

# COMPANY REPORT



**2019-2020**

STICKERS SPEAK



Shellie Mckinney, Ken Kozloff  
Nikki Shah, Asumini Kamulegeya, Nkechi Ejimadu  
MOMNetwork  
Springfield, Virginia





# Executive Summary

## MISSION STATEMENT

Stickers Speak's mission is to decrease the stigma surrounding mental health, provide resources to those in need, and promote youth awareness regarding mental illnesses.

## PRODUCT DESCRIPTION

Stickers Speak has uniquely designed a high-quality sticker with an incorporated QR code. When scanned, it links to our website [stickersspeak.com](http://stickersspeak.com). Our site provides immediate crisis resources and additional resources to address illnesses such as depression and anxiety. Our stickers can be placed on personal items such as laptops, waterbottles, notebooks, etc. for direct visibility and access to the QR code.



## INDEX

Executive Summary.....	1
Leadership & Organization.....	2
Innovation.....	3
Marketing Tools & Strategies.....	4
Sales Methods.....	5
Financial Overview.....	6
Learning Experiences & Future Application.....	7

## SUMMARY OF FINANCIAL RESULTS

<b>CAPITAL INVESTMENT</b>	\$520
<b>SALES REVENUE</b>	\$1,889
<b>NET PROFIT</b>	\$1,306
<b>DONATED TO NAMI</b>	\$435

## JA COMPANY PERFORMANCE

Over the course of 6 months, Stickers Speak sold out of all stickers (785 units), made \$1,306 in net profits, donated \$435 to the National Alliance on Mental Illness, and raised awareness for mental health in the community.



# Leadership & Organization

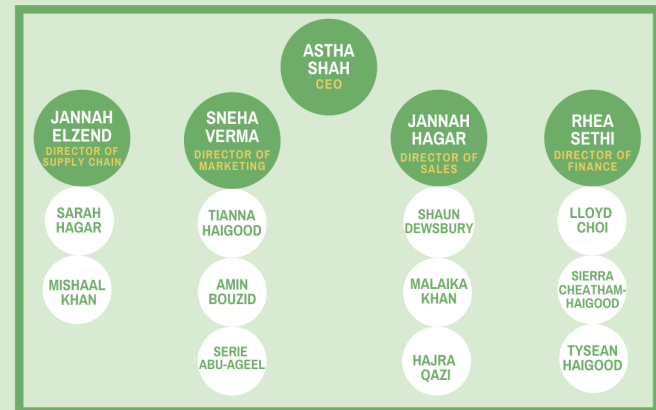
## COMPANY LEADERSHIP & MOTIVATION

Company leadership was selected through a democratic process of voting. Each member interested in becoming CEO presented a speech to all the company members who then voted on who should be given the position. Afterwards, one member from each department was elected as department leader by the members of each department. Leadership created a friendly and fun environment where all members could feel excited to attend meetings and participate. For instance, leaders conducted team-building exercises in the beginning of each meeting for the first three months. In addition, leaders enforced the open-door policy where members could feel free to share their thoughts, ideas, and difficulties at any time. Another method that leaders utilized to increase employee motivation was emphasizing the compensation policy in the guiding principles which states that the top 5 company workers would receive bonuses at the end of the year..



## ORGANIZATION STRUCTURE

Once members of each department were determined, each department conducted analyses on the strengths and weaknesses of the individuals on their team. Afterwards, each individual was delegated tasks in terms of their skills so that they could contribute most effectively to the team. Members of each department were overseen by their respective department leaders who communicated with the CEO daily. Additionally, the CEO checked in with each member individually at the weekly meetings.



## INTERNAL COMMUNICATION STRATEGY

Enforcing deadlines and keeping in touch with members were strategies utilized to achieve company goals. Trello and Google Calendar enabled Stickers Speak to maintain organization of events, tasks, and goals. Whatsapp allowed the team to maximize business performance in terms of communication. This messaging and calling platform allowed all employees to communicate easily with one another. The CEO held weekly meetings in which key deliverables and deadlines were communicated with department leaders. The department leaders delegated these tasks to their departments on their separate Whatsapp department group chats. Furthermore, the CEO reinforced these deadlines to the whole team and departments worked on completing these tasks during Saturday meetings.



# Innovation

## INITIATION OF PRODUCT DEVELOPMENT

As a student-led company we decided stickers were going to be the most effective and best-selling product because they were trending amongst youth in our schools and organizations. We quickly that stickers would be the perfect way to promote a social cause we were passionate about as they are put on many important items and are clearly visible. As the team shared personal experiences and causes, we recognized that many members had a significant experience with mental health. Through our research, we found many shocking statistics demonstrating the issue surrounding mental health nationally as well as locally. Finally, we conducted market research which ultimately led us to choosing mental health as our sole social cause.

1 IN 5

1 in 5 teens suffer from mental health disorders

2ND

Suicide is the 2nd leading cause of death for ages 10-34

31%

The overall suicide rate has increased by 31% since 2001

## MARKET RESEARCH

We developed a market research survey to understand what was important to our customers and use that feedback to enhance our product. The market research survey sought to evaluate important factors like the social cause. Over 70% of survey respondents chose mental health and self-care as a priority. We used this information to design a sticker that addresses mental health awareness and promotes proactive personal care.

