

The background of the top half of the page is a photograph of a large, white iceberg floating in a dark blue, choppy sea under a cloudy sky. The iceberg has a prominent, sharp peak on the right side. Overlaid on this image is the 'IB' logo, which consists of a large, white, bold letter 'I' with a thick black vertical bar running through its center, followed by a large, white, bold letter 'B'.

IB

IceBreaker

A JA Company

Annual Report 2020-2021

School: Glenoak High School, Canton, Ohio
Junior Achievement of North Central Ohio

Teachers: Amanda de Fays & Michael Nieporte

Volunteer: Justin Lepley

- 1 Executive Summary
- 2-3 Marketing and Sales Analysis
- 4 Financial Report
- 5 Leadership and Organization
- 6 Innovation Process
- 7 Team Members
- 8 Learning Experiences

EXECUTIVE SUMMARY

Break The Ice is a game that plays like Jenga but with a twist. Each block is color coordinated and corresponds with colored playing cards that prompt questions, actions, and challenges.

A game to connect and create conversation

Example: **Green Question Cards:** "If you could time travel, what time would you go to?"

Example: **Blue Challenge Cards:** "Name 10 restaurants within 10 seconds. If failed pull another block"

Example: **Red Action Cards:** "Spin around in a circle 10 times before pulling your next block"

Every game also includes 48 dry erase "make your own cards" that allow you to make the experience your own and ensures it is a new game every time you play! Therefore, *Break the Ice helps you break the boredom... not your budget.* The make your own cards also ensure that whoever is playing (families, colleagues, students, daycares, etc..) is completely engaged and having fun as it allows everyone to alter the game to fit their needs.



Summary of company's financial results

\$3,382.02 in Sales
\$1,688.50 in Profit



Summary of company's performance results

134 Sets Sold

B2B Partnerships:



milestone
game night. every night.



MENTORSTARK

Lepley & Co.

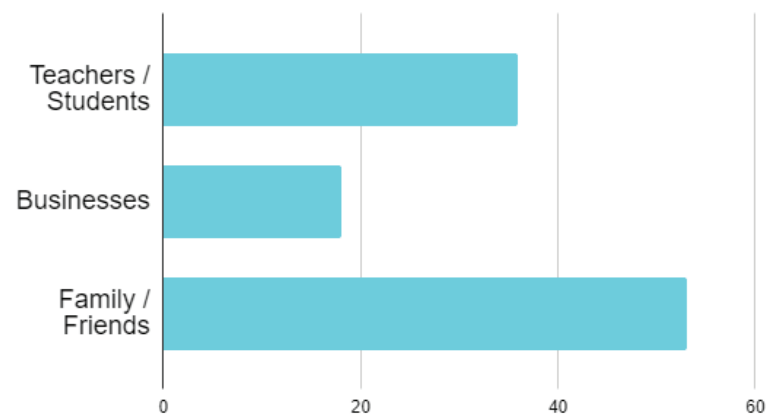


Pathway
Caring for Children

MARKETING AND MARKETING ANALYSIS

TARGET MARKET

Sales by customer segments



While there are certainly other board games on the market, we believe that none prove as versatile and flexible as Break the Ice. Our product allows us to fill the needs of a wide and diverse target market.

FEATURES AND BENEFITS

- Unique cards and challenges to create a fun positive game environment!
- 48 make your own cards with a dry-erasable marker for a new game every time you play!
- Stylish, customizable bag results in fast and easy clean up



\$25 for a new game every time you play!



@IceBreaker.JA



@IceBreaker_JA

SOCIAL MEDIA

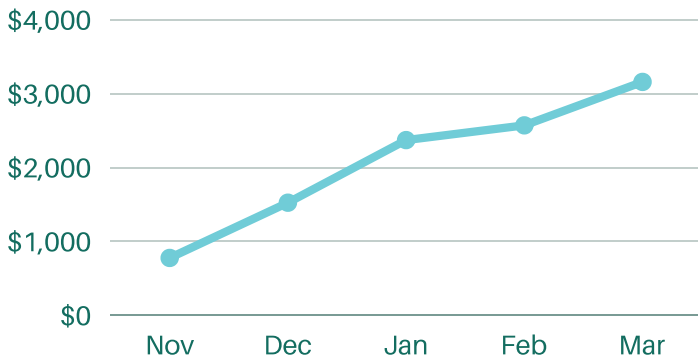
- Instagram paid Promotion
 - 876 Impressions
- Post about our giveback grew our social media following and increased sales
 - Netted 10 sales from our giveback posts/reposts
- Google surveys to get customer feedback
- Giveaways on Facebook grew our following by 43%



Dan Kane, a journalist from the Canton Repository, interviewed us about our Company.

