



Mind Over Matter

Prepared By:

Mind Over Matter

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Volunteer: MOMNetwork, LLC

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Executive summary

Mission statement:

Our mission at Mind over Matter was to provide people of all ages with affordable sensory resources to alleviate stress and improve concentration.

Company Overview:

During weekly evening meetings at our corporate host site, we started a company by following a thorough strategy, which included; raising startup capital through stock sales, electing a CEO and four leaders to run company departments, formulating a business plan, creating a product, finding various strategies to reach our target market. Through teamwork and communication, we decided on a product that would be beneficial to students and people like us.

Product Overview:

The Sand is assembled in a 2oz bottle that's easy to open and carry wherever you are. Mind over Matter determined to sell our product, "Soul Sand", for \$7.

Financial Results and Company Performance:

Mind over Matter Summary of Financial Results

Units Sold: 101

Gross Revenue: \$ 910

Expenses: TBD

Net Profit: TBD



As a Company we were very successful with a net profit of (TBD). Additionally, we are going to donate 10% of our profits to a local, mental health charities, NAMI. The Junior Achievement experience was a great learning experience. The relationships we made through this experience is irreplaceable and something that will take us a long way, we look forward to enjoying our own journey in entrepreneurship outside of our host, MOMNetwork.

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Leadership & Organization

Company Structure:

We established our structure by the third meeting, which allowed us time to get to know each other and realize what role we would like to take on within our company. Individuals sorted themselves into branches that they believed suited their strengths. As a group, we voted on different individuals to hold leadership roles and decided who would support those departments. The graph below depicts the results, our business structure. We continued this style of decision-making for all significant decisions. This majority-rules attitude allowed us to make choices that appealed to everyone. However, halfway through the structure was challenged, our CEO had health issues which forced her to take a leave from school and wasn't as present within Mind Over Matter as before. Our CEO was the person who ultimately made the last decisions; however, now we had to work differently. We all ended up supporting each other by establishing cross-functional teams. We all ended up having to act as CEO at times, and other times work as leads in different departments. It taught us teamwork and resilience. We learned how important communication was for the team. Also, many members were inconsistent with their attendance. However, we were able to overcome this problem with the help of technology. Group chats and scheduled conference calls outside of our weekly meetings ensured that everyone remained connected and up-to-date.



Marketing

Target Audience:

