

Student: **Timothy Morenikeji**

Business Street Smarts Summary

Business Street Smarts focuses on assessing on communication of information, sources of information, assessing those sources of information, and supporting the opportunity to make well informed choices.

The session dealt with effective outbound communication, assessing inbound communication and reports, reviewing intellectual property and critical information, how and where fraud and corruption can occur, managing contracts and engagements and how to manage any comprehensive due diligence assessment.

Signature projects included:

Addressing and rewriting the disastrous memo by Oscar Munoz of United Airlines after security officers rendered a ticketed passenger unconscious while trying to remove the man so a crew could be repositioned.

Crafting an Intellectual Property (IP) and Critical Information (CI) assessment registry so a company could understand what bit of IP and Ci they had and who should have and not have access to the information. IP and CI represent over 80% of the book value of most companies and those are the most stolen and compromised assets. This section is of significance as so many young professionals will be entering companies who only significant assets are intangibles and they need to be accounted for and defended.

The final session dealt with Due Diligence and working real life scenarios that were from real life cases – not imagined case studies where the teams of students both presented on their two cases studies and assessed the other team’s analysis and dissection for their cases studies. The case studies bring to life the value of the tools taught.

All professors and students worked on the interdisciplinary project. The project was not easy, it was very hard. As a group all of the students dissected the electric vehicle industry. The purpose was to learn to work as part of a diverse group and at the same time learn about electric vehicles. From this knowledge gathered, they were to assess a single electric vehicle company. This is part of the process of applying unique research to an industry and applying that research and knowledge to an individual company.

The Communications Exercise is to rewrite the Oscar Munoz Memo

Oscar Munoz Memo:



September 8, 2015

Dear fellow employees:

Today we are announcing a series of executive changes, which are effective immediately. I recognize that this news is unexpected, and I want you to hear it directly from me, as United's new CEO.

Jeff Smisek, Nene Foxhall, EVP of communications and government affairs, and Mark Anderson, SVP of corporate and government affairs, have stepped down from their roles. These departures are in connection with United's previously disclosed internal investigation related to the federal investigation associated with the Port Authority of New York and New Jersey.

In addition, the company announced Henry L. Meyer III, a current United director and the lead independent director, has been named non-executive chairman of the board.

As we move forward, let me take a moment to tell you a little bit about myself. As you may know, I have been on the board of directors of United, and previously Continental, for more than a decade. I am also a longtime United customer. Before today, I was the president and COO of CSX, one of the largest railroads in North America. Prior to that, I worked for several well known consumer brands including AT&T, Pepsico, and The Coca-Cola Company.

I took this job because I am excited by what we can do together. There is incredible opportunity for innovation, for earnings growth, and for improving an experience that is essential to the vitality of global business and to the personal lives of millions of people. I will be relentless in pursuing these goals, and I hope and expect that all of you will share that same passion.

In the coming weeks, I will be making my first visits around the system. I want to

talk to as many of you as possible because I want to get to know you and what you think about how things are going. How can we operate better? How can we better serve our customers? What support do you need to deliver that? You'll be seeing me frequently; I intend to regularly travel the system to hear about our operations directly from you – and you can hold me accountable for that.

In my career, I've found that three things are critical to any successful business. First, we must focus on customers and what we can do help them. In the telecommunications, consumer products and railway businesses, there are very real consequences if you don't meet the consumer's needs and desires. There are also substantive rewards for doing so, and especially for exceeding customer expectations. Every day, you win or lose customers based on the slightest change in value and quality.

As you know, in the airline business, this is especially critical. Getting people where they want to go, reliably and happily, can make or break their ability to succeed in a work endeavor or to hug a family member at an important moment.

At United, I will dedicate myself to making our airline flyer-friendly. Continued...

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Second, in any organization, especially a great airline, it's all about teamwork. I like to refer to this as "shared purpose." We are in a service business, and the thousands of people who work here are the key ingredient determining our success. To get our passengers where they want to go safely and happily requires thousands of us working together with a shared purpose of supporting each other in serving our customers. To achieve this, we must create and sustain a respectful dialog about our common goals – an ongoing conversation among ourselves. We cannot do this apart.

Third, I am excited to be a part of a company and industry that demands innovation. The world around us is changing. There are new forms of loyalty programs and affinity groups, a constantly changing regulatory environment, plus new digital and networking technologies that are emerging on a daily basis. At United, we will embrace this change, and make this an energized and exciting place to work.