## COMPETITIVE ADVANTAGE

- **QR Code:** connects users to reliable mental health resources on [stickersspeak.com](https://stickersspeak.com)  
\*try scanning the QR code on our sticker to the right\*
- **Green:** nationally recognized color for mental health awareness
- **Semicolon:** originally developed by Project Semicolon; signifies suicide prevention as a semicolon is used by an author to continue a story rather than end it
- **Brain:** represents how mental health affects the mind





# Marketing Tools & Strategies

## WEBSITE

QR codes are an innovative technology designed to provide users direct access to a website. Our stickers incorporate a QR code which takes the user to our website, stickerspeak.com. There, through our Help & Resources tab, they are able to access important information about mental illnesses along with emergency crisis lines. We check the resources every month to ensure the information we share is accurate and up-to-date. Our website also has outlets like the quick de-stress tab and blogs to try to connect with the user and allow them to feel like the site is somewhere they can feel safe to seek help.



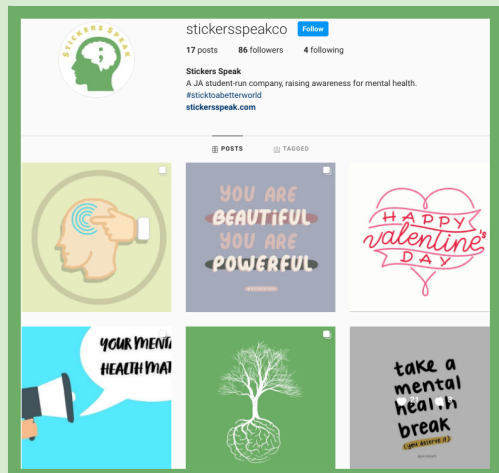
## SOCIAL MEDIA

From the very beginning, our company realized the importance of making our presence on social media. We made accounts on Twitter, Facebook, and Instagram as they are the most used platforms by our target audience. We used these platforms to advertise and inform people about our product as well as the events we were having in the area. Additionally, we used it to spread positivity through quotes and challenges.



## MARKETED AUDIENCE

Our demographic segmentation divides the market into separate categories: parents and caregivers or students (high school & collegiate students). Parents and caregivers often are more willing to pay for products to give to their children. Students would be early adopters and have brand loyalty to us and our product. This is due to the popular trend of stickers among classmates and friends, who love purchasing them to showcase on personal belongings. Along with targeting students, we targeted organizations and schools that interacted with students.







# Sales Methods

## SALES CHANNELS

Stickers Speak members began selling the \$3 sticker to relatives, friends, and teachers. In addition, members emailed schools and organizations they were a part of to seek out selling opportunities. Through this method, we were able to sell stickers at a dance studio, plan a display at Coffee Beanery Virginia Square, sell to Fairfax County School Board members, and sell at the Ross Center Mental Health Workshop. Additionally, we appealed to many companies that had a similar mental health goal as our company. Through this method, we were able to pitch to Deloitte executives and set up a selling event at their office as well as organize a pitch opportunity with 10 Johnson & Johnson top executives.

Our main sales channels are personal selling, trade shows, booths, and our website. In order to increase sales, we developed a bundle pricing option in which customers could buy 4 stickers for \$10. Through this option, we were able to sell 216 stickers. We offered our customers two different methods of payment, cash and credit. By doing this, our customers increased and they appreciated the convenience of the options. Due to COVID-19, we had five organized selling events postponed/cancelled. Additionally, it prohibited us from securing bulk orders with schools and other organizations as well as ordering more inventory with new designs. However, our website option allowed us to continue making sales as it gave customers a quick, virtual way to purchase our sticker. Ultimately, by May of 2020, we were able to sell out of all of our inventory (785 stickers total). We plan to sell out of the rest of our inventory once the outbreak is over and we can resume all our selling activities.



Deloitte Pitch



Tyson's Mall Trade Show



Ross Center Mental Health Workshop

## CUSTOMER SERVICE TECHNIQUES

### Feedback

To ensure that customers are satisfied with our product, we set up a feedback section on our website where customers could rate their experiences. This feedback allowed us to improve our website to appeal to the customers.

### Following up

Every member of our team was given the task of reaching out to companies, schools, organizations, etc. that would be interested in buying our product. If these potential customers did not respond, we followed up with them via email, text, or phone call. By being persistent in our communication, we had many organizations respond.

### Relating to others

When we sold to our customers, we made sure to emphasize the local mental health problem. Additionally, in order to assure the customer that they were contributing to a meaningful cause, we emphasized that 25% of our profits were going to NAMI, the National Alliance on Mental Illness. By relating the problem to young adults, making it local, and establishing a possible solution (our stickers), we were able to better connect the customer to our product.

