



Newsletter May

THIS SPRING...

The first ever May board meeting commenced during the 5th of May, 2020, showcasing each cohort's contributions to the Tigers Inc enterprise. Despite the state of quarantine, Tigers Inc utilized online communication through Google Hangouts to talk about the collective's accomplishments of the year with our board members.

Emily Reardon began the meeting talking on behalf of Marketing's recent projects. This included the development of a social media presence regarding Twitter and Instagram and the continuation of advertising for Tigers Inc events (including fliers, posters, and banners.)

Following Marketing, Strategic Project Management proceeded with the presentation of their work with Project Chaos. Erin Dickman talked on behalf of SPM and their yearly accomplishments.

Lastly, the Wealth Management cohort ended the meeting by speaking about their portfolio, fidelity account, and the funds that were raised this year. Benjamin Wenger took the lead to tell of the finished portfolio bylaws and steering committee while mentioning their recent venture into the Simply Money podcast.

The meeting ended with approval of the entire collective's efforts by board members Matthew Aliaga, Belinda Sherman, and Ben Holman.



From top to bottom: (top left) Matthew Aliaga, (right) Belinda Sherman, (bottom) Ben Holman.



SIMPLY MONEY PODCAST

Our very own students, Chris Kuhn and Benjamin Wenger, were fortunate enough to guest speak on All Worth Financial's radio show, Simply Money. Simply Money is a radio show that talks about proper financial practices such as budgeting and saving. Our students were able to explain the strides that Tigers Inc is currently making and what everyday experience looks like. **More on page 8...**



Strategic Project Management

What is Strategic Project Management

The Strategic Project Management team consists of five student-leaders. We are reshaping the conventional mind by educating students and adults in the design process. Our team's emphasis on empathy aims to reduce conflict and promote understanding in global problem-solving. Through targeted events, we push individuals to expand their perspectives and welcome diverse thoughts.

Next Steps SPM is preparing to

keep the classroom moving forward. The team has conducted a selective recruiting process to find next year's SPM cohort. We are currently establishing a curriculum to educate and prepare next year's members on DPM.

High Aims Through our series of Project Chaos events, we have had the opportunity to present in front of numerous professionals, one of which being the High Aims organization. We are excited to announce that next year we will be partnering with High Aims to facilitate design process

methodology throughout the tri-state area. This partnership will allow schools to participate in a presentation that will ultimately educate them in Design Process Methodology, allowing them to instill this way of thinking in their own communities.

Covid-19 Unfortunately SPM was not able to move forward with SLID (Student lead innovation day) due to the Covid-19 outbreak. The event could not be postponed because of the unknown time frame and ban on large groups.



PROJECT CHAOS

Project Chaos wrapped up its last event on March 5th, 2020, by presenting to partnering organizations. Students prepared a presentation to share with all of the students, teachers, and organization representatives.

At the end of these presentations a panel was held for the representatives to ask questions about how the students formulated their solution, how their solution may be implemented, and valuable take-aways from participating in this series.

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LEMONS AND LIMES



SPM has been fortunate enough to have developed relationships with small business owners in the Loveland community. A local boutique, Lemons and Limes, has partnered with SPM to create a newly innovated inventory system. In the coming weeks, we will present our final solution to Wendy Knight, the CEO and owner of Lemons and Limes.

Design Process Methodology is defined as a non-linear, iterative process that seeks to understand humanity, challenge assumptions, redefine problems, and create innovative solutions. This method consists of five phases: empathize, define, ideate, prototype, and test. In the book, *The Science of the Artificial* (1969), Herbert Simon outlined this process in seven stages. It was recently shortened to five by the Stanford D school. The process is important because it offers hand-on learning, considers humanity in the problem, develops skills to adapt to change, evaluates problems from multiple perspectives, and allows for diversity of thought.



In Spring of 2020, the Marketing Cohort has been experimenting with different mediums in an attempt at spreading the Tigers Inc message.

The season started with a design of the official Tigers Inc poster/banner which will be hung up at every event.

The marketing students have also dived into the world of social media marketing and expanding on a different platform: Instagram. (more on page 5). With a

current following of 225 people on Twitter, this social media platform provides the quickest updates for the Tigers Inc team. All accomplishments and current projects are available under the Twitter handle @LHSTigersInc.

With that said, the Marketing Cohort has also began a collaboration with LECC, a project based on graphic design and artistic skills.

With LECC representative Jessie Kohls, the marketing group sat

down with him to plan and lay out ideas for two canvases that will be hung up in a meeting room for parents.

The project yielded success and will be soon finished to end the year off.

