

# 2021 SPF Reflection and 2022 Plan

Charmin Spencer



# Mission

The Sleeping Prince Foundation Inc., mission is to provide resources to families who have suffered from loss due to miscarriage, stillbirth, or Sudden Infant Death Syndrome (SIDS) or who has a child currently in the Neonatal Intensive Care Unit (NICU).

# Sleeping Prince Foundation Inc.

## End of Year Report - 2023



### Mission:

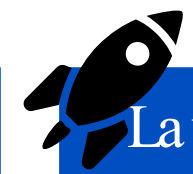
The Sleeping Prince Foundation Inc., mission is to provide resources to families who have suffered from loss due to miscarriage, stillbirth, or Sudden Infant Death Syndrome (SIDS) or who has a child currently in the Neonatal Intensive Care Unit (NICU).



50 Participants for Annual 5K Walk



Increased Community Sponsorship



Launched NiCU Family Engagement Initiative



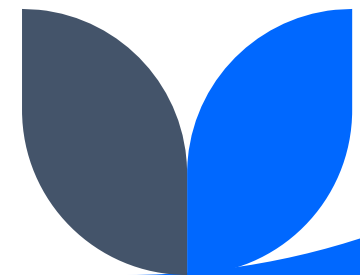
North and West Holiday Hope Campaign executed.



Impacted 120 Families



Received Gold Seal of Transparency through Benevity



# 2023 Impact Report



50 Participants for  
Annual 5K Walk



Received  
Sponsorship from  
7 companies



Launched NiCU  
Family Activity  
Schedule



Expanded Holiday  
Hope Program  
Partnership



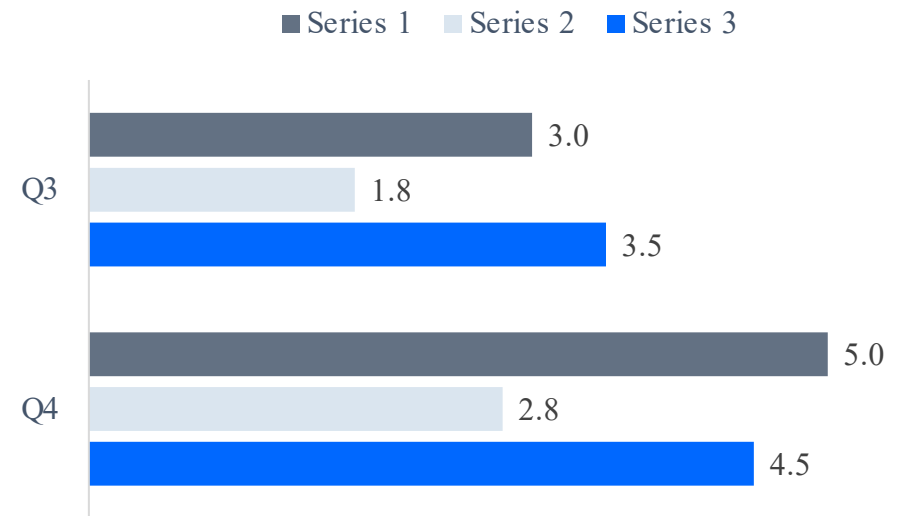
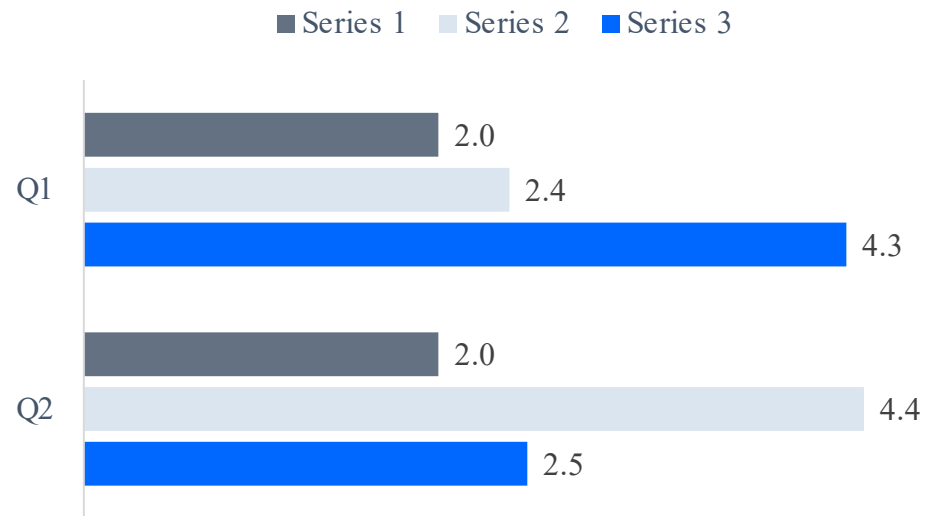
Impacted to 120  
Families



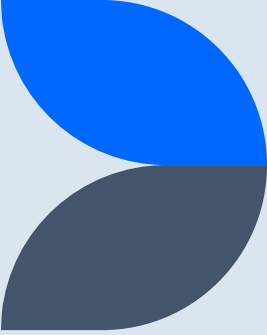
Received Gold Seal  
of Transparency  
through Benevity



# Quarterly performance



# Areas of growth



	B2B	Supply chain	ROI	E-commerce
Q1	4.5	2.3	1.7	5.0
Q2	3.2	5.1	4.4	3.0
Q3	2.1	1.7	2.5	2.8
Q4	4.5	2.2	1.7	7.0

“

Business opportunities are like buses. There's always another one coming.

