



Annual Report

Bats Around Town

2018-
2019



A Junior Achievement Company

School: GlenOak High School

Teacher: Amanda de Fays

Volunteers: Justin Lepley, Joe Schnidel, Bryce Mathie

Executive Summary - BAT

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Our Mission

Educate and create awareness about the bat population to rebuild people's perception about the role of bats within the ecosystem.

Our Identity

We are an eco-friendly, non-profit, dedicated to working to save the bat population. Our company name comes from our desire to help the bats around our town and around the world.

Bats FIRST Mosquitoes NEVER Housing NOW!

We are dedicated to educating our community about the many great benefits that bats provide to the environment. As part of our mission, we have researched and designed a bat house according to specifications from bat experts. We fund our mission from the sales of our bat houses, and 100% of our final profits will be donated back to the Akron Zoo's Bat Education Program.



**I'M HERE
TO SAVE
BAT KIND!**

Employee Roles



Brody Parsons
CEO



Ian Gill
CIO



Jared Poirrier
CFO



Justin Klotz
CMO



Alexander Grimm
Supply-Chain



Zipporah Moore
CCO

B.A.T. Leadership & Company Structure

Our bat colony chose to use a flat table organization structure. Our CFO and Supply-Chain collaborated to source our materials at an acceptable price. Our CMO and CCO collaborated to provide marketing material that furthered our reach of bat education while reshaping people's perceptions about bats. The CIO collaborated with each of the members to establish an accurate record keeping system and to keep it current. The CEO to ensure everybody was operating with utmost efficiency.

Each member of our company was required to be well-researched in bat education so that we had a seamless approach in accomplishing our mission. To ensure we were true to this mission, all of our company members were responsible for the creation of our bat education literature and our literature that accompanied each sale. This was especially key during company trade shows and informational seminars.

Bat Fun Fact

A single bat eat more than 1,000 bugs per hour! They are a natural pesticide.

Bat Fun Fact

Bats are closer related to cats than to rodents!

Bat Fun Fact

Contrary to popular belief, bats do not carry rabies!

Bat Fun Fact

Bats can swim, can you?

Bat Fun Fact

Bats can maneuver more efficiently than birds.

Bat Fun Fact

There are more than 1,000 species of bats - and they make up 20% of the total mammal species.

