

“F.E.D. Up Staffing Agency” Business Plan

6/30/2021

F.E.D. Up Staffing Agency

Street address

Orlando, FL

Business phone

Website URL

Email address

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by F.E.D. Up Staffing agency in this business plan, other than information that is in the public domain, is confidential in nature, and that any disclosure or use of the same by the reader may cause serious harm or damage to F.E.D. Up Staffing agency. Therefore, the undersigned agrees not to disclose it without express written permission from F.E.D. Up Staffing agency.

Upon request, the undersigned reader will immediately return this document to F.E.D. Up Staffing agency.

F.E.D Up

Signature

Devin, Esther, Fabian

Name (typed or printed)

7/5/21

Date

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Executive Summary

Our business is a staffing agency that aims to provide veterans jobs and supply staffing for businesses. We have targeted veterans to allow an easier transition into the workforce and to prevent episodic veteran homelessness. These jobs will be Blue-collar jobs that don't require previous skills. To prepare these veterans, we want to create a joint venture with The Jobs Partnership that will allow them to absorb job skills. Our goals for the business in 3 years are to be free of loan debt and open up another branch in Miami where there is big business and more people to help. In 10 years, we will have enough revenue to branch off into the mental health side of veteran homelessness, where we will be able to connect veterans who suffer from mental illness to their needed Mental health professionals. We have two Target markets: veterans, homeless or not, who are interested in having a job. Our other target market is this business that is looking for staff that can perform blue-collar jobs. Our competition is surrounding Orlando agencies that provide staffing like Robert Half Talent Solutions. However, what differentiates our business is that companies who hire veterans receive a tax credit of 40% of the first \$24,000 in wages for a potential credit of \$9,600 (dept.org). So financially, this increases our ability to attract viable businesses and competition. This unique selling proposition will help us succeed. As business owners, we plan on being on the management team and hiring others with prior experience. In-house sales managers especially connect our services to businesses efficiently. For beginning expenses, we would like \$25,000. This will be used to rent out a commercial office space in downtown Orlando, Marketing through flyers /sponsoring community events, and hiring our sales representatives. We have decided to get a bank loan for specific industries, such as retail. Financially we see a lot of growth in this market, especially in the city of Orlando. For example, there are about 2000 homeless

veterans in the three counties alone near Orlando. Just 3% of those people will give a gross return of 576,000 dollars a year. Because of our marketing style, the expenses for marketing are meager, and will cost less than 10,000 dollars a year. In addition, the low amount of employees will allow us to save a lot of money. This money will allow us to keep the business afloat and sustainable.

Business Case

Homelessness among veterans has a long history in the United States, dating back to the Reconstruction Era in the 1860s and 1870s. As the country struggled to recover from death and destruction during the civil war, hundreds of thousands of soldiers were displaced, and many became homeless. In the 1960s, the deinstitutionalization of mental institutions was another significant cause of veteran homelessness. Bringing patients and soldiers with mental disorders into communities with which they were unfamiliar caused many of them to become homeless. Around this time, they started to correlate homelessness and mental illness together. In addition, the Vietnam War in the 1980s caused many soldiers to come home with mental disorders and diseases, which brought massive attention to the public, causing the VA to create health care programs to serve homeless veterans with mental illnesses.

In 2019, there was a 2.1 percent decrease in the estimated number of homeless Veterans nationwide and 793 veterans now have shelter. 37,085 veterans experienced homelessness in January 2019, compared to 37,878 in January 2018. More than 11,000 veterans have found permanent housing and critically needed support services through the HUD-VASH program this year to date. And still, the estimated number of Veterans experiencing homelessness in the United States has declined by nearly 50 percent since 2010. (Health) HUD-VASH is a collaborative program between HUD and VA that combines HUD housing vouchers with VA supportive services to help homeless veterans and their families sustain permanent housing. HUD-VASH targets the chronically homeless Veteran who is the most vulnerable and often has severe mental or physical health problems and/or substance use disorders..”

The number of veterans experiencing homelessness increased in 2020, even before the effects of the coronavirus pandemic damaged employment. The totals mean that of every 10,000 veterans in the

United States, 21 were experiencing homelessness at the start of last year. Veterans make up about 6 percent of the population of the United States but 8 percent of the country's homeless population.

