a business meeting with her to discuss progress for our product.

CHALLENGES

SOLUTIONS

We supported each other and with the strong leadership of our Managing Director we came back stronger and more determined to keep Eva's legacy alive. We committed to meeting and exceeding our original objectives.

Dominika, illustrator of The Adventures of Eva's Hair felt able to step in and complete a second title herself. Her passion and motivation resulted in a very successfully illustrated book.

Following the death of Eva we accepted the support and guidance of the Principal and other teachers until Mrs Hughes returned to school.

We worked together, allocated roles and drew up a plan. We are determined, focused, driven!

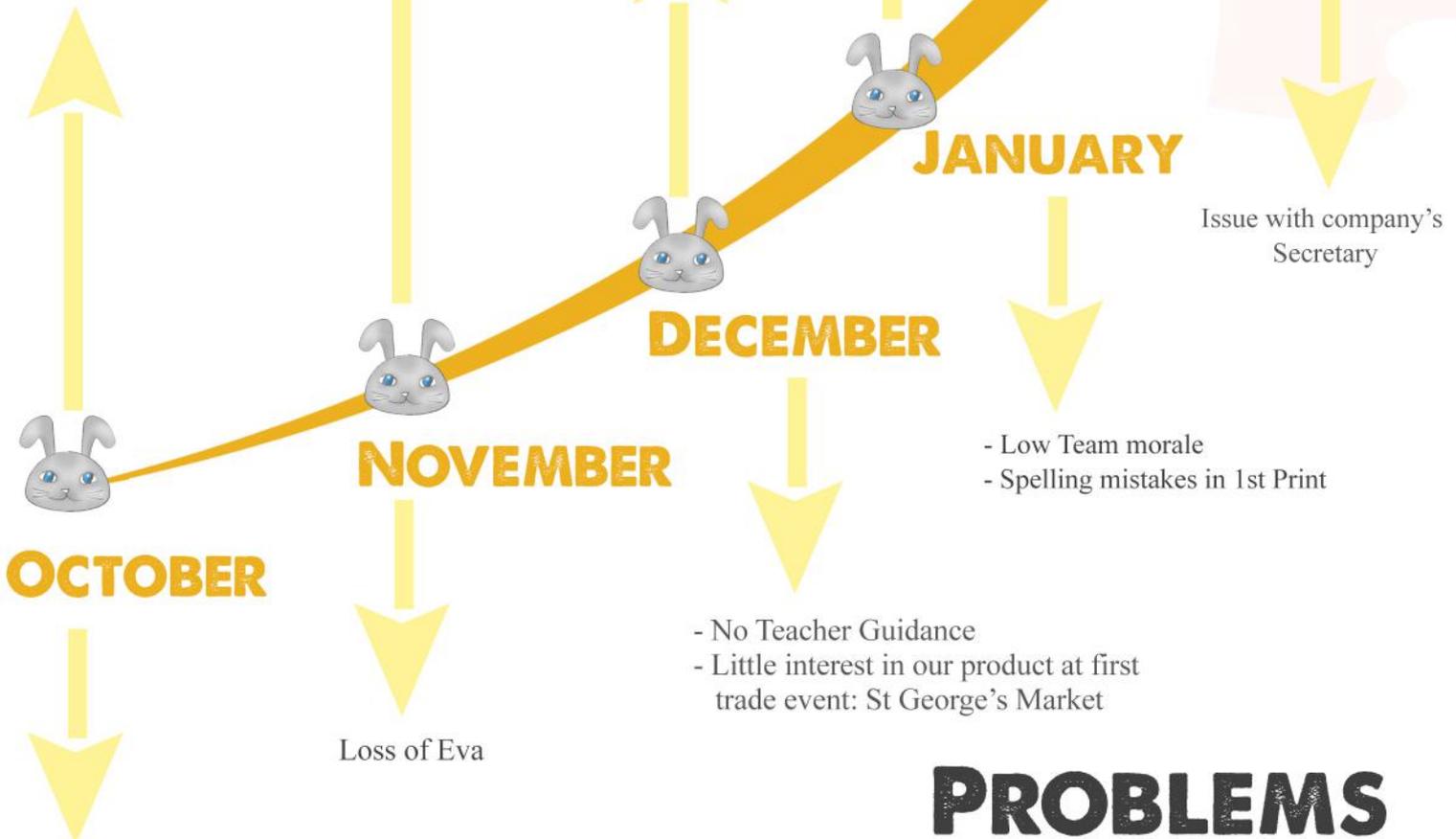
We implemented a sales strategy which enabled us to discount a set of three books.