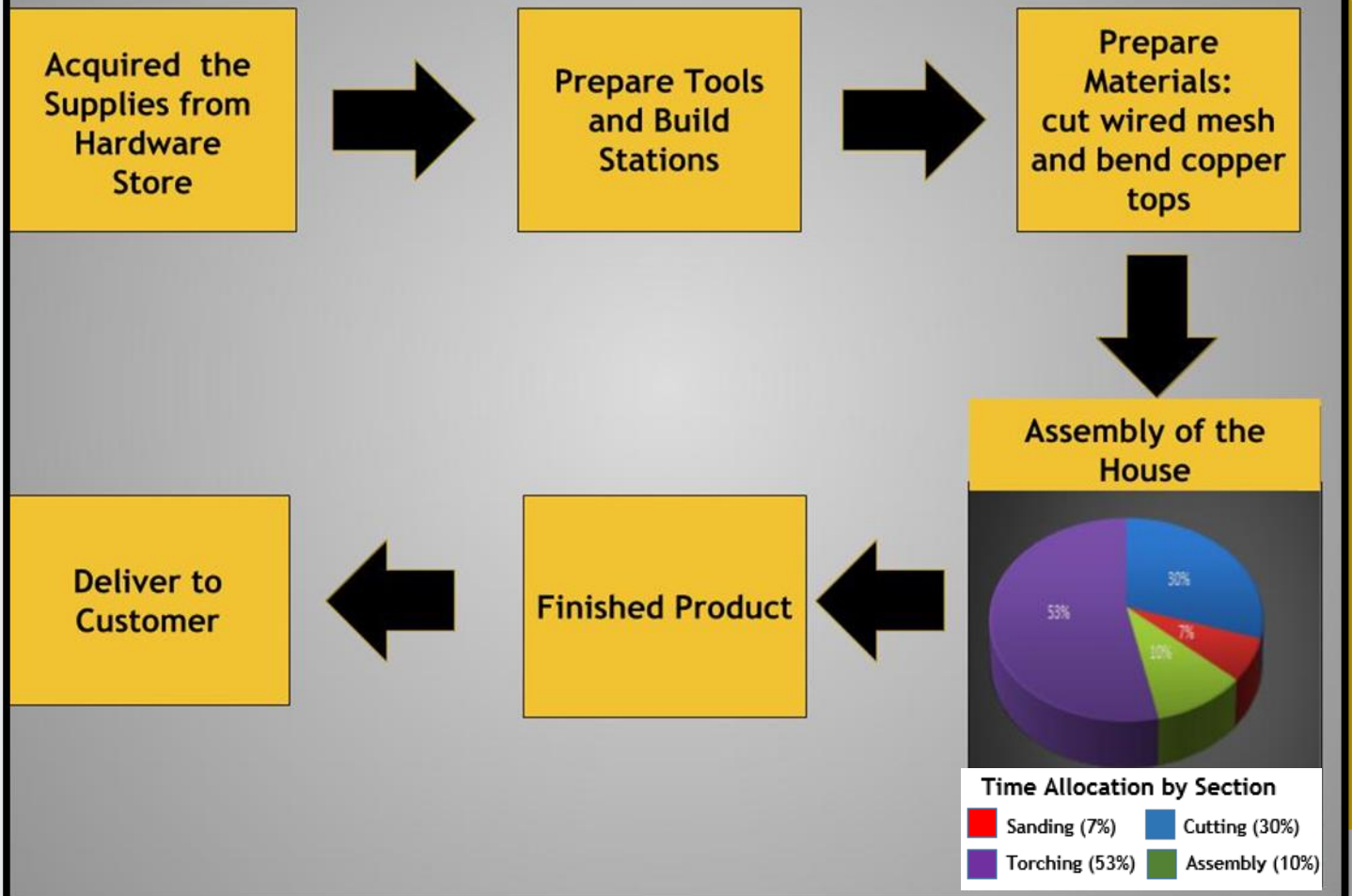
Competitive Advantage

In the early days of our company, we ordered a bat house from a competitor in order to see how we stacked up against them. Here is what we found:



Ours	Theirs
✓ \$30, Free Local Delivery	x \$37.99 with Shipping
✓ Fully Assembled	x Unassembled
✓ 9 ¼" Wide, 24" Long	x 7 ¼" Wide, 14 ½" Long
✓ Made Locally	x Made in China
✓ Wire Mesh	x Plastic Mesh
✓ Torch Sealed	x Not Weather Sealed
✓ Protective Copper Top	x No Protective Top
✓ Dark Color - Bat Preferred	x Light Wood Color
✓ Price vs. Value - GOOD!	x Price vs. Value - BAD!
✓ Detailed Bat Fact Brochure	x No Information About Bats

Production Process



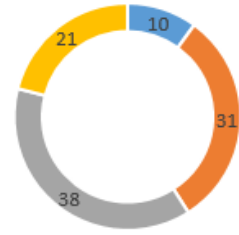
Marketing & Sales

Completed Bat House Sales Demographic by Age Range

Target Market

Based on our primary research polling, we knew we had our work cut out for us within our own community. 90% of people we polled feared bats, and 4 of 5 people do not know what a bat house is. This drove our decision to keep our message broad to appeal to as many people as possible with both our bat houses and our education.

Specific markets within target range emerged such as the Boy Scouts, Girl Scouts, other small organizations and individuals focused on making positive environmental changes.



■ 18-25 ■ 26-35 ■ 36-55 ■ 55+

Social Media

We used social media accounts to make connections with our target markets in the following ways:



TWITTER: Bat fact of the day to inform our followers about the benefits of bats in the ecosystem



FACEBOOK: Used to make connections with individuals and with community groups



INSTAGRAM: Showcased the reach of our business and the impact it has made through sharing photos of how they have integrated their bat houses



WEBSITE: Our team designed a website aimed to informing and educating the public, which also provides a platform for interested customers to place an order for one of our bat houses



Bats Around Town
@TownBats

Bat Fact Of The Day : Mariana fruit bat
The Mariana fruit bat -- also called the flying fox, is one of the largest bats found in the United States. It measures in at 7.7-9.4 inches in length, can weigh up to 1.3 pounds and has a wingspan of up to 42 inches wide.