There are an estimated 553,742 people who are experiencing homelessness on a given night as of January 2017. Most believe that Homelessness in America is an economic issue. However, there are two categories of homelessness episodic and chronic homelessness (The Different Types). Episodic homelessness is when a person has experienced three episodes of homelessness within a given year, so like on and off, it's usually temporary. This can happen due to falling out with family members, financial troubles, and many other things that can cause someone to be without housing. Some Veterans who have difficulty adapting to civilian life also find themselves at a consistent season of temporary homelessness. Episodic homelessness is not a choice. Episodic Homelessness will continue to grow with the cost of living. The cost of living in America has climbed 14 percent over the past three years, according to a GOBankingRates' analysis of the Bureau of Labor Statistics. (Consumer Price Index) The reason for the cost of living to keep rising is due to something called inflation. This is a persistent increase in the average price level (Pettinger). The coronavirus pandemic has not made it any better. People lose their jobs and are unable to pay. Hence, an extended federal moratorium on residential evictions is in place from September 4 through June 30, 2021, by order of the Center for Disease Control (Community Justice Project). These dues are not forgiven or waived so the question is what will happen when they are in such great debt to the landlord and have no place to go? Chronic Homelessness, on the

other hand, is long-lasting. This is usually due to physical disability, mental illness and or substance abuse.

Chronic homelessness in vets can result from people who suffer from disability, mental health and drug abuse not having access to healthcare. You may be asking, don't the military vets have benefits that cover their healthcare? Unfortunately, unless you retire from the military, you usually cannot take those benefits with you when you leave (says, Chris, et al.). Vets have 90 days from their separation date to change the health plan ("Home."). This leaves many vets without healthcare after service. According to a 2016 study published in the American Journal of Public Health, over 1.1 million Veterans who were treated in a VA Patient Aligned Care Team (PACT) between 2010–2011 were diagnosed with at least one of five mental illnesses—depression, PTSD, substance use disorder, anxiety, and schizophrenia or bipolar disorder. This leads to self-medicating with drugs and alcohol. Vets with Mental health issues, including depression and anxiety, are often recognized as a driving factor behind drug misuse or alcohol misuse. People with PTSD have a more challenging time overcoming addiction than those without it. The symptoms of withdrawal combined with the symptoms of PTSD amplify negative feelings and emotions that may lead to relapse (Veterans and Addiction). When someone doesn't have healthcare and suffers from mental illness, they more than likely will end up in the woods, jail, or shelters. This is due to the lack of mental health care in America. Advocates claim that providing permanent supportive housing to chronically homeless people will deliver net savings by reducing the use of jails, shelters, and hospitals (Kertesz).

Veteran homelessness is a situation that nobody can ever plan for, nor wants to be in the position. Yet, the government that has the power to change it and easily avoid it does nothing. Still, in 2021 so many veterans are homeless. But why? There are many causes to why veterans and people, in general, are lost—everything from substance abuse to unaffordable housing. One of the main problems for soldiers transitioning back to society is mental illness. It almost goes hand in hand with veteran homelessness. In the military, life-threatening and traumatic experiences are always happening around you that will traumatize you mentally and ruin the emotional ties that could affect you for life. Not only this, but ongoing Army studies show that many troops with mental health problems can trace them back to trauma experienced before they joined the military. They are widespread and threatening. For example, “JAMA Psychiatry based on Army studies showed that 77% of soldiers in the service reported having some sort of mental-health issue before enlistment, with 13% of troops reporting that the condition caused severe impairment.” (Wall Street Journal). This means that so many troops with mental health problems can trace them back to childhood trauma experiences before they even joined the military. Research indicates that as many as 50% of veterans experience significant difficulty acclimating with third developing mental health problems including PTSD, anxiety disorders and depression”(Jeffrey A. Lieberman, MD). These mental illnesses can and will present challenges with moving back into society, not only with jobs but also with family, friends, and just trusting themselves. The stigma that comes with mental illness and working will cause anyone to second guess themselves. To explain, “Stigma says to people with mental illness that we’re not ambitious, motivated, intelligent or able. It says we’re

unable to handle stress, too sick and even potentially dangerous.” (Jeffrey A. Lieberman, MD) Imagine being told this repeatedly; first off, would you have the confidence to try even to get a job? Secondly, would your employer even consider hiring you because you have mental illnesses? This stigma automatically puts soldiers and veterans at a disadvantage; being looked at as crazy or less is never a good first look.