We adopted an informative, joyful approach to selling. We have exceeded our initial goals.

Following our business policy we held regular meetings with the secretary providing a system of support to enable her to participate effectively. The Managing Director met with the Secretary each day at the end of lunch to ensure work was timed. The

team went out for dinner to bond. We are committed to each other and the company. We are stronger business men and women as a result.

We put in place additional quality measures and identified all errors, making the necessary corrections. Our next print was better than ever with new images to increase quality and interest.



PROBLEMS

ADMINISTRATION

The company business plan consisted of a focus on the key areas of business to include Human Resources, Marketing, Production, Finance and Communication. Roles were allocated based on knowledge, understanding and strengths as identified through an application process. The team operate a flat structure.

Training formed an integral part of the process for Enlighten Hope. Expertise was sought from outside industry experts in the areas of writing, illustrating, business management and marketing.

The company secretary kept regular Minutes and Agenda's and meetings were held weekly. ICT skill was a particular strength within the team and all documents were created to an exceptional standard inclusive of the company website.

PRODUCT DEVELOPMENT

It was clear from the outset that we had ascertained a gap in market in meeting the needs of children undergoing treatment for a cancer diagnosis. Our experience with Mrs Hughes' life story of her journey with her niece's diagnosis had taught us that a need existed.

After a brain storming session it was decided that we would embark on a journey to write, illustrate and publish three children's adventure stories which would deal with several issues faced by children as a result of chemotherapy and or radiotherapy. Our aim was clear, we wanted to make this journey a joyful and inspirational one, and we wanted to educate along the journey; in child-friendly language.



HAND-DRAWN

DIGITALISED

Mrs Hughes was best placed to write the adventure story of Eva's Hair, having lived this journey. Gizela, having a real passion for children declared an interest in writing Will's Wheels. The team as a whole wanted to be a part of writing, so, divided Tina's Teeth taking a chapter each to write.

The author of each book sat with the illustrators and Graphic Designer sharing their vision for the pictorial aspect of the books. Following this, the IT Director took the images in Photoshop and applied filters to ensure a book finish. The books were set in InDesign to enable a professional publishing finish. The books were finished as a PDF version and further quality checks were carried out before being passed on to the printer.



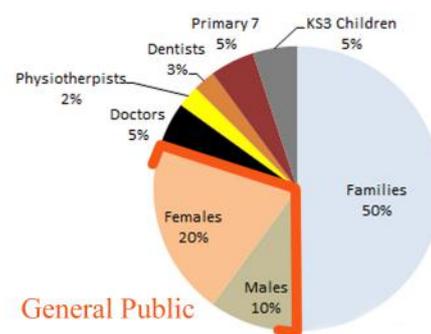
Primary research included questionnaires, interviews with parents and guardians and a focus group with trained professionals dealing with the issue we had a desire to address. Secondary research took the form of Internet searches to ascertain if there was already existing competition in the market.

The results demonstrated that Enlighten Hope would be bringing a first of its kind product to market. Our research failed to find a single book or country worldwide with such a product. Results indicated that there was a gap in the market for our proposed product.

It was decided that quota sampling would be used to ascertain the need and potential for this product. We felt it was important to target a large proportion of respondents since we wanted to obtain information from both the general public and people in need. The sample



- ✿ 100 families dealing who had or were experiencing chemotherapy and or radiotherapy
- ✿ 40 female and 20 males adults within the general public to ascertain if they would purchase this product for their child irrespective of living with illness
- ✿ 20 specialists to include -
 - ✿ 10 Doctors, 5 Physiotherapists and 5 dentists to ascertain their feelings on the need for such a product.
- ✿ 20 children, 10 Primary 7 children and 10 KS3 children were targeted for their feelings.