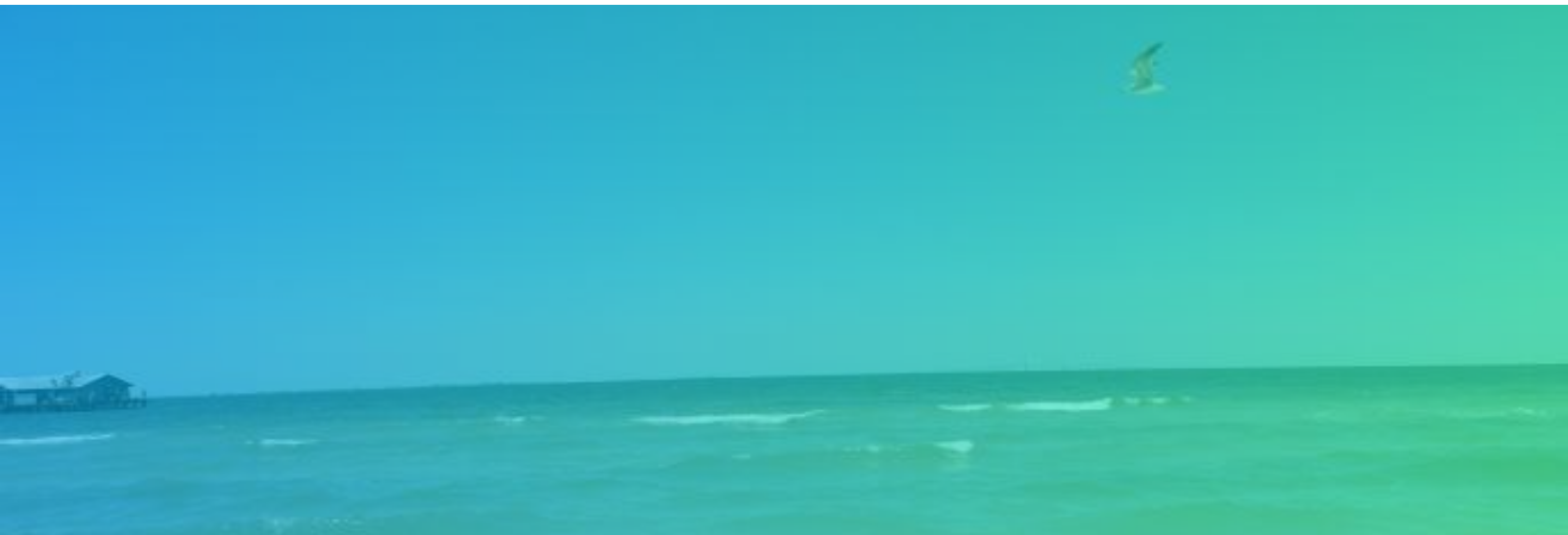
We created a family-friendly product suitable for all ages; this product is designed with teenagers in mind like ourselves. By buying our product, the consumer will take the first step towards mental health awareness and improving the mental health of their friends, family, and community. We realize early that our customers were adults, specifically parents, and our consumers were adolescents. This distinction between our expected and actual audiences led to a change in product presentation as seen in the diagram to the right. This contrast likely because teenagers often don't have a lot of money to spend, and would rather spend it on other desires, such as games, food, clothes, and technology. Parents were more likely to buy our product because they had the means to purchase it. They also resonated with our goal of a mentally-happy society and healthy children. This awareness made us focus on Adults, Teachers, and Counselors. Who advised they loved our packaging, size, and mission. Adults would buy Soul Sand for their children or students.

Marketing Strategy:

We mainly utilized retail-style strategies to market towards our audience on a business-to-customer approach. We have taken advantage of opportunities to participate in trade shows and fairs to sell our product. Our opening night was at the JA Trade Show, and it remains our most successful effort. During the JA Trade Show, we had our customers choose which Mental Health Organization 10% of our profits would go, NAMI had the most votes. It allowed us not only to sell our product but to educate our customers and truly interact with them about Mental Health. Another event we partook in was the Just World Festival at Annandale. This event was less successful, as it populated by teenagers unwilling to spend money on our product. However, this is where we realized that another great target audience was Counselors and Teachers; they purchased for their students, which was where a majority of our sales went to at this event. We attended a follow-up event to the JA Trade Show at Westfield Montgomery Mall. Also, after purchasing our product, we would ask customers to take photos with our sign, which we posted on our social media platform, Instagram, and on our website.

