**Description of Opportunity:**

According to Teen Drug Abuse website, fifty percent of teens do not have a safe place to spend their afternoons and therefore get into trouble more often. The site also stated that forty-seven percent of teens said that they have attended some kind of party where drugs were given out and alcohol was available even if the teens were under aged. According to a report by the Editorial Projects in Education Research Center more than 1.2 million students in the United States failed to graduate from high school every year. The center's research reveals that the national graduation rate has hovered around seventy percent since the mid-'90s with little progress and roughly half of American Indian and black students receive their diplomas, compared with more than three-quarters of non-Hispanic whites and Asians. Many minorities reside in urban or disadvantaged areas where school performance is often low to begin with, and social problems such as crime or drugs can further distract students from school.

We find these threats to be unacceptable and decided to come up with a plan to rectify this intolerable situation. We decided to sieze the opportunity put forth to create a unique teen club. We surveyed students at our school to find out how they felt about our franchise idea of a unique and innovative teen club, and found out the following:

* 92% said they would go to a place that was just for teens
* 98% said they would enjoy the special technologies that would be available at our club
* 98% said they would like the variety of teen snacks that would be offered
* 89% said safety was an important feature of the club
* 75% liked the education component that we were going to offer
* 85% liked the gaming, Cosplay components

We will help eliminate this problem by providing a safe environment that will help teens realize there is bad in the world but they can still have a better outlook on their future by participating in our club. Our teen clubs will offer youngsters the opportunity to get help with school work, prepare for college, socialize with friends, learn how to design games, and just have fun. Members will also receive the option of entering the games that they invented in different competitions as well as participating in Cosplay events. We will provide a way for teens to just stop and look at what they want to do. Give them a chance to turn it around so that the rest of their life will be bright and successful. The club will provide a chance to get off the streets and look at the possibility of college. Helping change teens lives for the better is our main goal. Becoming a model teen club for the Hartford area will lead us to expand to other cities in need when the time presents itself.

We will help eliminate this problem by providing a safe environment that will help teens realize there is bad in the world but they can still have a better outlook on their future by participating in our club. We are starting small with the hope to become a well-known business that will help many teens have a better future. It is our hope that within the next ten years, Halo will be successful franchise that will be found in every major urban city. Halo, not just fun but for your future too.

**Service:**

We want to introduce you to our teen club, Halo. Halo provides an opportunity for teenagers to express themselves through their art, talents (video games, games design, and drama), and personality. Some services that we provide are tutoring and college preparation. Our college preparation consists of SAT help/prep from a local game app as well as having days where college recruiters and students come in and talk about different colleges in the area. We also provide an opportunity to learn how to invent video games, have a safe place to have fun, and take part in different social events.

**Defending Our Innovation:**

Halo is different from other teen clubs because we provide a fun way to advance ones education while finding a way to express yourself with others. Also, we give you freedom to be artistic and show your competitive side through gaming Cosplay events and competition days. Halo was formed when it was brought to our attention that teens were doing poorly in school. Like many places, Halo will have a low membership fee giving members free admission to college presentations and access to Halo during operating hours. One competitor that Halo would have is the YMCA. The YMCA is a place for teens to go socialize and have fun but they don’t offer the same things that Halo does. Halo tries to provide a variety of activities that will not only be fun but express every kind of teen. From movie lovers to artist and gamers we try to have a little piece of everything. We are not only about fun but we also help kids with school work and preparing themselves for college. We bring in students from different colleges to talk to teens about college life, how hard it is, and what are you going to need to be successful. Halo will also bring in college recruiters to see what you have to do to get into college and also give them information about scholarships and financial aid. Another thing that Halo does is help students with their school work by tutoring. We will offer tutoring on Tuesdays and Thursdays after school from 3:30 until 5:30. We will have tutors on hand helping with subjects from English to Art, and everything in between. We also have a party night where we let all our club members dress up in Cosplay costumes and have acting and role play events.

**Marketing Pitch:**

Hey teens, yes you, has there ever been a place where you don’t fit in? Well that won’t happen at Halo. Halo is a teen club that was made by teens that provides a little something for every kind of person from jocks to nerds, and all in between. We have party nights and video games, even dressing up as your favorite cartoon character. Halo also has a big focus on helping you prepare for your SAT’s and getting ready for college. Halo, not just fun but for your future too.

**Our Customer:**

Our demographic is for teens in high school that are between the ages of 13-19. Halo is open to all races and social statuses. Since our teen club has a membership fee, participants need to have at least an income of twenty dollars a month. Halo’s geographic is kids from any urban city from the New England area to start our franchise, for example, Hartford and Boston. Even though we hope to expand to bigger cities, to start off, we are focusing on large urban cities in Connecticut. Some examples of where we places in Connecticut we hope to expand to are Hartford, New Haven, Middletown, and a few others. Our psychographic is teens that want a safe place to express themselves. Also, have will put the worried teen’s parent’s minds at ease knowing they are in a safe environment and not getting into trouble.

**Team Members:**

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**Logo Design:**