



## Rize All Mission Statement

Rize All's purpose is to promote a more skilled, knowledgeable community of individuals through the teachings of arts and culture involving interactive programs that offer the following:

- Training: mastering mental and physical disciplines with engaging and entertaining activities in performing art forms and other skills sets
- Teamwork: developing skills and values that encourage success through collaboration with others utilizing and growing their creativity
- Appreciation: inspiring a community for the arts and philanthropy through movement and culture
- Understanding: cultivating a positive environment that allows students to individually master techniques in language and movement
- Opportunity: providing means for leadership and performance to showcase all the skills they have gained

Rize All is a 501(c)(3) non profit organization with a vision to inspire a community of skilled, multi-talented individuals who are able to adapt and succeed in our ever-changing world through their artistic passions. Our goal is to enrich students with experiences that will positively affect their current and future lives while offering much needed afterschool enrichment and enhancing the community. We've been accomplishing our goals primarily through our Rize & Dance Afterschool Arts Program that has provided high quality dance instruction in multiple after school programs to more than 1000 students across the Sacramento area.

We hope to continue our mission and vision of inspiring the community through dance with our very own dance studio. Our dance studio will be an epicenter of dance and arts for our community. Having noticed the great effect that dance has had on our lives, we hope to share this with our students. Our dance studio differs from others in that we focus on personal development as well as dance technique and training. Students will focus on goal setting, leadership, and other personal characteristics and will apply these things to dance and their lives. We aim to build not only amazing dancers, but also great members of our community and the world. We hope that every student that walks out of our studio is more prepared to succeed in life through their passions, and in turn positively affect the community themselves. We really hope to enhance the community through dance with our studio and we'd love for you to be a part of it!

Sincerely,

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## Executive Summary

### Business:

Rize All offers curriculum based, afterschool dance instruction. We are opening a dance studio space directly aimed at the market we already serve to expand our offerings and revenue. We provide arts programs that are not available in our market in Elk Grove and Sacramento. We take an active role in the community with constant survey and research to cater to the needs in this arts education market. Unlike other dance studios, we utilize technology alongside our curriculum, which allows more efficient learning and interactivity, such as slow motion playback and skill building. We are strongest in our curriculum and consistency of classes allowing for the optimal levels of satisfaction and growth in our students.

### Progress:

We currently work in the afterschool area providing classes and our studio classes will have more focus for the client. Our website is actively utilized and showcases a lot of our students work. Our number one feedback is to extend our program and offer more services. We have already served over 1000 students and have their contacts and support. We already have the Assemblymember of our district ready to perform a ribbon cutting ceremony for our opening and have multiple radio and TV channels available, as well. Our lead Directors, CEO and Secretary have been on various news channels promoting Rize All. We have revenues from our first two years in business from various funds. We also have many local organizations and individuals support and donations.

### Future:

Our company is headed for a great expansion in the market and in itself. We have 2 full time employees, 8 part-time employees, and 3 student interns. We will convert 3 part-time to become full time and hire on about 15 more part-time employees as well as utilize more student internships. We will hire more specific jobs, such as marketing, media, and others. Our studio will need to grow into a larger space in about three years to accommodate more classes for the amount of students we know we will have. We will grow into a larger community center offering more activities. There are few activities available for families in the area and it is a growing market for parents to get their children into activities to diversify their learning.

### Highlights:

- Profiting effective classes with curriculum that meets state standards
- Technological advancements above competitors and beyond market
- Extremely positive feedback from current customers requesting more
- Large untapped market available for more traction and more profits
- Talented team active in market trends and community