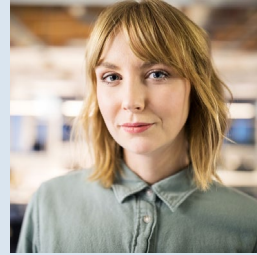
Richard Branson

”

# Meet our team



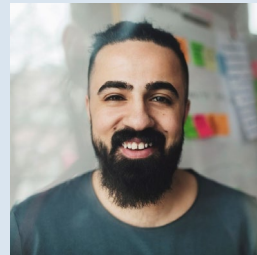
**Takuma Hayashi**  
President



**Mirjam Nilsson**  
Chief Executive Officer



**Flora Berggren**  
Chief Operation Officer



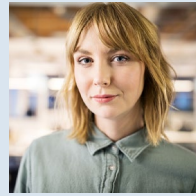
**Rajesh Santoshi**  
VP Marketing



# The full team



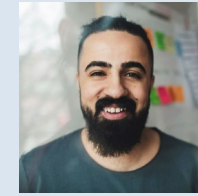
**Takuma Hayashi**  
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Chief Operations Manager



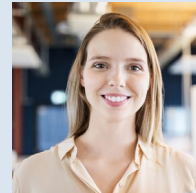
**Rajesh Santoshi**  
VP Marketing



**Graham Barnes**  
VP Product



**Rowan Murphy**  
SEO Strategist

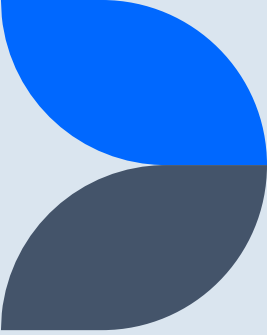


**Elizabeth Moore**  
Product Designer

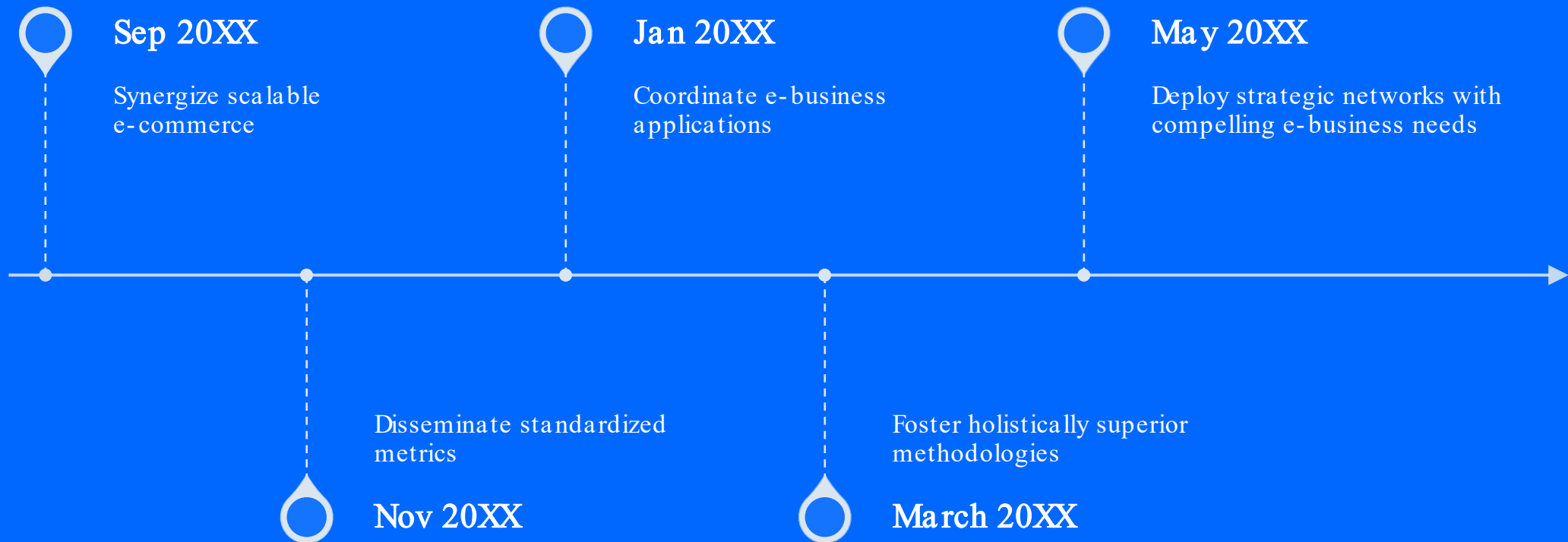


**Robin Kline**  
Content Developer

# Plan for product launch



# Timeline



# Areas of focus

## **B2B market scenarios**

Develop winning strategies to keep ahead of the competition

Capitalize on low-hanging fruit to identify a ballpark value

Visualize customer directed convergence

## **Cloud-based opportunities**

Iterative approaches to corporate strategy

Establish a management framework from the inside



# How we get there

## ROI

Envision multimedia-based expertise and cross-media growth strategies

Visualize quality intellectual capital

Engage worldwide methodologies with web-enabled technologies

## Niche Markets

Pursue scalable customer service through sustainable strategies

Engage top-line web services with cutting-edge deliverables

## Supply chains

Cultivate one-to-one customer service with robust ideas

Maximize timely deliverables for real-time schemas

# Summary

At Contoso, we believe in giving 110% By using our next-generation data architecture, we help organizations virtually manage agile workflows. We thrive because of our market knowledge and great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



# Thank you

Mirjam Nilsson

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