Customer Service Technique

As our primary mission is to educate people about bats, we value customer interactions a great deal. For our face-to-face touch points, where we held informational tables at various events, we were approachable and sharp with our bat knowledge. Every tangible product, included a product information and installation sheet at delivery. All completed sales were followed up within 2 weeks of delivery to ensure customer satisfaction.



Goals of Bats Around Town:

Primary Goal: Bat Education

Secondary Goal: Sales of Bat Houses

Sales = A Method to Fund and Further our Primary Goal of Bat Education

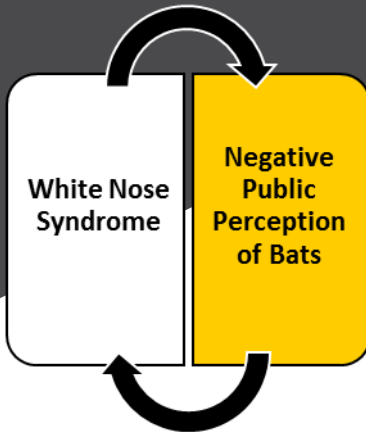
Sales Methods

We first reached out to our family members and other close connections. We attended as many events as possible which resulted in both sales and spreading our mission educating and changing people's perceptions about bats. Events that we attended included:

- Ohio School Board Association Convention
- Diversity Night at GlenOak High School
- Boy Scouts and Girl Scouts
- Stark Parks
- Akron Zoo

82% of all sales were face to face, while 18% online.

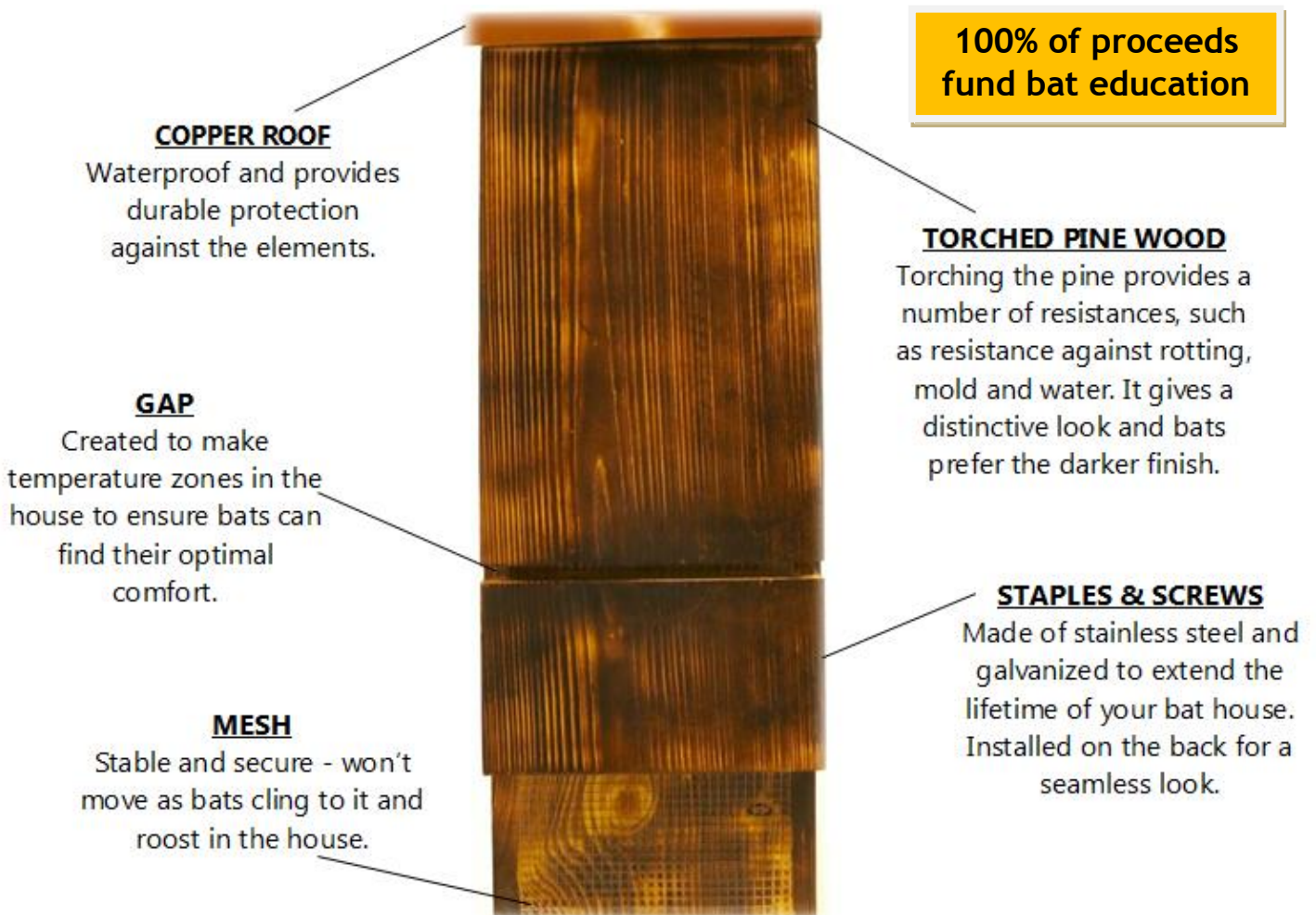
Defining the Problem & Our Creative Solution



