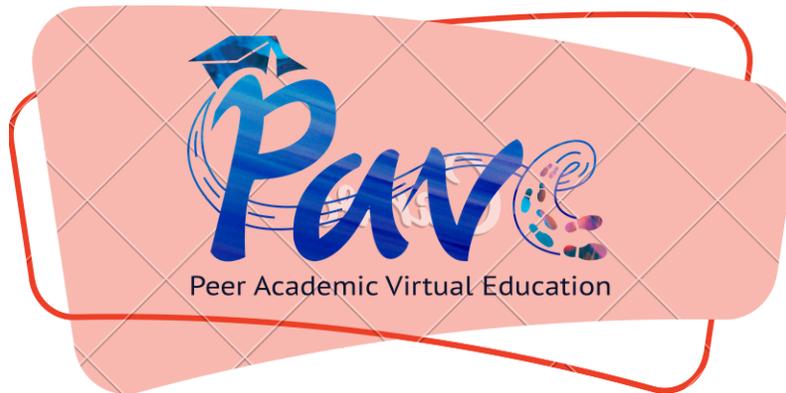


PAVE NEWSLETTER

February Edition



PAVE YOUR WAY TO SUCCESS



Peer Academic Virtual Education



Pave.ve



P.A.V.E.



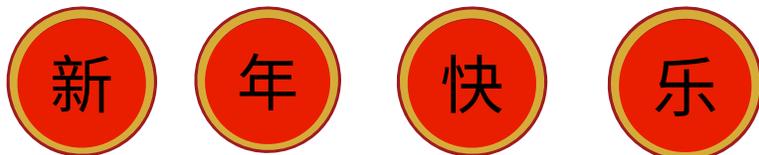
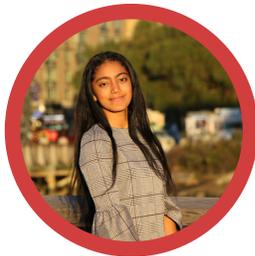
Academy of Finance and Enterprise
30-20 Thomson Avenue, Long Island City, NY 11101

Announcement:

Dear PAVE Employees,

We are halfway through the year and I cannot be more immensely proud of everyone at PAVE. To be the first VE firm in the history of our school to qualify to Nationals and win 1st place at the Citywide Championship Business Plan Competition is beyond an exquisite experience. A special thank you to the Business Plan Team (Youssf, Naomi, Samir, Jacqueline, Aya) for the tremendous hard work and dedication committed to representing our company. Congratulations to our Technology Department for receiving an Honorable Mention in navigating a Website that welcomes all of our customers to pave their educational journey. Overall, February has been a month of hard work and achievement. We appreciate your continued commitment to the company and our growth. Let's continue paving our way to success!

Aya Ibrahim | COO



Dear PAVE Employees,

February, like every month that PAVE has been in business, has been another monumental month for the growth of our business. From competition to competition, we strove for success and came up with a qualification to the next round of the business plan competition, along with a placement for the website competition. This month, for many, represents a month of immense love and kindness. For PAVE, this was no different. Going forward, we are looking to expand on the success we have achieved before and reaching new heights, just as we did within the month of February. As we near the end of our fiscal year, we are getting ready to take a look back towards all of our accomplishments, knowing that they have been hard-earned. Getting such an opportunity to interact with the growing ability of all of our employees has been an amazing experience. I am confident, knowing this, that each employee has grown (and will continue to do so) beyond any limits previously set for them. Thank you for an amazing month and looking forward to continuing this growth with you!