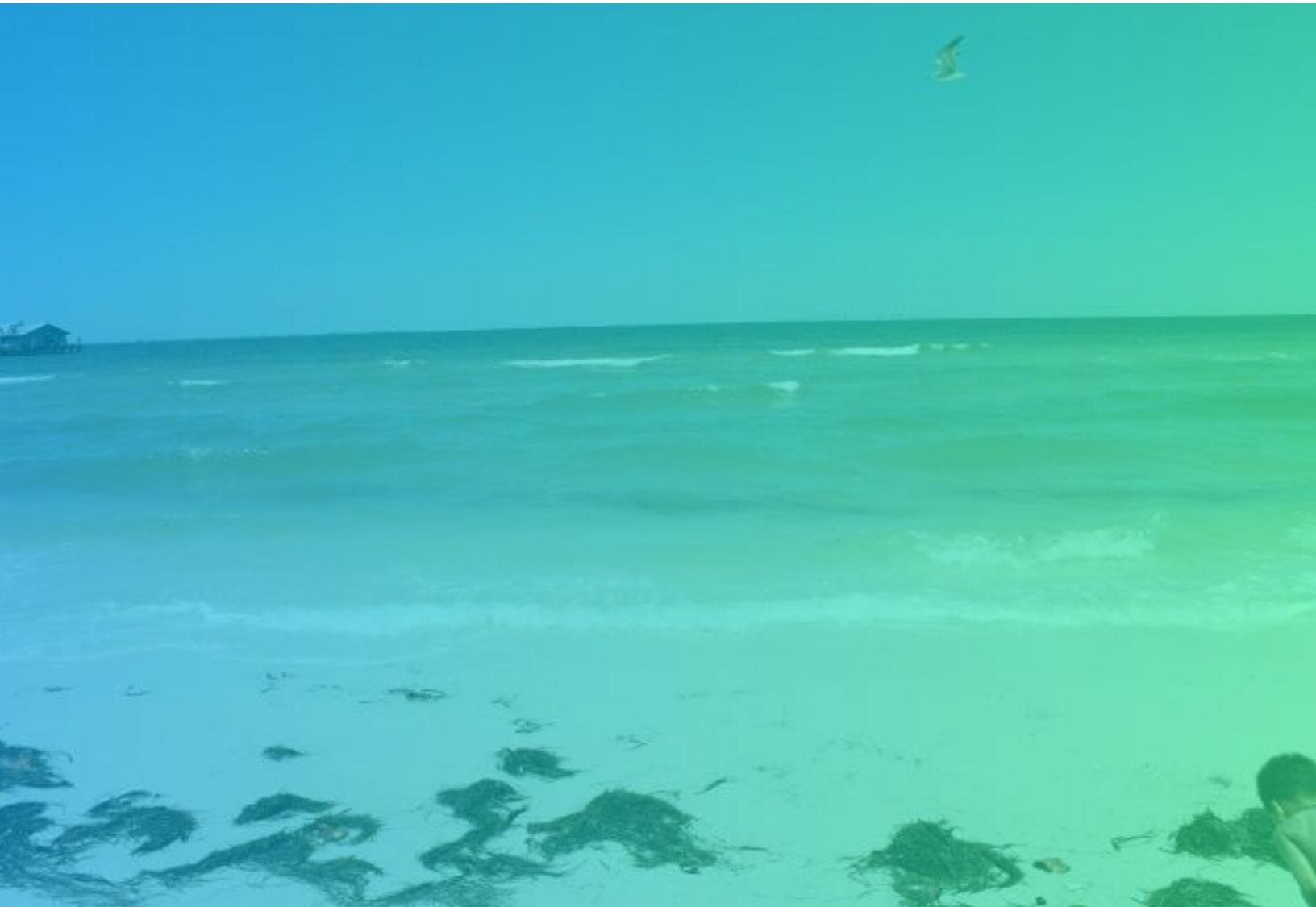
Social Media:

Majority of our orders have taken place in person; however, we do have social media to advertise our company and product. As we initially targeted teenagers, we set up accounts on social media frequented by adolescents. We currently have an Instagram account, a website, and an email address. All these accounts contained information on how best to reach us and how to place orders. As teenagers often have short attention spans, we attempted to counter this with bright colors (blue and yellow) and pictures. We also tried to keep our word count low, summarizing our product in a fun manner.