Bat Current Problem	Our Solutions
24 species are critically endangered and 54 more are endangered due to loss and fragmentation of habitat.	Our bat houses provide a place for these bats to roost and a chance to repopulate.
White-Nose Syndrome is an emergent disease affecting the hibernation of bats and has spread at an alarming rate. The disease has a 90% mortality rate affecting 6 million bats in the US.	The fungus thrives in cold and humid conditions, which are characteristics of caves and mines. Our bat houses are dry and resist mold through our torching technique which naturally seals the wood.
Lack of information about bats has led to homeowners to destroy bat roosts or even exterminate and kill bats, even though bats are protected by law.	Our mission is to not only build bat-friendly habitats, but to inform the public about the benefits of bats in our community and the environment.

Our Product is Our Solution:

Create an eco-friendly habitat designed to help bats thrive and educate our community on the benefits of bats in our eco-system.



Financial Highlights

Our mission to educate and create bat awareness was funded directly by our bat house sales. Through our company, we will be giving over \$650 to Akron Zoo's bat education program!

\$30 - Selling Price for Bat House - A Low Barrier to Bat House Ownership

357%

Product Markup

Our product markup is more than 3 times our costs. This is satisfied because our product is highly labor-intensive. Also, compared to our competition, we had no problem justifying our price point with our target market.

Bat House Margins/COGS

72% - \$8.40

Based on our direct materials cost, our profit margins are 72% and \$8.40 direct cost per house.

Total Cost of Materials	\$351.77
Houses Sold	43
Cost of Materials per House	\$8.40
Gross Profit Margin	72.7%
Net Profit Margin	50.7%

Units Sold and Break-Even Point

We sold a total of 43 houses for a total sales revenue of \$1,314. Our houses were made to order and were able to purchase supplies as needed. Our breakeven point was based on our fixed costs, \$427.87. Therefore, our break-even point was 20 bat house sales.

Investment and Capitalization

To obtain capital to start our business, our group pitched to a group of investors. We asked for \$350 but the investors were so taken by our mission they granted us \$600 at a 5% interest rate. In addition, we raised \$120 by volunteering at a local race. Also, we included a donation page on our website which earned us \$45. This capital allowed for bulk pricing with certain inputs which reduced our cost of goods sold.

Impact of Product Cost and Product Pricing

The low COGS allowed for BATs to continue our mission in 2 distinct manners. First, it increased our profit margins which allowed for more bat education and a greater donation to the Akron Zoo's Bat Education program. Secondly, with pricing, our aim was to keep pricing low to reduce the barrier to bat house ownership in order to expand our reach.

Revenue	
Sales	\$1,314.00
Donations/Volunteering	\$165.00
Total	\$1,479.00
Expenses	
Direct Materials	\$366.77
Website	\$224.95
Professional Media	\$10.00
Interest on Loan	\$30.00
Bat Promotional Literature	\$192.92
Total	\$824.64
Net Profit	
Total Revenue	\$1,479.00
Total Expenses	\$824.64
Net Profit - Donation Back to Akron Zoo's Bat Education Program	\$654.36



Learning Experiences

In giving, we receive.