Favourably 100% of all respondents felt that there was a need for such a product. 100% of those living with life threatening illness said they would purchase a copy as a beneficial resource to assist their personal circumstances. 87% felt that the approach should be sensitive in nature and appearance, and 92% of those not living with life threatening illness said the product would be an educational tool for children generally.

SWOT

Strengths, Weaknesses, Opportunities and Threats were analysed to assist us in gaining a competitive advantage within the book market. **Strengths** were highlighted as being a new and innovative concept onto the local, national and international market. The books have been finished to an extremely high quality and offer excellent value for money. The **weakness** initially identified was the cost of printing since initial quantities were in the low. **Opportunities** were quickly found in researching lower printing prices and it was established that a significant saving would be made if 1,000 copies of each book could be printed. Further opportunities were found in the EBook market and the team felt that personalising the books by name would be a real future possibility. The establishment of an ecommerce website enabled global trade. **Threats** were identified as being the competition of other book companies since the book market is a saturated market. However, we failed to allow this to discourage us since our books offer a two fold benefit of targeting a real need in an educational, child-friendly and inspirational manner.

OUR AIM WAS CLEAR - THE CREATION OF A JOYFUL AND INSPIRATIONAL, EDUCATIONAL RESOURCE; IN CHILD-FRIENDLY LANGUAGE.

Our desire to remain consistent in design and approach led us to maintain 'The Adventures of...' in each title.

We wanted a name which would be appealing to children in relation to Wheels for dealing with wheelchair issues, and the same idea for Teeth in dealing with the loss of teeth. Will and Tina came to life.

Our Managing Director took the finished books before print, to three different English Teachers both inside and outside of the College to ensure high quality spelling and grammatical standards.

MARKETING MIX

USP:

We offer the only child friendly adventure story books which deal with the terrifying issues faced by a childhood cancer diagnosis.

PRICE

Working in correlation with a publishing company from Dublin we were able to establish that the cost of our product should be based on cost plus a profit. Our price was further influenced by researching products of similar nature and target market. The strategy used was cost-plus pricing.

1 Book
= £4.99

Set of 3
= £12

PLACE

Our channel of distribution is manufacturer to consumer. The product is available online at www.enlighthope.co.uk, via a link from our Facebook page. We have just launched our EBook collection via Amazon which enables our product to be purchased in a further 15 countries. We also distribute manufacturer to retailer via 8 shops throughout Co Armagh and in 1 bookstore in Dublin. We are currently in negotiations with children's charities and hoping to distribute this route also. Harper Collins publishing company are in talks with us about the possibility of distributing our product across North America. Our strategic plan here is simple – to deliver our product to those who need it most using the most effective method available for the target market. this means we will be able to cover a larger geographical market, taking a greater share of the market.



WEBSITE

PRODUCT

The three Adventure stories have been written, illustrated and published by Enlighthope and are visually appealing and attractive through their professional appearance. The creation of the books was inspired by the real life story of Eva Tomney - our teacher, Mrs Hughes' niece. Market research and fact finding techniques employed indicate that this product is unique and innovative; there are no similar products in the market. The story books are bright, colourful and very child-friendly. The educational element runs through the beginning of each story and continues in the medical terms which are defined in a child-friendly manner at the bottom of each page. Our mission statement is the core of our product; these books inspire and educate in equal measure. They have a multilingual dimension which can be developed further.



PROMOTION

Enlighthope's marketing campaign has been at the forefront of what we do. A company website was set up as well as Facebook and Twitter accounts. The website serves to inform and aid sales through its ecommerce aspect. All three of these media aspects are updated regularly. We have targeted and been targeted by radio stations and newspapers alike both locally and regionally as well as in the Republic of Ireland and the USA. This is testament to the product we have brought to market. We have created a professional company house style which has been used on all our publication materials. Our book launch was hosted by local counsellor Linda Dillon and so impressed are local politicians we have been invited to Stormont to present our product to the President of Ireland.