Youssf Hegazy | CEO

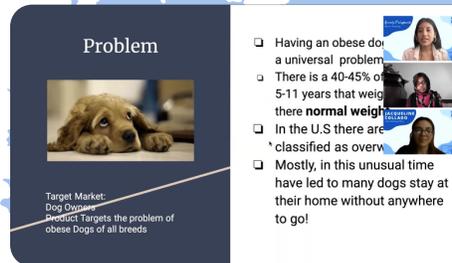
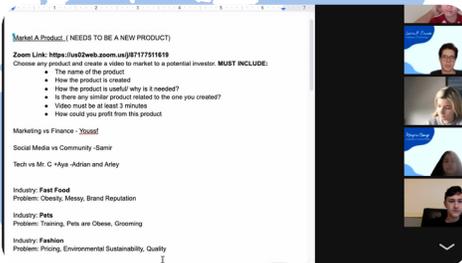


Team Buildings

Product Creation

2/5/21

On the first Friday of February, HR planned an activity in which each department had a chance to create their own company. Everyone was able to enjoy a jubilant experience while being creative and utilizing their teamwork skills in order to create their brand in 15 minutes. In that short amount of time, the teams came up with their own company name, problem statement, solution, and product(s).



Tik Tok Trend

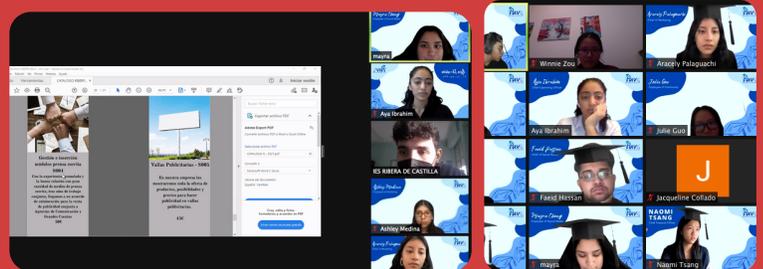
2/26/21

This week, HR put together another fun activity for PAVE employees. Each department had to work together to make a video answering "Tell me you are a part of PAVE without telling me you are part of PAVE" and "Tell me you are a part of (department) without telling me you are a part of (department)". This was a TikTok-inspired activity that allowed us to use creative thinking skills to come up with an idea. We will be putting all the videos together and share with the rest of the firm for some entertainment.



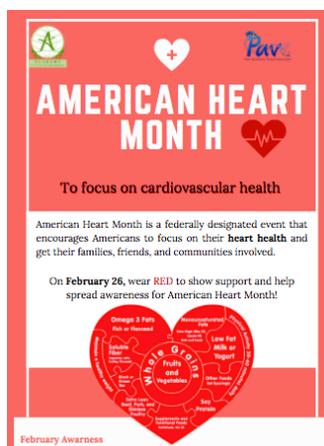
Trade Show: International and National

This month, PAVE was able to participate in two trade shows. PAVE's first time at the international trade show was a unique experience as we were able to meet people from Europe (Spain, France, and Germany etc) and conduct business deals with them. In addition, the national trade show was another successful event, PAVE works together with enthusiasm energy and professionalism to welcome our clients across the country throughout the event. As always, we want to thank our Marketing and Social Media department for putting this event together such as making the flyer, settling up the promotions and preparing a presentation with all necessary information for the trade show.



Awareness: Heart Disease

February is American Heart Month, a federally designated event that encourages Americans to focus on their heart health and get their families, friends, and communities involved. To participate in this event, Community Department created a poster with information about this event to wear RED on Friday, February 26.





Black History Month



Black History Month is a yearly celebration in February to celebrate the achievements of African Americans and a month to recognize their important role in U.S. history. This event originated from "Negro History Week". Each U.S. president since 1976 has officially identified February as Black History Month.

Here at PAVE, we decided to celebrate Black History Month with a video. Employees recorded a short video answering the question: Who's one African American role model you look up to and why?