Competitive Edge

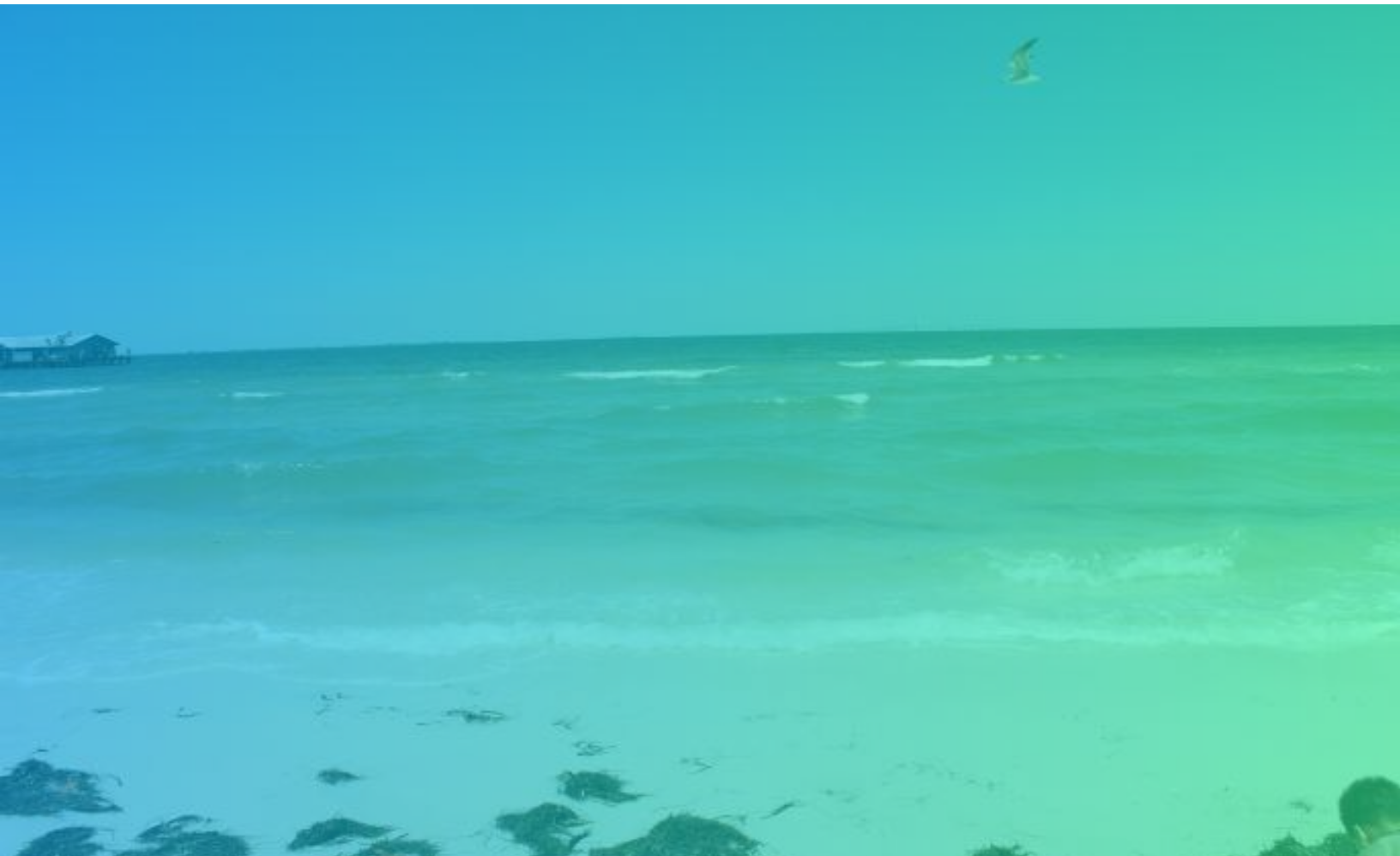
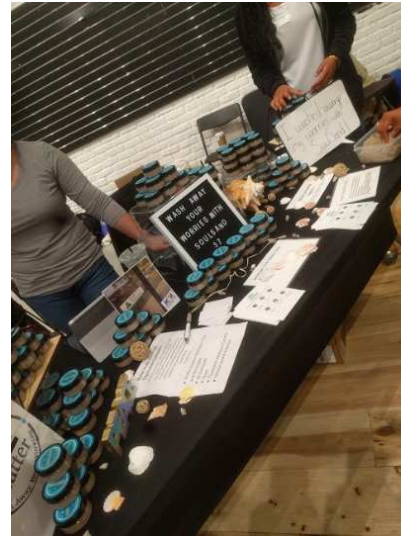
We have several advantages over our competitors. First, our product is designed for users over 12 years old. Other kinetic sand is sold in bulk, kid-like packaging, or zip lock bags. Our packaging is in a 2oz container, just enough for our consumers to hold in their hands. In addition, we use the original Kinetic Sand, which is non-toxic and scent free sand.