PRODUCTION

SUPPLIES

Our books were written and illustrated inhouse, free of charge to the company since it was all the work of team members who exist to serve others. Our product has been printed locally by Trimprint Armagh. The cost of print and the attention given to overall product quality were the deciding factors in our outsourced printing company choice! Cost was increased by our choice of print finish, which is known as 'Perfect Bound'.

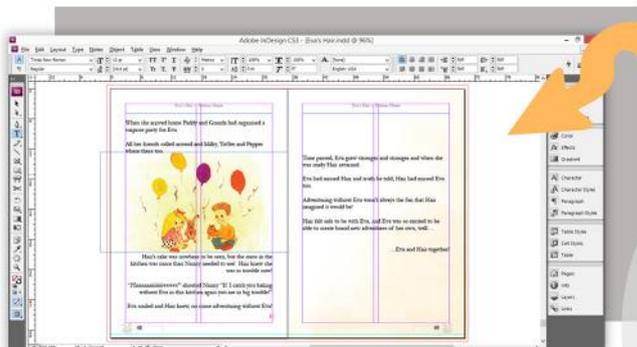
The illustrations within our books have been hand drawn by a number of our team members, these illustrations were then converted onto Photoshop to be made into animations to make them child friendly. Enlighten Hope adopted our own colour scheme, slogan and also USP in order to stay within the interest of maintaining the Copyright Patent & Design Act.

As a team, we felt that more images should be added, the illustrators within the team acted on this immediately.

It was felt that an eBook was needed as it is a growing market, from which the three books were then transferred to a suitable format and are now on sale as an eBook.

PRODUCTION METHOD USED

Due to the nature of the product we have created we are able to mass produce which reduces costs. Our initial print was for 200 copies of each book. This was something we were then able to repeat. We established that if we could print volumes of 1,000 copies per book we could significantly reduce the production cost. This is our aim for our next order.



COST OF PRODUCTION

The cost of production was based on printing and presenting. Our initial order cost £2.54 per book to print. Taking into account the cost of the ISBN at this point books actually cost £2.77 + 0.05 ribbon; total cost per book for the first print was £2.82. After this initial print sold out the ISBN cost was covered and books then cost £2.59 each. Following this we have placed orders for 3,000 copies per time, thus book cost is now £1.05 per book.

ISBN 978-0-9934962-0-2



The Adventures of Eva's Hair

MEDIA OPPORTUNITIES

Mr Eoghan McDermot from the Communications Clinic is keen to explore media opportunities for the books in the Republic of Ireland for early June 2016

TELEVISION

We have plans to appear on the Stephen Nolan Show in May and hope to appear on RTE in June 2016

GROW THE ENLIGHTEN HOPE BRAND

Our plans include the introduction of new titles which help children to deal with other life threatening illness such as Diabetes, Cerebral palsy, Cystic fibrosis, Epilepsy and Spina bifida. We plan to create our own TV Channel for children where they can communicate safely on a forum with other children in the same position and where parents can share similar issues experienced. Further we have plans to move into the App Development and Augmented Reality fields - which will enable us to meet the needs of children at the heart of what they love to do - ICT!

TESTIMONIALS

MR BRIAN MCGILLOWAY - NYT BESTSELLING AUTHOR

“I think the best books, the most memorable books are the books that tell a story about ourselves and connect us in some way and show us that underneath it all we go through the same thing, we share the same fears and same hopes. These books, when I think of any children’s book that I have read, really reach right into the heart of the child’s fear and family’s fear, hopes and concerns.”

MR FERGUS WALLACE - BUSINESS MAN PERFORMANCEACTIVE.COM

“A truly fantastic and extremely compelling proposition these students have come up with. I would be delighted to be afforded the opportunity to work with a business like it.”

JACK DOBSON, FOUNDER & CO-OWNER, DUNBIA AND EY ENTREPRENEUR OF THE YEAR 2015

“To be a successful entrepreneur, you need passion, drive, vision and determination which the team at Enlighten Hope have in abundance. They have identified a gap in the market, created a superb product and implemented an excellent sales and marketing strategy with a long-term aim. It is truly hard to believe that this team is made up of students and not seasoned business people. There are small businesses in Northern Ireland who could learn from Enlighten Hope.”