Here is the link to the video: [@PAVE](#)

2020 -2021 National Business Plan Competition NYC Championship Finalists

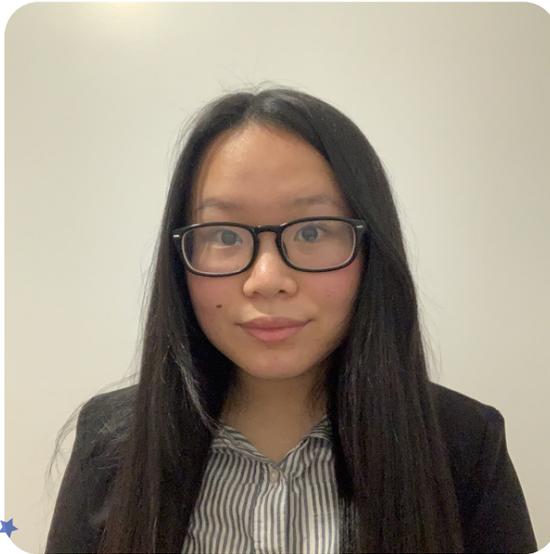
PAVE **1st place** position in the NYC Championship Round of the National Business Plan Competition. After hours of practices both in school and after school PAVE has made it to the National Business Plan Competition. PAVE and Varitech have made history in our school to qualify for the National Competition for first time in the 15 years. Next step is moving towards US National Championships in April!

MARKET SEGMENTATION

- Demographics**
 - Primary: VEJV Students 11-12 and VEHS Students 14-19
 - Income: Students w/ average income of \$10,000
 - Secondary: Parents w/ HS or MS students
 - Tertiary: School officials, administrators, or teachers
- Geographics**
 - International:
 - Montenegro
 - Spain
 - Germany
 - US:
 - New York
 - California
 - Texas
- Socioeconomic Factors**
 - Diversity
 - 47% of generation Z classified under "ethnic minorities."
 - Education
 - 44% of college students (US) are first generation
 - Buying Power
 - Account for \$44 billion dollars, or 40% of all U.S. buyers



Employee of the Month



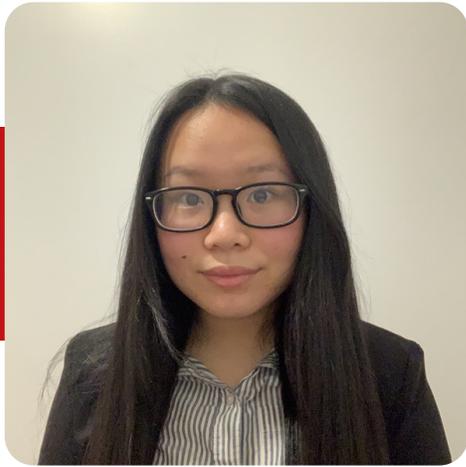
Julie Guo

Employee of Community

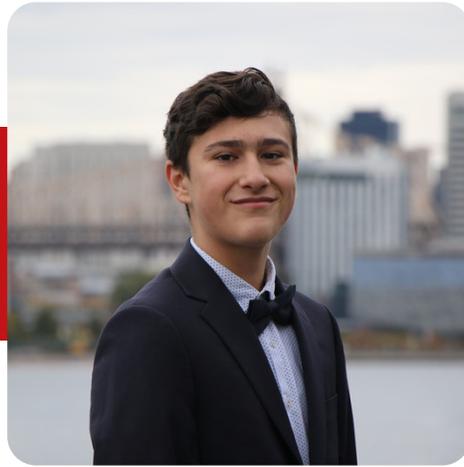
As a benefit corporation, we believe that our department of community is essential to our success. Breaking down the success we have attained up to this point, it is important to recognize the amazing employees that make this possible, with one of the best being Julie!

Her work on monthly newsletters is essential to being able to spread the news about PAVE to our employees, customers, and viewers of our social media accounts. This award recognizes the community department as a whole but also highlights Julie's dedication, ability, and talent. We look forward to your continued success!

February Birthdays!



Julie Guo



Samir Lukolic



Adrian Owusu

Happy 18th Birthday to these three employees!