We learned that although profits are great, our mission became our passion. Because of this, it felt right to donate 100% of our profits back to bat education.

Our Future:

This experience has gone a long way in shaping each of us as individuals and will leave a lasting impression.

From the beginning, we were presented with the opportunity to choose our own course of action. Along the way, it was neat to see how we pivoted and developed from our original ideas throughout the past several months. Because of this, we grew in many ways:

- Comfort zones - Daily, we were forced to push beyond the boundaries of our comfort zones in order to fulfill our mission.
- Risk - We are more willing to take chances and understand the importance of being prepared.
- Creative thinking - Our experience allowed for troubleshooting and a creative approach to problem solving.
- Adaptability - Being flexible and adaptable was vital to our success, especially in our product innovation.
- Our Mindset - Most importantly, we learned that 6 high school kids can make a difference in shaping our community, other's perceptions, and our environment.

This JA company experience has given us the confidence and skills needed to thrive as future business leaders, community activists, and difference makers.

Challenges and Failures:

We were met with some challenges along the way. First, our bat houses became so popular, that we quickly found that we were at capacity and at times, backlogged with orders. Our goal has always been to make a high-quality product and provide bat education, but we discovered at times that the building of houses tied up far more hours than anticipated. To improve upon this process we utilized the job specialization manufacturing process, with each member choosing just one role and refining that role.

At times, communication was not what it should have been. Often, we found our group facing a disagreement and members were unwilling to concede. Although we struggled with this initially, we were able to make adjustments and work through team building exercises to correct this.

Key Successes:

- We made a connection with the Akron Zoo and will be donating 100% of profits to them.
- Our customers of bat houses were genuinely excited to have one, and most customers became repeat customers.
- We reached hundreds of people in person and potentially thousands online with our bat education.
- BATs were invited to participate in Diversity Night, the Ohio School Board's Association convention and the Advisory Committee meeting to pitch our cause.
- We researched countless hours about our cause, and designed a fantastic, bat-safe product.

Problem & Innovation

5



Continuous Improvement
& Innovation

P

A “green” sealer was needed that would both protect the wood and not drive bats away.

I

We decided torching the wood with a propane torch would best help to seal the wood.

P

The top of the house is the most easily damaged by nature.

I

We added a copper roof which not only provides protection it also adds to the aesthetic.

P

Initially, we wanted to use Cedar wood but quickly found it to be cost prohibitive.

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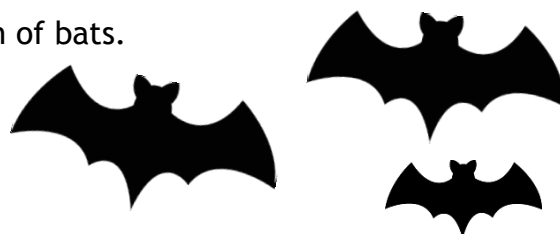
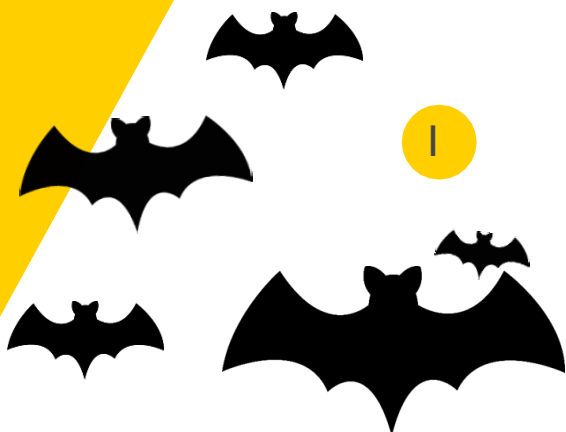
We used pine wood instead, which is much cheaper yet still very durable and plentiful.

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In the beginning, we were met with a lot of skepticism and doubt about our mission and goals.

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We acknowledged that our mission was a challenge, but designed creative, fun, and exciting new ways to change people’s perception of bats.



Bats, our friends in the sky...

Bats FIRST
Mosquitoes NEVER
Housing NOW!



CONTACT US



@townbats



Bats Around Town



@bats.around.town



<https://www.batsaroundtown.com>