SALES ANALYSIS AND PRODUCTION PROCESS

2020-2021



SALES UNITS AND METHODS

- IceBreaker has sold **134 units** of **Break The Ice**
- Most sales were contributed by
 - Cold calling
 - In person meetings
 - Product demonstration
 - Virtual conferences
 - Word of mouth
 - Paid ads
 - Giveback and donation
 - Direct mailing

PRODUCTION PROCESS

Print and package all cards, print and laminate instruction cards



Cut out logo and iron on bag



Dot blocks, dot "Make Your Own Cards"



Package blocks



Put everything in the bag and tie instruction card on



“ TO CONNECT AND CREATE CONVERSATION.”



Free delivery within 30 miles!

<https://icebreakerja2021.wixsite.com/website>

icebreakerja2021@gmail.com

Income Statement

Revenue:	
Revenue from Sales	3,382.02
Revenue from Investment	350.00
Total Revenue	3,732.02
Expenses:	
Production Supplies	1527.60
Donation of Products @ Cost	148.20
JA Loan Interest Expense	30.00
Bank Fees	27.03
Shipping Costs	24.05
Marketing & Promotional Fees	68.34
Sales Tax	161.40
Riggle, A/P (Shipping Cost)	56.90
Total Expenses	2,043.52
Net Profit	1,688.50

Balance Sheet

Assets:	
Cash	1,782.60
Inventory	255.90
Total Assets	2,038.5
Owner's Equity & Liabilities:	
Capital Stock	350.00
Net Profit	1,688.50
Total Liabilities & Capital	2,038.5

Overview:

The cost to produce each game is \$11.40, and has a selling price of \$25 (B2C) and \$20 (B2B). Our overall net profit is \$1,668.50 with a net profit margin of 50%. We have sold 134 games to date with 10 in remaining inventory.

Capital & Return on Investment:

For start-up funds prior to our loan, each member purchased a share of stock at \$50/each, resulting in \$350. As a result, Ice Breaker stockholders will each receive \$241, with a return on investment of 482%.

IB
Break Even Analysis:
\$356.05 (Start Up)/\$25 (Selling Price)
15 sets sold

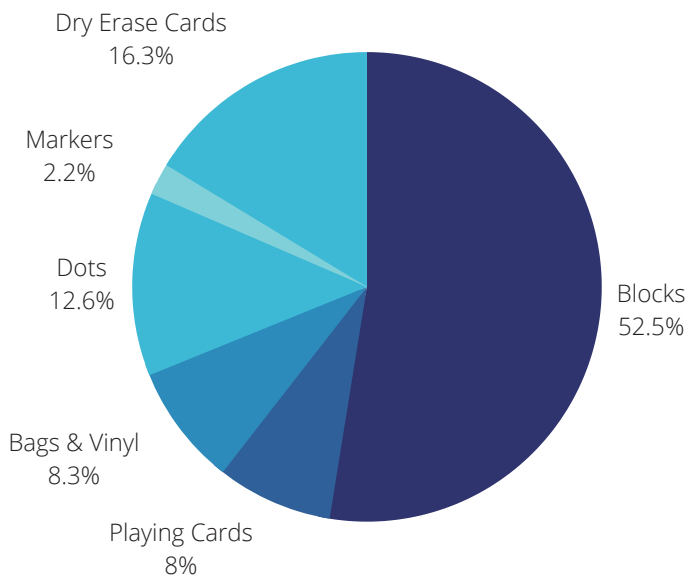
IB
B2C Customer Selling Price -- \$25

IB
Total Sales -- \$3,382.02
Total Sets Sold -- 134

IB
B2B Customer Selling Price -- \$20

IB
Cost Per Unit -- \$11.40

Production Cost Breakdown



TEAM MEMBERS



THE AWESOME PEOPLE BEHIND THIS PROJECT



"The JA Experience was a great time and has helped me and many ways! Not only from teaching me management skills and sales techniques but also team-building skills. There were many challenges we faced but they were great learning experiences."

CHRIS MAAG

CHIEF EXECUTIVE OFFICER



"The JA experience was an amazing opportunity that has allowed me to expand my knowledge of management and sales. It has allowed me to expand my social skills and how to control difficult situations that may occur later in life."

TORI RIGGLE

VICE PRESIDENT / HUMAN RESOURCES



"I had a fantastic experience with JA. I want to have a career in the field of finance. This opportunity allowed me to navigate real-world scenarios I would encounter in an actual finance job."

JACOB COOKE

CHIEF OF FINANCIAL OFFICER



"This JA experience set an amazing example of real company time. Our product has been challenging to promote on social media but gives structural ways to work around obstacles and IceBreaker will help our company members be ready for a real-world business experience."

JORDAN ELDER

CHIEF OF MARKETING & TECHNOLOGY



"JA helped me learn and guide a way to meet expectations in real job situations. I enjoyed this JA company and time and will continue to be something to remember my senior year of running a company."

NICK ROSE

CHIEF OF OPERATIONS OFFICER



"I really enjoyed this JA experience with working on making an amazing product to deliver for others to enjoy. This will sharpen up me and my team to be ready for what happens next after the company in later job experiences."

