

RHYTHM OCTOBER NEWSLETTER



Employee of the Month

Congrats to Diego Sabando for being selected to be the Employee of the Month. He has had a truly outstanding commitment to the company. This commitment and dedication has inspired everyone at the company to work hard every day. Thank you Diego.



Department of the Month

The Supply Chain department shows an outstanding commitment to the company. Not only did they research and find the materials for our company product, they assist other departments as needed. Congratulations Diego, Dylan, Jayden, Dominik, Evan, and Siddhi.



NEW YEAR, NEW ROLES

The journey began with an exhaustive month of brainstorming and product development as we finalized the core product that will drive our company forward. This intensive process laid the foundation, revealing the necessity for an equally rigorous team selection. The application phase was designed to simulate a real-world professional hiring process. Every candidate, regardless of their desired position, was required to prepare a professional resume and cover letter, articulating their skills and their experience.

Following the application, candidates engaged in personalized interviews with the administration. These weren't simply friendly chats; they were in-depth evaluations to determine the best fit for our company's structure. Based on their demonstrated aptitudes and our strategic needs, individuals were placed into one of our essential departments: Accounting, Research & Development (R&D), Marketing, Sales, Human Resources (HR), Supply Chain, C-Suite (CEO, CMO, CTO, COO, and CFO).

Message from the CEO - James

I'm incredibly proud of my team at Rhythm for their perseverance and overall work output. Throughout our first month, we've faced a few major setbacks, but our team worked hard to bounce back and set ourselves on the right path for months to come. I'm incredibly excited about the direction this company is heading, and I can't wait to give another update soon.



Supply Chain Department

The Supply Chain department plays a pivotal role in preparing for our upcoming product launch and trade show presence. Their critical work ensures we are ready for market demand. The team successfully created the comprehensive Bill of Materials (BOM), meticulously researching suppliers and costs for every necessary part. This crucial data was then integrated into our digital marketplace, establishing accurate pricing and inventory visibility. Furthermore, they delivered an essential product forecast for our inaugural trade show, strategically calculating the exact number of units needed to maximize sales and minimize surplus. This proactive planning is key to a smooth and successful market entry.



"It's been a very fun first month, but without this brilliant team, we wouldn't be able to get our tasks done."

-Diego Sabando (Supply Chain Director)

Human Resources Department

Our team is planning a Halloween party to bring employees together and strengthen workplace connections. After completing our first diversity training, we wanted to continue fostering inclusion in a fun and meaningful way. The event will include an activity that helps people find unexpected similarities, encouraging teamwork and understanding. This initiative supports our goal of building a positive, united company culture where everyone feels valued. It also reflects our commitment to promoting diversity and engagement across all levels of the organization. We are creating a corporate social responsibility paper that aligns our goals with the United Nations Sustainable

Development Goals. This shows our commitment to ethical growth and a positive impact on the community and environment.



Marketing Department

The marketing department works diligently to establish a strong foundation for our company's brand identity. Over the past month, marketing finalized the company name, colors, and values while exploring different slogans and font ideas for the logo. After weeks of intense critiquing and perfecting the final logo, they've narrowed down the logo to their four final options (shown below), from which they will choose in the coming days. Marketing also conducted a competitor analysis of major brands like Whoop, Apple, and Fitbit to better understand similar company's branding and values. The team also extended their brainstorming process by inviting under-classmen in the Global Commerce Academy to contribute fresh ideas for slogans and logo designs. With roles currently being assigned and preparations underway for their upcoming Company Branding Competition on November 20, the marketing department is setting a strong creative direction for the company's image.

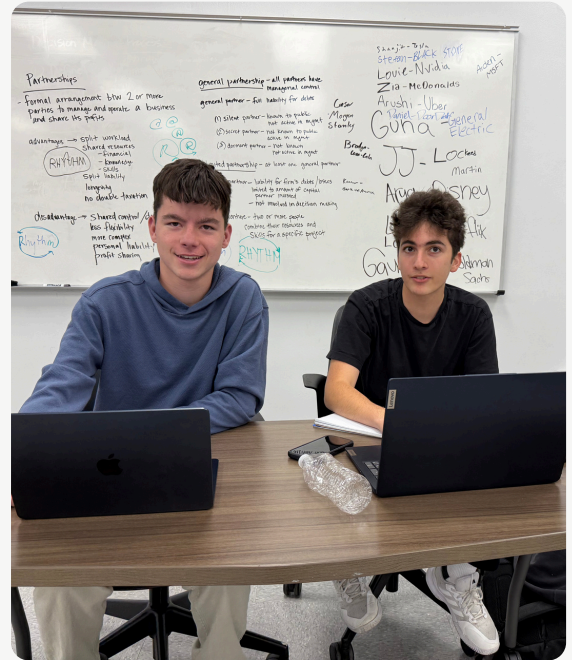


Sales Department

Sales has a critical role to ensure that our product can maximize profit during our trade shows. Our first virtual trade show is Monday November 24th and we hope to be able to invite parents and friends.



For the tradeshow Sales prepares display materials, and organizes the logistics of the trade show. They also finalized the company name, "RHYTHM". Our sales team formulated an elevator pitch script that is going to serve as a brief outline of our company. They are now working on a Point of Sale "POS" to streamline trade show purchases. Our sales team has been critical in building our company image.



Accounting Department

In October, the Accounting Department completed several critical steps to establish Rhythm's financial foundation. A major achievement was the formal registration of the business, which provided the essential legal structure. The team also conducted a thorough review of the company's optimal financing structure, leading to the selection of the C Corporation model to support future investment and growth objectives. To manage finances effectively from day one, QuickBooks was set up as the company's accounting system. The department also focused on internal education, preparing and delivering a personal finance presentation for all employees. Finally, close collaboration with HR began to establish the initial payroll system.



Research and Development

Our Research and Development team has been hard at work bringing innovation to life! This quarter, they focused on enhancing our mobile app's user interface and securing the cutting-edge technology that powers our wristbands. Thanks to their efforts, we're introducing two exciting versions — Pulse and Sync — designed to offer users more personalized and connected experiences. Their creativity and dedication continue to drive our mission forward, turning big ideas into real, wearable tech.

