

VEN, LLC

2024 Annual Report

Casey Moccero, Sole Proprietor

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Founder's Statement

The year 2024 marked a pivotal step forward for VEN, LLC, highlighted by new revenue-generating activities and operational growth. Building on the company's early foundation, the year focused on expanding opportunities, most notably through the launch of a strategic partnership in the energy sector. These accomplishments demonstrate VEN's ability to adapt, diversify, and prepare for future opportunities while maintaining a lean operational model.

Business Operations Overview

In 2024, VEN, LLC advanced from exploratory efforts into actionable business activities. The most significant milestone was the signing of a formal agreement with Blue Raven Solar on October 16, 2024, to participate in their Setter Program. This partnership marked the company's first contracted collaboration, generating new income and providing valuable experience in lead generation and field operations. Contracted solicitation marketing began on October 30, 2024.

Earlier in the year, VEN, LLC recorded an Etsy product sale on February 17, 2024. As of 2024, the company has generated an adjusted cumulative net profit of \$2,353.54 from the total estimated revenue of \$3,795.64, after deducting operational expenses such as contractor supplies, vehicle costs, legal services, and permit fees.

Planning & Governance

During the October 2024 Annual Meeting, the Sole Proprietor reviewed operations and approved key decisions, including:

- Publication of the 2023 Annual Report.
- Completion of net operating cost analysis and marketing performance evaluations.
- Approval of the 2023–2024 Business Report.
- Authorization to proceed with Blue Raven Solar operations and establish metrics for tracking performance within the new energy sector collaboration.

Organizational Status

VEN, LLC continues to operate as a sole proprietorship, providing flexibility for experimentation and simplified administration during the early stages of business development. No changes to organizational structure were proposed or approved for 2024.

Conclusion

2024 was a year of strategic alignment and groundwork. Key documents were completed, new partnerships were formed, and operational methods were strengthened. With the Blue Raven Solar contract establishing an initial external revenue stream, VEN, LLC enters 2025 prepared to convert these foundations into actionable growth.

Prepared and approved by:

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A handwritten signature in black ink that reads "Casey Moccero". The signature is fluid and cursive, with the first name "Casey" and last name "Moccero" clearly distinguishable.