KYLE STALEY

OPERATIONS OFFICER



"I enjoyed interacting with our customers and getting recognition from our company and members and having a great time doing it. This company experience will help me sell more professionally in the future."

RICKY ADAMS

CHIEF OF SALES



Leadership and Organization

Incentives and Competitive Pay

The **Ice Breaker Incentive Plan** works to get all team members to give their very best effort. \$10 gift cards are regularly awarded to those employees who exceed expectations. Past winners have been recognized for excellent sales numbers, outstanding work ethic outside of classroom hours, and implementing creative ideas that have positively impacted the company.

Our **Competitive Pay Program** gives all team members the ability to improve their payout at the end of the year. A daily point system for sales, attendance, and demonstrated worth ethic was developed to ensure those employees who have contributed the most to the company, are rewarded accordingly.

Our Grading Sheet

	12/18	1/8	1/14	1/22	1/29	2/6
Ricky						
Attendance (5pts) -	2	5	2.5	3	3.5	3.5
Evaluation Forms (10 pts) -	0	9	10	10	7	9
Sales (5 Pts) -	N/A	N/A	4	0	0	0
Classwork (25 Pts) -	13	21	15	17	17	19
Jordan						
Attendance (5pts) -	0	5	4	4	5	3.5
Evaluation Forms (10 pts) -	0	10	0	10	10	10
Sales (5 Pts) -	N/A	N/A	0	0	0	0
Classwork (25 Pts) -	25	21	20	20	24	20
Nick						
Attendance (5pts) -	5	3	4	4	4	4
Evaluation Forms (10 pts) -	9	0	0	10	0	0
Sales (5 Pts) -	N/A	N/A	0	0	0	0
Classwork (25 Pts) -	23	21	20	20	19	19
Kyle						
Attendance (5pts) -	5	5	4	4	4	3.5
Evaluation Forms (10 pts) -	6	8	10	10	0	9
Sales (5 Pts) -	N/A	N/A	5	0	0	0
Classwork (25 Pts) -	23	20	16	17	16	18

This is an example of our peer review forms

I've invited you to fill out a form:

Peer Feedback Form 02/05/2021

In this form, you will be filling out questions about your peers. You need to be honest about the information you're telling us. If you have a real concern about something please leave that concern in the bottom question. Remember that these forms you have filled out count towards the amount of money you make when the company comes to an end.

Name: *

Which of your peers listed below do you feel has worked the hardest on production? (you cannot choose yourself) *

- Jordan Elder
- Nick Rose
- Ricky Adams
- Kyle Staley
- JT Cooke

Company Culture


At IceBreaker, we believe that everyone's voice should be heard.


Weekly meetings are held where each employee is encouraged to voice their opinion and ideas.

In addition our team frequently plays Break the Ice together as a way to unwind and bond as a team.


We genuinely like working together!

PROBLEM & INNOVATION


 P: Flexibility of product to broaden our target market appeal


 I: We created the "Make Your Own" cards to reach multiple markets


 P: Difficulty promoting online

 I: Paid promotions and shout outs from donations enhanced our social media presence

 P: Sales declining after the winter holiday season

 I: Generated business to business sales. We set up multiple Zoom calls, and small group meetings to increase our market.

 P: Finding a viable way to paint the blocks that wouldn't compromise the quality

 I: We put a lot of time into research and development in the design process of our game. Our company experimented with different paints, and even 3-D printed blocks.



"My students loved using the ice breaker game as a review for our test today!!"

- Kelsey Salyer (Teacher at GlenOak high school)

"We played this last night.

So Fun!!!!" - Emily Philpot (Local community member)

LEARNING EXPERIENCES

Running a business for the first time as a team of high school students has its share of challenges to be sure. Add on a global pandemic and we had our hands full to say the least. COVID-19 presented several obstacles and thus learning experiences for our company.

COVID limited our opportunities to meet face to face with customers (such as trade shows, markets, and school events). Unfortunately we learned that our product can be sold much easier with an in-person demonstration.

This also meant we had to find creative ways to deliver the product to our customers which added additional cost and time.

We also realize we attempting to sell a game that physically brings people together during a time where everyone was supposed to be apart (6 ft. to be exact).

We are proud to report that through our resilience and hard work, we created solutions that lead to both public recognition and sales for our company. Cold calls over the phone, zoom meetings, and direct mail led to getting our product on the shelves of several business (including Wise Owl, Lepley and Co., Milestone, and more). We perfected a delivery process and emphasized the benefits of engaging and creating conversation to outweigh any short term drawbacks that the pandemic presented.



OUR GIVEBACK

For every ten games sold we donate one to a worthwhile cause. Examples include donations to the [Domestic Violence Project](#) and [Refuge of Hope](#).

Donating back to the community put our company in a unique position to help others. We are thankful to Junior Achievement for allowing us the chance to put smiles on the faces of others while gaining real life business experience

