

2023

**ANNUAL
REPORT**

VEN, LLC

**REPORT BY
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FOUNDER STATEMENT

In a world that values creativity, quality, and thoughtful design, VEN, LLC was founded to offer products that inspire and bring a sense of connection to everyday life. With a focus on blending innovation and tradition, while prioritizing quality, sustainability, and adaptability in every product and service, these values have been foundational to the journey of VEN, LLC.

At its core, VEN is a brand about providing quality. The journey officially began on October 17, 2023, when VEN, LLC was formed with the mission to offer meaningful and inspiring products to meet this evolving demand. It started with affiliate marketing through blogging on affiliateven.link, offering opportunities with a creative and thoughtful approach. Shortly after, [Studioven.com](https://studioven.com) launched with an opening sale on tapestries depicting the 14 Stations of the Cross, generated with the assistance of artificial intelligence. These tapestries are now available on Etsy on StudioVenStore.

The product line expanded with a Winter Wardrobe Collection, two nativity scenes on matte canvas, and a wide assortment of sustainable phone cases featuring the 12 zodiac signs. These items reflect a commitment to quality craftsmanship and meaningful design. The branding journey for VEN started on Pinterest, LinkedIn, and Facebook, and affiliate blogging expanded to Medium.com. Advertising campaigns across Pinterest, LinkedIn, Facebook, and Reddit were launched to promote Etsy products. In addition, playerven.online was developed as a personal gaming profile, offering affiliate links to competition earnings and investment opportunities.

As VEN, LLC moves forward, the commitment to quality, creativity, and purpose remains unwavering. The plan is to continue refining and expanding the product range to align with the evolving interests of customers, while staying true to the brand's core values. Every step will be taken with care to ensure that the brand inspires and connects. I look forward to seeing where this path takes us.

CASEY MOCCERO
SOLE PROPRIETOR

2023 PERFORMANCE



MILESTONES

- First Sale! December 5th, 2023: \$25.26
- Reached 103 products available for purchase.
- Two blog posts with affiliates provided by ClickBank.

STUDIOVENSTORE ON ETSY

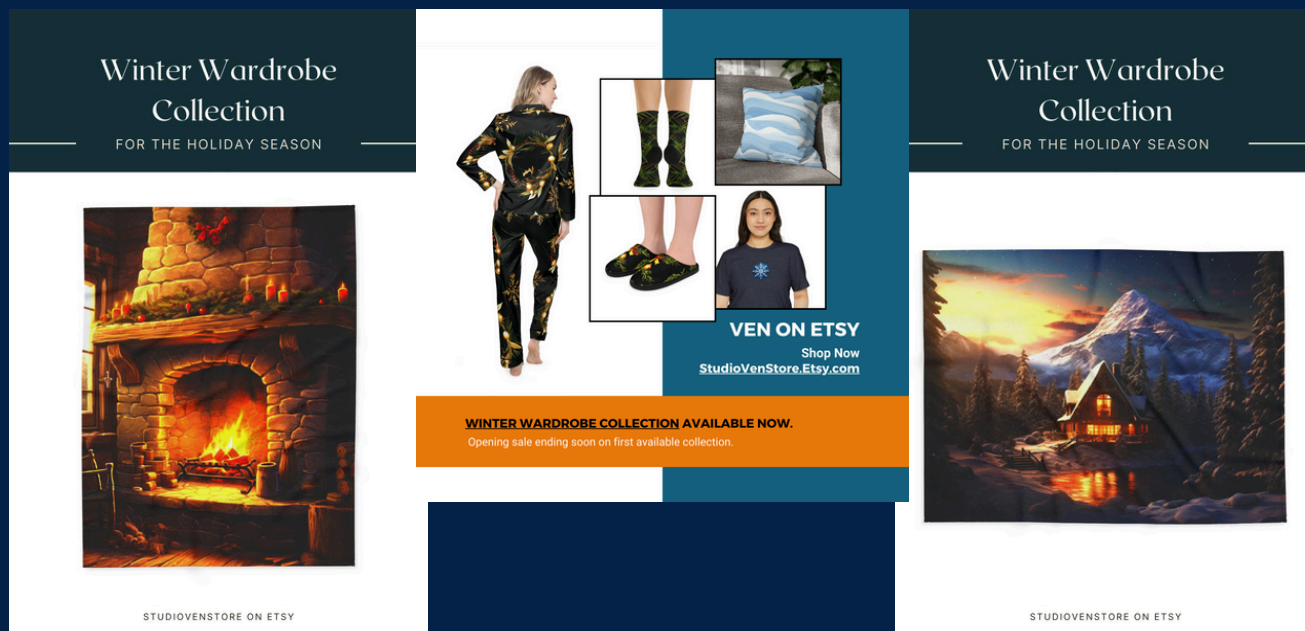
- Store Operations Costs: \$49.84
- Production Costs: \$176.56