In addition, when coming out of the military, the program to transition back into society, to say the least, is lacklustre. The program, called TAP, is a “five-day training program consisting of PowerPoint presentations, workshops and lectures on various benefits and resources that can help facilitate the transition to civilian life. It can feel rushed, and it is designed to allow very little interactive engagement from service members.” (Jeremiah Mason) So the military, funded with an average of 600 billion dollars a year, can only afford a 5-day course to help with mental illness? When soldiers are stationed for years, experiencing so many traumatic experiences, the only thing they get is a 5-day course with lectures, power points and workshops to help. That sounds absurd, not only to the soldiers and people who lay down their lives for their country but also to taxpayers who pay thousands of dollars a year to ensure that soldiers get the proper treatment. Also, when a soldier goes to doctors about mental illness, they are constantly pressured to lie about it. If a doctor deems you to have voices, depression, anxiety, so on and so forth, they can medically discharge you. Not only are there so many negative connotations socially with being removed, but they lose their federal benefits from the VA. Furthermore, your discharge status carries with you; it will be harder to find housing, health insurance, and ultimately employment. Leaving you adrift, homeless, not knowing what to do (military.com).

Most chronically homeless vets are homeless because of the lack of care for those with mental health problems in America.

In addition, when coming out of the military, the program to transition back into society, to say the least, is lacklustre. The program, called TAP, is a “five-day training program consisting of PowerPoint presentations, workshops and lectures on various benefits and resources that can help facilitate the transition to civilian life. It can feel rushed, and it is designed to allow very little interactive engagement from service members.” (Jeremiah Mason) So the military, funded with an average of 600 billion dollars a year, can only afford a 5-day course to help with mental illness? When soldiers are stationed for years, experiencing so many traumatic experiences, the only thing they get is a 5-day course with lectures, power points and workshops to help. That sounds absurd, not only to the soldiers and people who lay down their lives for their country but also to taxpayers who pay thousands of dollars a year to ensure that soldiers get the proper treatment. Also, when a soldier goes to doctors about mental illness, they are constantly pressured to lie about it. If a doctor deems you to have voices, depression, anxiety, so on and so forth, they can medically discharge you. Not only are there so many negative connotations socially with being removed, but they lose their federal benefits from the VA (*Kathleen Gilbert and Luke Hiken*). Furthermore, your discharge status carries with you; it will be harder to find housing, health insurance, and ultimately employment. Leaving you adrift, homeless, not knowing what to do (*Military.com*).

The human brain isn't fully developed until 25 years of age. After that, everything is there except for the frontal cortex, which is the last thing to mature (“The Protection..”). This controls our decision-making.

Most people who join the military do so fresh out of High School. But today, The Military Times admits that military recruiters are having trouble meeting their enlistment goals. The government targets impressionable 18-year-olds because they are easier to manipulate. The Military Times also argues that as enlistment goals fail to meet expectations, we need to look at something else: dropping the enlistment age to sixteen (Elizabeth). The younger generation is being targeted and ill-informed it will affect soldiers who are unmindful of what kind of neglect veterans face, especially when it comes to mental illness. Young people in underfunded are targeted with benefits. For most students, joining the army is a way out of early financial trouble. They don't have the means to pay for their education, so they enlist after seeing military propaganda plastered in the halls. The army covers everything from housing and tuition to food. The Pentagon knows this and uses its advantages to target students in low-income communities (FIUSM Contributing) actively. Over a digital interview, 2021 graduate and future US Army soldier Michley Andrezil said when asked, "Are you an even bit concerned to be neglected by the government when you return to civilization?" That "honestly that thought hasn't crossed my mind but now that you mentioned it, I'm gonna pray even harder when it does, but on the real, I don't even see the military as being my provider right now..."

Company Description

Business Name	F.E.D Up Staffing Agency
Company Mission Statement	Our business is a staffing agency that aims to provide jobs for veterans so they may have an easier transition into the workforce and to prevent episodic veteran homelessness.
Company Philosophy/ Values	Our company philosophy is built off of integrity, community, and innovation.
Company Vision	We hope to become a large company and open other locations to help as many Veterans as possible.
Goals & Milestones	<ol style="list-style-type: none"> 1. Have at least 30 temporary clients at any given time generating around 432,000 dollars a year in the first year 2. 2500 Homeless veterans are in Florida; having 5% of homeless veterans finding work through our staffing agency will generate 1.8 million dollars in revenue is a long term goal
Target Market	Our target market is non-disabled Veterans, Homeless or not, between the ages of 25-55 with the will to work. We also want to appeal to larger companies that are looking for possible workers in Blue-collar jobs.