Above all, my career has taught me that safety is paramount. Our passion for the safety of our people and our customers must be at the core of everything we do.

As we bring this airline forward, I promise to hold true to these principles of

customer focus, teamwork through our shared purpose, continual innovation, and of course, safety.

I want our customers, my fellow workers, and our communities to respect each other and take pride in our accomplishments. Thank you for your dedication to our customers and to United, and I look forward to meeting you soon.



Insert student's re-write: No rewrite for Oscar memo was received.

The Next exercise is the understanding of Intellectual Property and Critical Information

Crafting an Intellectual Property (IP) and Critical Information (CI) assessment registry so a company could understand what bit of IP and Ci they had and who should have and not have access to the information. IP and CI represent over 80% of the book value of most companies and those are the most stolen and compromised assets. This section is of significance as so many young professionals will be entering companies who only significant assets are intangibles and they need to be accounted for and defended.

Student's work:

See: *Archives-2/Timothy Morenikeji/IPCI Asset Register - Timothy Morenikeji.xlsx*

Based upon the research we did as an interdisciplinary of studying the EV industry each student took the time to analyse a company in the EV industry

Student's report:

Review of Lion Electric

Presented below are the finding from study conducted on the aforementioned Electric Vehicle (EV) Company. This I hope will guide my decision later:

Company's Overview

Lion Electric is a Canadian-based manufacturer founded in 2011. It is one of the leading manufacturer of all-electric medium and heavy-duty urban vehicles which produces commercial vehicle (buses and truck).

The mission is: “To offer our customers personalized service while developing intelligent solutions and manufacturing sustainable products on the cutting edge of technology. We firmly believe that electric transportation is a major catalyst for improving our society, environment and, above all, quality of life. Together, we can drive progress.

The Core Value of the company is “We believe that electric freight and passenger transportation will lead to a better society, a healthier environment and improved living conditions.”

A publication by Cision PR Newswire revealed 2021 First Quarter Result of the Company after a Successful Public Listing:

- ♣ Delivery of 24 vehicles, a significant increase as compared to the 2 delivered in the same period last year.
- ♣ Revenue of \$6.2 million, up \$5.0 million compared to \$1.2 million in Q1 2020.
- ♣ Negative gross profit of \$1.8 million, down \$0.8 million as compared to \$1.1 million in Q1 2020.
- ♣ Administrative expenses of \$6.3 million, up \$5.5 million as compared to Q1 2020.
- ♣ Selling expenses of \$4.4 million, up \$2.8 million as compared to Q1 2020.
- ♣ Adjusted EBITDA1 of negative \$5.9 million, compared to negative \$3.0 million in 2020.
- ♣ Acquisition of intangible assets, which mainly consist of research & development activities, amounted to \$6.5 million, up \$3.7 million as compared to \$2.8 million in Q1 2020

Company’s Management

The management of the company is being managed by different tools like Governance documents (Audit Committee Charter, Nominating and Corporate Governance Charter, Human Resources and Compensation Committee, Position Description of the Lead Director, Position Description of the Chairman of the Board, Mandate of the Board of Directors, Majority Voting Policy, Code of Business Conduct and Ethics, La Compagnie Electrque Lion – Certificate de refonte, The Lion Electric Company – By-Laws no 2021, IRS- Form 8937), Management Team and Board of Directors.

Company SWOT Analysis

The analysis below appraises the current state of the Company:

- Strengths:**
- i. Eco friendly
 - ii. Silent

- iii. Low cost of ownership
- iv. Cheap to run
- v. Energy saving achievable from regenerative braking system
- vi. Simpler mechanism

- Weakness:**
- i. Needs time to recharge
 - ii. Lack of recharging infrastructure
 - iii. Batteries change is expensive

- Opportunities:**
- i. No congestion charge
 - ii. Lower taxes
 - iii. Increasing fossil fuel costs

- Threats:**
- i. Competition in form of electric hybrids, alternative fuel, hydrogen-powered cars
 - ii. Rise in the cost of electricity

Decision

The management structure of the organization revealed its viability in the EV industry. Professional ethics has become the order of the day in the Company as reflected in her 2021 First Quarter result. On this note I will suggest that you bid for the purchase of the Company.

Thanks



Timothy O. MORENIKEJI