# Financial Overview

## OVERVIEW

Stickers Speak has sold a total of 785 units and holds \$1,889 in revenue. We will be donating 25% of our net profits to NAMI, the National Alliance on Mental Illness, where these funds will be used to help promote mental health awareness. After expenses and our charitable donation, our net profit is \$1,306.45.

## CAPITALIZATION

For our startup capital, 11 Stickers Speak team members pitched in \$20. In addition, we gained \$300 in support from our investors, Nikhil Ghose and Susie Sylvester. This forged a total of \$520 for our startup investment.

## BREAK-EVEN ANALYSIS

With total estimated expenses of \$550, our break-even point was 111 units. We broke even in November, with 250 pre-orders.

## DONATION TO NAMI

As per the deal made with our investors, Stickers Speak will be donating 25% of its net profits to NAMI, the National Alliance on Mental Illnesses at the end of the JA Company Program. Instead of donating just 15% of our net profits, our investors requested us to increase our donation by 10% instead of giving them equity in return for their investment. This donation will help support the spread of mental health awareness.

## STATEMENT OF ACTIVITIES

<b>Sales Revenue</b>	
Logo Sticker (\$3)	\$1,059.00
Logo Sticker (4 for \$10)	\$580.00
Logo Sticker (Bulk Order)	\$250.00
Units Sold	785
<b>TOTAL SALES REVENUE</b>	<b>\$ 1,889.00</b>
<b>Expenses</b>	
Production of 750 Units	\$ 255.72
Shopify Website (5 months)	\$ 145.00
Credit Card Transaction Fees	\$ 9.95
Promotion (Business cards, Posters, Table Cloth)	\$143.06
Sales Tax (6%)	\$ 113.34
<b>TOTAL EXPENSES</b>	<b>\$ 667.07</b>
<b>OPERATING INCOME</b>	<b>\$1,221.93</b>
<b>Additional Funds</b>	
Shark Investment	\$ 300.00
Stickers Speak Team Investment	\$ 220.00
<b>TOTAL FUNDS</b>	<b>\$ 520.00</b>
<b>NET PROFIT BEFORE DONATION</b>	<b>\$ 1,741.93</b>

## FINANCIAL POSITION

NET PROFIT	\$1,741.93
Donation to NAMI (25%)	\$435.48
<b>TOTAL NET PROFIT</b>	<b>\$1,306.45</b>



# Learning Experiences

## CHOOSING A PRODUCT

Throughout the course of the Junior Achievement program, our company faced and overcame several challenges together. In the beginning of the program, we had trouble choosing a product because of all the ideas we had brainstormed in weeks 1 and 2: lap desks, socks, seat kickers, sticker packs, a website, and more. During this time, a few arguments broke out over which product is better, but we resolved this issue by breaking into blocks and debating. In week 5, our options dwindled down to either a lap desk, a sticker pack, or the combination of the two. The company threw the bundle idea out because of a mutual decision. After voting, we decided to choose the stickers because of their trendiness and audience appeal, as well as the fact that stickers will be easier to sell than lap desks.

## PRODUCT TESTING

After we chose the product, we realized that we had the purpose of the product, but not the physical appearance. During that time period, we took the opportunity to contact artists in our social circles, like one of our team members' uncles, who created a popular, traffic-light eque sticker. This helped us realize that using our social circles and creating relationships will help us in the long run. Our team discussed the benefits of having a professional artist create stickers for several weeks, but we abandoned the idea because it would negatively affect our finances. Another decision we made was whether or not to order multiple sticker designs, but we decided that one singular product would provide consistency while selling, and the bulk production costs would be significantly lowered, as hundreds of one sticker cost less than hundreds of multiple designs. However, we have kept the other design ideas in mind, such as a traffic light design that we may get in future orders, since it was a runner up in a survey that we sent out for stickers.







# Learning Experiences

## COMPENSATION & QR TRACKING

Another obstacle our company faced was sorting out how each member would receive profits at the end of the year. We wanted the system to be fair, so we made a points system for those who worked harder, regardless of leadership status. A learning point that our team had was the QR code. When we inserted the QR code in the sticker design phase, we didn't think of tracking them, which was something the sharks questioned during the pitch, but we later found a website that can let you do so. In our next sticker design, we will include that to see how many people used our stickers.

## COVID-19

Our most recent adaptation has been to keeping the company on track during the Covid-19 outbreak. This pandemic is like nothing we've ever faced, team members are quarantined in other countries, worried about their education, and wondering when this will end. However, we have picked up the pace and have arranged multiple virtual meetings throughout the week. Along with whatsapp and email, our team has started to use Trello to assign tasks and deadlines. This program has changed our members in more ways than one. Because of events like debating over the product, we have learned to make vital decisions, and commit to the company even if our product wasn't chosen. Additionally, we aim to continue to spread positivity during this hard time so our company has started an initiative to call seniors. We call senior relatives, nursing homes, and senior centers in order to convey that we are with them and support them during this time. Realizing our mission is extremely important, especially during this time we wanted to get our resources in the hands of as many families as we could. So we distributed the remaining products at Falls Church High School. We also scheduled a Stickers Speak Virtual Covid-19 Wellness Check-in for high school and college students on Zoom.