<p>Industry/ Competitors</p>	<p>1. We will fall in with The staffing, recruiting, and workforce solutions industry. The industry has grown an average of 13% in the past 15 years. It is so competitive because there's a high demand for excellent staffing services and workers. The industry outlook long-term and short-term? How will your business take advantage of projected industry changes and trends? Our competitors may face a loss in clientele because companies hiring through staffing feel they are not getting the quality of candidates they asked for. Our business will successfully compete by giving these companies a run for their money. By hiring veterans within a year of their discharge from the military, they can receive a tax credit of 40% of the first \$24,000 in wages for a potential credit of \$9,600. so companies will want to work with us and in term be compensated.</p>
<p>Legal Structure/ Ownership</p>	<p>The legal structure that would condone our needs the most would be a partnership, equally splitting the profits and losses and equally splitting the work. We will all be at equal liability, placing our assets at risk. We found this the most simple and easy way.</p>

Product & Service Description Worksheet

<p>Business Name</p>	<p>F.E.D Up Staffing Agency</p>
<p>Product/Service Idea</p>	<p>We will be selling a service connecting our target audience, veterans and homeless veterans, with entry-level jobs. This will be provided through finding employers that need workers for temporary blue-collar jobs and connecting the two. Additionally, some relationships that will help grow the business will be doing a joint venture with a company that teaches basic level job skills and professional/resume skills, so our clients can be successful.</p>
<p>Unique Features</p>	<p>Some of the uniqueness that makes us stand out over the rest would be the tax credit companies, and businesses get while hiring veterans. s. Eligible companies can file for the WOTC, which can be worth up to \$9,600 for hires.</p>
<p>Limits and Liabilities</p>	<p>Some of the limits and liabilities we face whilst creating this business are homeless veterans not having access to technology and finding our company and the resources we provide. Marketing and advertising is going to be a challenge, but putting up flyers and information where many veterans tend to be will be a cheap, cost-effective way to manoeuvre this obstacle</p>
<p>Suppliers</p>	<p>Suppliers for our staffing agency will come through finding employers and businesses that need workers to do a task, usually involving manual labor. We will</p>

	need to be aggressive and search for them continuously. In addition, we will go to events specific to veterans and shelters to find clients willing to maintain a job.
Intellectual Property Special Permits	Our intellectual property is patented as FED™.
Service Description	Our company will be providing a service to decrease veteran homelessness and prevent it. We are a staffing agency connecting specifically veterans and homeless veterans to mostly temporary and some full-time jobs. We will also be doing a joint venture with a company that helps the homeless with resumes, job skills, and clothes to further our business possibilities and increase clients. We will be taking a 50% markup through temporary jobs and a 20 to 25% cut for full-time positions from employers and companies.

1. Market research

The staffing industry in the United States is one of the largest worldwide and has also experienced continuous growth in the years before 2020, reporting revenue of nearly 152 billion U.S. dollars in 2019.

The total size of this industry is 151.8 billion U.S. dollars as of 2019. And in Orlando, of this amount, it is realistic for us to attain about 24k-73k a year. There are about 1.5mil vets in Florida, of which there are 2,472 homeless vets.

2. Barriers to entry

Some barriers to entry our startup will face include High startup costs. We'll need office space in Orlando which varies between 5 to 10 thousand dollars. And how do you plan to overcome them? Barriers to entry might include:

- High startup costs
- High marketing costs
- Brand recognition challenges
- Finding qualified employees
- Need for specialized technology or patents
- Tariffs and quotas
- Unionization in your industry

3. Threats and opportunities

Once your business surmounts the barriers to entry you mentioned, what additional threats might it face? Explain how the following could affect your startup:

- Changes in government regulations
- Changes in technology
- Changes in the economy
- Changes in your industry

SWOT Analysis Worksheet

	Strengths	Weaknesses	Opportunities	Threats
Service Offering	Our clients can receive credit for hiring veteran Workers.	when it comes to the beginning will spend more time taking out loans and earning money	Relief from suffering	changes in VA benefits. improvements in automation that there will be no use for blue-collar jobs