THE STARTUP

- Online Business Costs: \$536.81
- Social Advertising: \$655.30

2023 Net Operating Loss: -\$1,467.36

ROADS LESS TRAVELED



Marketing campaigns were launched on four major social networking platforms.

PINTEREST

\$204.80
\$0.45 CPC

FACEBOOK

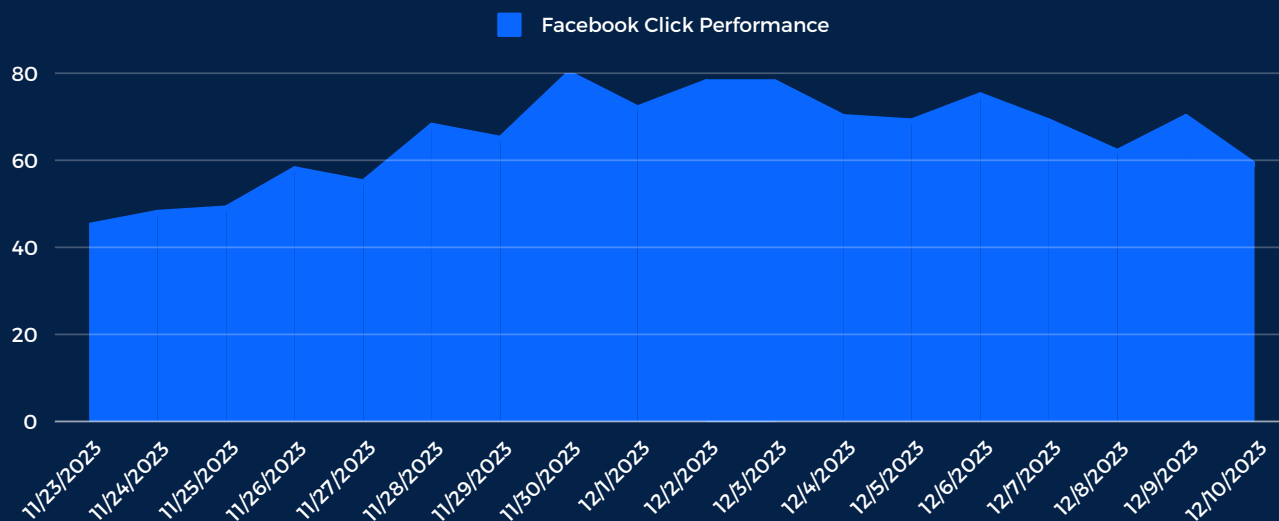
\$300.53
\$0.28 CPC

LINKEDIN

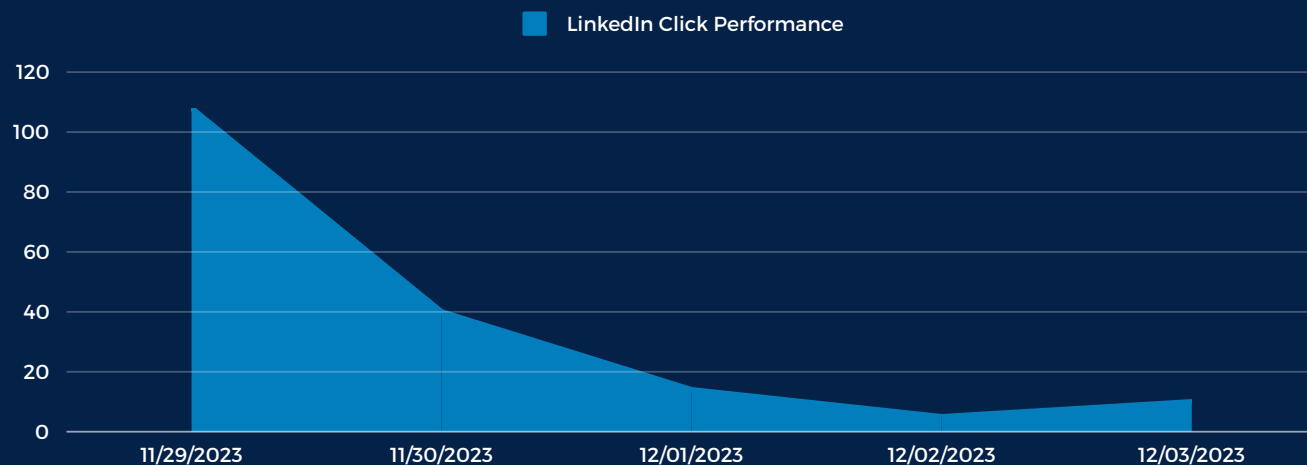
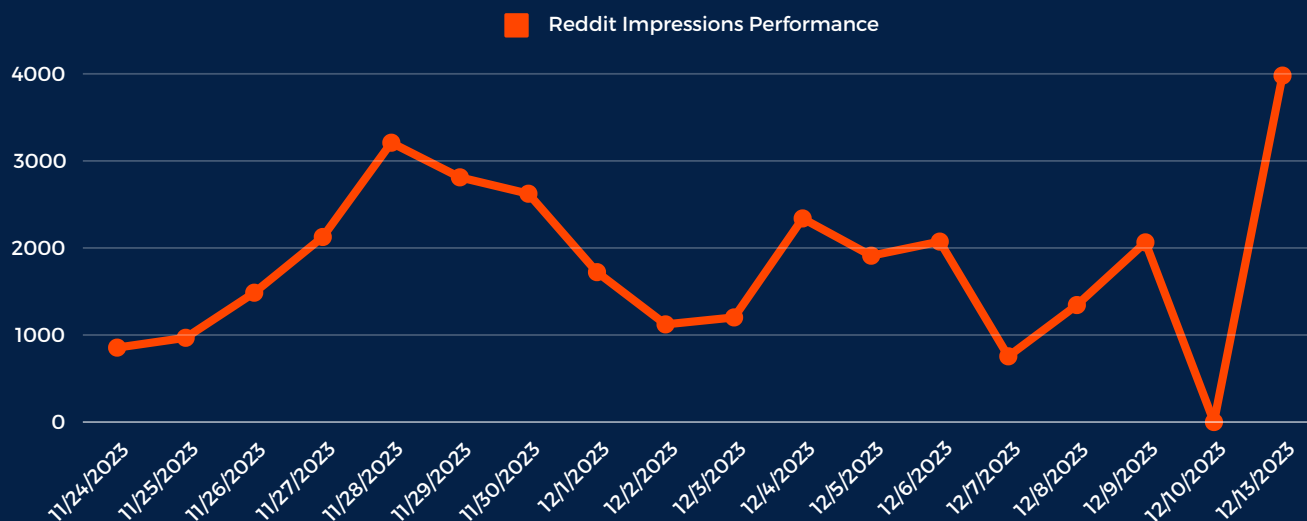
\$50.00
\$3.54 CPC

REDDIT

\$99.97
\$0.68 CPC



ROADS LESS TRAVELED



CONTACT

ETSY

STUDIOVENSTORE

WEBSITE

WWW.STUDIOVEN.COM

VEN, LLC