Lastly, marketing member Nate Holman dived into video production and editing, producing a State of the Schools and a Project Chaos video that will soon be out. (More about Nate's project on page 5)



TIGERS INC INSTAGRAM OPEN

The new social media addition to the Tigers Inc family is now live! On Instagram, our business is applying the methods of marketing (for ex.) through fliers about up and coming events or posting "backstage" photos of what we do in class. The above photos can be seen on our account @tigersincorporated. The use of this platform by showcasing our non-profit allows a further connection with the audience and not only that, but small, local businesses who would like to see who

we are and have an interest for collaborating in the future. Although the following is still small, students from our school are able to reach out to us and connect for future projects. The "stories" function and the "highlights" below the bio lets us bookmark some feats through all cohorts, not just marketing. The future of this account will bring even better things, and have a chronology of all our successes.

VIDEO PRODUCTION: NATE HOLMAN



Captured above: A still of an up and coming video project for Project Chaos

During class, the Marketing cohort is involved with a lot of digital media, including video filming and editing. Nate Holman has taken up the task of the group to produce these short films, having participated in film class and gained experience in editing.

Most noted for his video for State of the Schools, Holman delivered a video that encapsulated Loveland's day to day experiences from different angles. The video was displayed on one of the screens during the event and played to attract attention for people to come and learn more about our non-profit.

Now, Holman is working with SPM in creating a video about Project Chaos and enveloping all the experiences during that day for those who could not be there .



Wealth Management

This spring, Wealth Management has been involved in major projects for our non-profit. From managing tax information to planning and setting up our May board meeting, this cohort is involved with a wide range of tasks.

At Wealth Management, investments are reviewed and handled as meetings with potential investors or guest speakers are a periodic task.

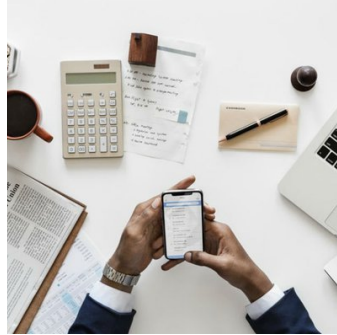
This cohort has managed to

complete their portfolio bylaws as well as their portfolio steering committee.

This cohort has also been hard at work researching possible investments for our portfolio. Per our research, we are the first student-run portfolio managed on the high school level. With that in mind, our team has carefully researched investments that can secure the longevity of the portfolio.

The wealth management team has opened a Fidelity account to keep track of all donations and is in the midst of filing taxes.

Additionally, we have submitted our application for the Dater Foundation Grant. This grant could offer the team an even greater ability to diversify the portfolio and gain more real-world experience.



WEALTH MANAGEMENT (CONTINUED)

To get to this point, the wealth management team has had to file for 501 (c)(3) status, appoint a portfolio steering committee, and create bylaws. For every trade we make, we will comply with those bylaws and receive guidance from those with expertise in wealth management.

Our team also had to set up fundraising platforms to take in donations. In addition to the Dater Foundation Grant, we have applied for other grants

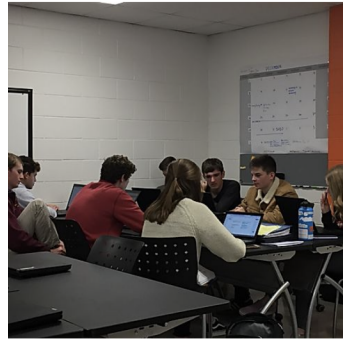
and fundraisers, which we hope will fuel our portfolio and as an extension, our learning.

For the upcoming school year, our current team is refining our methods of investing, fundraising, and communicating with our board members and mentors. While we are in uncertain times, we will continue to carefully invest in the stock market and make sure next year's wealth management team can learn just as much as this year's.

OUR ACCOMPLISHMENTS



- Appointed Board of Directors
- Established governing bylaws
- Received Ohio non-profit recognition
- Pending IRS 501 (c)(3) status
- Established donation and fundraising platforms
- Opened banking accounts
- Opened the student-run investment portfolio
- Held 2019 mentorship outing
- Hosted expert guest speakers
- Participated in the Wharton School of business stock market simulation
- Actively managed the student-run portfolio
- Establish a portfolio steering committee



THE FUTURE OF TIGERS INC

While sorting through paperwork and managing the financial side of our non-profit, Wealth Management and the other cohorts have worked together to decide on the next groups of people who will join the team.

The process begins with an interview, as many candidates have reached out for a spot. The team looked for people with responsibility, passion, and

intellect to continue pursuing the goals of each cohort and making them potentially even stronger. With this being the first year of Tigers Inc, many more opportunities will grace next year's newcomers and provide a stable background of working in a business for its past members.

All new prospects are notified and are set to continue the evolution of Tigers Inc.

SIMPLY MONEY (CONTINUED)



... (continued from pg.1) They met with hosts Nathan Bachrach and Amy Wagner to speak on air for 7 minutes about how high school business education is changing, but more importantly, how Tigers Inc. is leading the charge. While at the studio, our students received a tour of the building, an inside look on how Amy records a segment for the news, the Tiger's Inc. interview, and a meeting with the COO of All Worth Financial who manages a portfolio worth over \$8 billion. This experience is one that Tigers Inc. hopes to participate in once again and wants to continue this connection by partnering with All Worth Financial.