Brand/ Marketing	Putting up flyers and job offerings in very niche veteran places is more effective and cheaper.	Homeless veterans might not have access to the internet.	Company sponsorship	Possible relocation of veteran lodges and bars where we market the most.
Staff/HR	staff could be more friendly as a new company.	No long term employees/willingness to work and stay	It helps provide veterans with their necessary resources	Hiring all new staff could take a while, so there could be no staff
Finance	Because of the niche market, clients should not be too hard	Lack of liquidity with temporary jobs, the money takes about a month to come in.	Willingness to have joint ventures because we have no liability problems as a new company	Hard to get loans because of no previous experience and info

Market	Locations next to veteran hotspots like the VA health centers in Orlando.	Veterans not having transportation to come to our office	Joining with other companies and branching out in the far future	Not enough veterans being able to come to our office causing us to lose business
Based on the information above, what are your immediate goals/next steps?				
Our immediate goals are to attract homeless veterans to our business and provide them with appropriate patient-centred care.				
Based on the information above, what are your long-term goals/next steps?				
Our long-term goals are to provide veterans shelter and all their needed resources for their welfare.				

4. Service features and benefits

All of the staff we provide are veterans transitioning back into the workforce who will attain valuable job skills training with <https://www.jobpartnership.org/> Hiring a military veteran isn't merely a noble gesture. It's a sound business decision for companies looking for a tax break or tax credit. Employers that hire veterans with service-connected disabilities within a year of their discharge from the military

can receive a tax credit of 40% of the first \$24,000 in wages for a potential credit of \$9,600. Plus, there are no limits to the number of veterans that you can hire. We also plan on providing Ongoing support.

5. Target customer

We provide services both to the vets and local businesses.

Of the veterans, we want to reach them before it's been a whole year since they left the service so that businesses will receive a tax credit. There are no requirements for skills as they will be taught through our venture with another company that teaches job skills. However, for the businesses, we want to stand out to those that need people for blue-collar jobs, and I understand how special the situation is to be helping these veterans.

For consumers:

- Age - 20-55
- Gender - Male/Female
- Location - Orlando Florida
- Income - Low income
- Occupation - unemployed or entry-level job
- Education level - Military training

For businesses:

- Industry - Manual Labor, use of Military skills
- Location - Orlando Florida
- Size - Preferably large to hold more clients and employees

- Stage in business (startup, growing, mature) - Growing or mature to ensure sustainability and pay
- Annual sales - N/A

6. Positioning/Niche

The services we plan to sell to businesses are staff and temporary workers for low-cost blue-collar jobs. We plan to provide willing veterans with job skills and transition into a career. Our service serves an existing market in which demand for workers will increase due to the 2020 pandemic. Our idea has a particular appeal or identity that will help it to be successful in the marketplace because we only service veterans. Our service will be competitive based on its price and the available tax credit to the companies. Our service will have staying power in the future because of their growth in the market.

7. How you will market your service

There is a multitude of marketing and advertising tactics that we plan to use. We wouldn't focus on media like TV commercials or online advertising because not many homeless vets have access to television or the Internet. So really getting out into the community with flyers, local radio stations and program sponsorships that's how we plan to get around more effectively. Not only that but referrals By

Word-of-mouth in places like veterans way, which is also in Orlando, Florida, that caters to the needs of veterans. There are VA health centers and other areas that we can market our business and that will be beneficial to the community. Print marketing materials (brochures, flyers, business cards) Will be one of the primary sources we use. We also want to sponsor Trade shows in the community and get our name out there by targeting certain places and events we know veterans will be.

The image we want to project for our business brand is innovative opportunities for vets and a Caring natural footprint in the community.

The design elements we will use to market our business are our logo displayed below:



We also plan on having a physical location/office so the interior design will support our brand.

Strategically has a professional, comfortable nature that both businesses and veterans would be attracted to.

1.

2.

8. Promotional budget

Marketing Expenses Strategy Chart

	Veterans	Businesses
Monthly or Annual Expenses	<p>Flyers can be made by Esther using a printer and paper, which is about \$20 for big stacks of printer paper.</p> <p>Referrals in word of mouth are, on the other hand, free of charge.</p>	<p>Sponsoring Events in the community, following them on job sites like Indeed and LinkedIn. Being aggressive and searching them throughout our staff</p>

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3.