PASTOR MICHAEL HOLOHAN

“These books are an invaluable resource to help families who have been faced with a diagnosis like childhood cancer. The books are incredibly well written and beautifully illustrated.”

MS TINA MOORE - CANCER SURVIVOR - THE IRISH CANCER SOCIETY 2016

“As a cancer survivor I loved these books when I saw them at the Living Well with Cancer Conference. The books are beautifully written and illustrated. They will be such a comfort to children going through cancer treatment.”

FUTURE SALES PROJECTIONS WITHIN NEXT 3 MONTHS

| | |
|-------------------------|--|
| CCMS Schools | = 150 (allowing for 30 drop out) schools x 12 = £1,800 |
| Dunbia | = 6 sets x 12 = £72 |
| iCare Armagh | = 25 x 12 = £300 |
| RVHSC | = 40 sets x 6 (discounted to £2 for charity) = £240 |
| NI Libraries | = 98 x 10 (discount per set £2) = £980 |
| Bank of Ireland Belfast | = 15 x 12 = £180 |

TOTAL £3,572



FINANCE

Enlighten Hope Income Statement Period Oct 2015 - 10th July 2016

| | £ | £ |
|-------------------------------|---------|---------------|
| Net Sales | | 18 975 |
| Purchases (Books) | 7 227 | |
| Closing Stock | (1 838) | |
| Total Cost of Sales | | 5 389 |
| Gross Profit | | 13 586 |
| Expenses | | |
| ISBN Number | 140 | |
| Website Hosting | 40 | |
| Male Shirt | 8 | |
| Uniforms | 96 | |
| Badges | 14 | |
| YE Programme Registration Fee | 80 | |
| Market Research Printing | 20 | |
| Presentation Bags | 20 | |
| Table Costs for Trade Fairs | 55 | |
| Postage | 300 | |
| Table Displays | 100 | |
| Ribbon | 36 | |
| Scrap Books | 8 | |
| Domain Name | 35 | |
| Pop Up Banner | 100 | |
| Market Research Materials | 40 | |
| Travel Expenses | 300 | |
| Donated Book Sets | 150 | |
| Marketing Materials | 200 | |
| Trading Costs | 75 | |
| Total Expenses | | 1 816 |
| Net Operating Profit | | 11 770 |
| Corporation Tax Due | | 1 177 |
| Profit After Tax | | 10 593 |

Enlighten Hope Statement of Financial Position As at 10th July 2016

| | £ | £ |
|--|--------|---------------|
| Current Assets | | |
| Stock | 1 838 | |
| Debtors | 200 | |
| Cash at Bank | 8 387 | |
| Cash in Hand | 3 590 | |
| Total Current Assets | | 14 015 |
| Less | | |
| Current Liabilities | | |
| Bank Overdraft | | |
| Loans | | |
| Creditors | - | |
| Corporation Tax Payable | 1 255 | |
| VAT Due | 1 987 | |
| Total Current Liabilities | | 3 241 |
| Total Current Assets less Current Liabilities | | 10 773 |
| Represented by: | | |
| (D) Issued Share Capital: | 180 | |
| Shares at £1 | | |
| (E) Profit & Loss Account (Profit after Tax) | 10 593 | |
| (F) Shareholders Funds (D+E) | | 10 773 |
| | | 0 |

Rhonda Teetford
SERVICE CUSTOMER SERVICE OFFICER
HSBC BANK PLC

There are 9 shareholders within
Enlighten Hope.

Each shareholder purchased
shares totalling £20.
Shareholders additionally
invested into the company
with a personal loan of
£50 each x 9 shareholders.
This money was used as the
start-up capital for product
purchase.

Future Forecast
Net Profit By October 2016
£18,375.00

Future Projections Net Sales Revenue

3 months ahead
£28,142.00

As a Social Enterprise we will be
donating all profit to charity at the
close of business when the trading
year comes to a close.