Production

Supply Chain:

Mind Over Matter put a lot of thought and energy into our product. We purchase family-friendly, non-toxic, scent-free kinetic sand from Lakeshore. We also buy containers and stickers with our logo and brand on them for a professional look. All these materials are shipped to a middleman on Etsy, who packages the sand and resells it back to us.



Financial Performance

Break Even	
Break Even (units)	67
Break Even (\$)	\$470

The break even is based of variable costs and sales price, since we did not have a variable cost.

Capitalization	
Investors	\$200
Capital (group members)	\$160
Total	\$360

We had a total of 2 investors, both contributing \$100. Each group member pitched in \$20.



Total Units Sold	
Units sold	101
Sales tax (6% tax rate)	\$40

We sold a total of 101 products. The most we sold was from the Trade show in Tysons

Liquidation	
Credit (Sales/Liquidation)	\$120
Debit (Taxes/investors)	\$7.20
Total	\$127.20

This is based off of if we had 60 containers and we liquidated \$2 each.

Revenue Generated	
Total Sale revenue	\$910
Other Contributors	\$360
Total	\$1270

The revenue generated is based on how much money we got as profit, for selling our product. The \$320 is from our investors, members in our company and our families who contributed money to our company.

Company Overview



Our Impact on the Community:

We attracted customers by informing them of our plans to donate and impact the community. We are going to invest 10% of our profits into a local mental health organization. Instead of choosing a particular organization, we offered a list of candidates and asked our customers to decide who they wanted their money to go to. This engaged and appealed to our customers because they appreciated the opportunity to give back to their community while also self-improving their mental health. We also hope to have positively impacted the lives of our customers. By buying our product, customers will have improved mental health, higher concentration levels, higher efficiency levels at work, and lower stress levels. They also may have influenced their friends and family into having better mentalities, mainly if they bought Soul Sand as a gift. Secondly, we have added a message to our product. We have marketed Soul Sand as a product to decrease stress and improve focus. We've utilized statistics and facts on mental health to attract more consumers and provide credibility for our company so that potential customers can see the purpose of Mind Over Matter and feel inclined to help others through Soul Sand. Also, by supporting our company, customers can indirectly donate to a local mental health organization, which they would have collectively chosen. We hope that, through these donations, our company will be spreading awareness of mental health and helping the many people dealing with mental health issues today.

Learning Experiences Despite the plethora of problems we experienced, we were able to overcome them as a company. First, our Product Approval Form was rejected. Due to liability issues, we had to recruit a packager, as we could not handle the goods and materials ourselves. This complication delayed selling, advertising, and many other factors. However, we learned the importance of resiliency through this problem. All companies experience drawbacks, and overcoming our first issue early in the development of our business ended up strengthening our company. Second, we faced a minor dilemma with social media. Our Marketing team was unsure on how to reach large masses. We attempted to gain followers by first following similar accounts. However, we were still unable to gain a large following. So we spread out to more social media and put up a website to advertise ourselves. This experience revealed how vital advertising and marketing is. Third, throughout the entire process of branding, company-building, and selling, we had difficulty communicating. This was partially due to the lack of leadership, as our CEO was unavailable and still recuperating. This led to work being left undone, and roles remaining unfulfilled. However, we quickly fixed this situation. We arranged conference calls and doled out work equally. Fortunately every member took initiative during this time, stepping up to manage other tasks and take over projects. This setback strengthened our self-reliance and cooperation. It also taught us the importance of fast, efficient communication. Despite all these problems, Mind Over Matter has thrived. Our remaining teams work diligently and we now have stronger communication and cooperation skills. Our company is fulfilling its mission of improving the mental health of our community. We have had to overcome many difficulties, and now our company is stronger because of it. The

Future

Mind Over Matter is dedicated to improving mental health through cheap, sensory projects. Though we currently only have one product, Soul Sand, we plan to expand greatly. We will have more sizes of Soul Sand to choose from. We also want to include more products that fit with our theme, from slime, to stress balls, to fidget toys. We also plan to invest in more interesting products, like zen gardens and ferrofluid. By having a wide range of products and goods, we will appeal to a larger audience and hopefully have an enormous impact on the mental health of our community.

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