9. Pricing

Pricing Strategy Worksheet

Explanation of our pricing model

Comparing our prices with our competitors' they are not higher, lower or the same.

Instead of offering the lowest price, it's better to go with an average price and compete on quality and service.

Pricing - Our company's pricing model will be based on how much an employee or client makes. There are two subdivisions, temporary and entire time. Most if not all of our clients will be temporary. We will generate revenue by a 50% mark up on whatever the

employee would be making. For example, one of our veterans gets a job doing roofs for 10 dollars an hour. We would charge the company 5 dollars for using our services, on top of the 10 dollars they pay the employee. So they would be spending 15 dollars an hour, ten going to the employee and five going to us for using our services.

10. Location or proposed location

We think the location for our business, being in Orlando, Florida, is one of the best locations we can choose, not only because it has the 3rd most homeless population but also the manufacturing and factories. In addition, there are a lot of rural and city areas, so the number of manual labor jobs to find will never run out. This is a good location for your startup because there is also A street called Veterans Way in Orlando. There is Orlando VA Medical Center and many other businesses that we can market to reach out to more veterans and provide for them on the street. The Proximity to public transportation or significant roads is a major factor we took into play when choosing where to locate our business.

11. Distribution channels

We would like to sell our services through Direct sales, from Us directly to the businesses.

Also, inside sales force where sales representatives market in the office to companies who need staffing.

Selling through these alternatives and strategic partnerships we hope to have are those within the industry like H and H will be a factor in our success.

Operational Plan

1. Production

To provide job skills training for the Veterans, we will need to have a joint venture with a company specialising in job skills. Production will come from our employees finding and looking for businesses that require employees. Marketing and flyers will allow veterans and the homeless to go to our office, where our employees will connect. Here locally in Orlando, Florida, a non-profit organization <https://www.jobspartnership.org/> can help give job skills to veterans who may not have them.

4.

2. Location

Our business is located in Orlando, FL, specifically downtown near Veterans Way or other veteran hotspots. The size of our location would be a relatively medium commercial space. Accessibility for customers is high in this zone because it is located near the business center, and People who suffer from

homelessness are also in this proximity. Public transportation is around if necessary. The cost of rent ranges from 5- 10 thousand dollars a month.

3. Legal environment

- a. Any licenses and/or permits that are needed and whether you've obtained them
 - i. First, we will need to acquire a business license and Liability Insurance
- b. The insurance coverage your business requires and how much it costs
 - i. Liability Insurance 30\$/month
 - ii. Business insurance 50\$-99\$/month

4. Personnel

What type of personnel will your business need?

- c. What types of employees? Are there any licensing or educational requirements?
 - i. Some degrees and education needed to work at the staffing agency would be a degree in human resources or a similar field.
- d. How many employees will you need?
 - i. Only 2-5 for the first 6-12 months
- e. Include job descriptions.
 - i. Conducting intake meetings with clients to agree on qualification criteria for candidates

- ii. Publishing job ads on careers pages, job boards and social media
- iii. Sourcing and contracting passive candidates online
- f. What is the pay structure (hourly, salaried, base plus commission, etc.)?
 - i. it will be hourly

Management Worksheet

- Management and roles
 - Esther - Head of marketing
 - She will be in head marketing, going to events and shelters, spreading word of mouth, putting up posters etc.
 - Devin - Head of financials
 - He will be in the head financial department, dealing with the payment of companies and businesses, taking out the loans, and figuring out our projections etc.
 - Fabian - Head of management
 - He will be helping the employees find business and help connect the veterans and homeless to jobs, make sure they're fit for the job, and refer them to our joint venture to get the skills they need.

- Market Employees
 - $\frac{2}{5}$ employees will be with Esther marketing going to events and shelters
- Staffing Employees
 - $\frac{3}{5}$ employees will be working the office connecting the veterans to jobs and reaching out to employers that need jobs.

5. Financial Forecast

Our 12-month sales forecast depends on how many veterans and homeless people will come to us. As of right now, there are 7270 homeless people in Orlando. There are an estimated 2000 veterans who are homeless in Orlando. If we just have 5% of 2000, 100 veterans at any given time, and if they get paid all at least 10 dollars an hour, with our 50% markup. Working 20 days a month, our projected gross payout a year is 960,000 dollars. All those numbers are subject to change, for better or for worse. But with a strict ruling of that criteria, it is doable.

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