



# NeuroNotes

ONE PAGE AT A TIME

Annual Report 2020/2021

North Canton Hoover High School  
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JA of North Central Ohio

2020 was a stressful year for everyone due to the Covid-19 pandemic. Our group noticed this first hand when one of our teammates presented us with personal issues related to mental health caused by the Covid pandemic. According to a study conducted by NBC News, 56% of students reported an increase in school related stress since the start of the pandemic. In our community, our team noticed students struggling with online classes, quarantines, and a new fear of getting sick. NeuroNotes began by collecting research on the leading causes of teenage stress. Our research showed that a majority of teenage stress stems from disorganization. The NeuroNotes guidebook reduces stress while also improving organizational skills. NeuroNotes donated \$550 to the North Canton Care Team, an organization that provides support to less fortunate families, in efforts to continue to spread our mission and give back to our community.

## Mission Statement

NeuroNotes strives to help the students in our community who are struggling with disorganization, stress, and anxiety, one page at a time.

## Product Description

Our product was developed to reduce stress caused by disorganization. The NeuroNotes self-improvement guidebook contains 36 handmade, stress and anxiety relieving challenges with an integrated weekly planner designed to bring organization and tranquility amidst a stressful world.

## JA Performance Review

- **Total Units Sold: 492**
- **Website Views: 1,640**
- **Total Revenue: \$10,362.17**

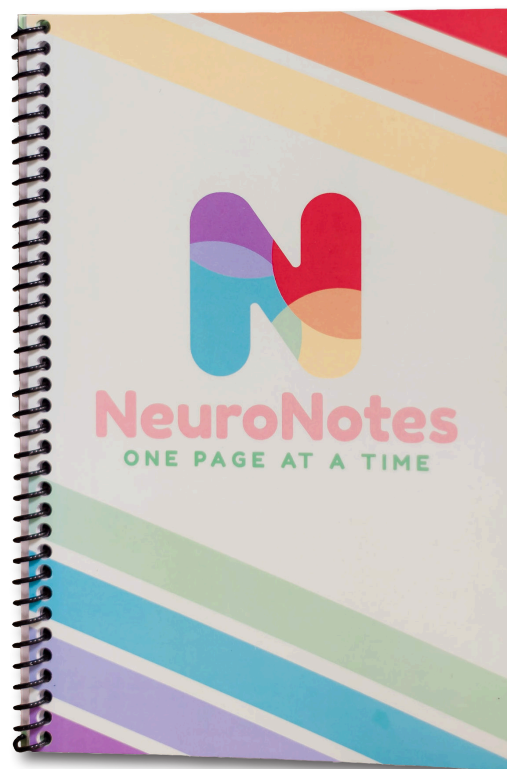
## Financial Overview

- **Break Even Point: 110 units**
- **Net Profit: \$6,610.73**
- **Return On Investment: 1422%**
- **Total Revenue: \$10,362.17**

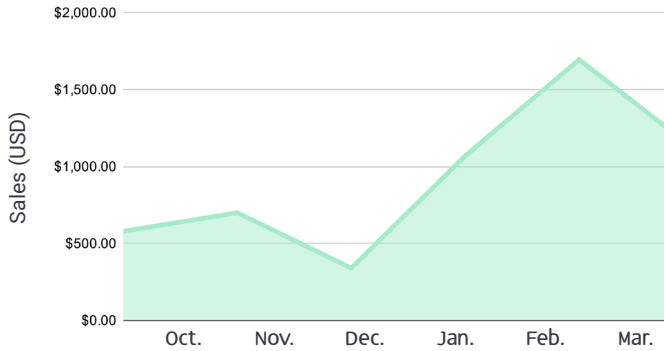
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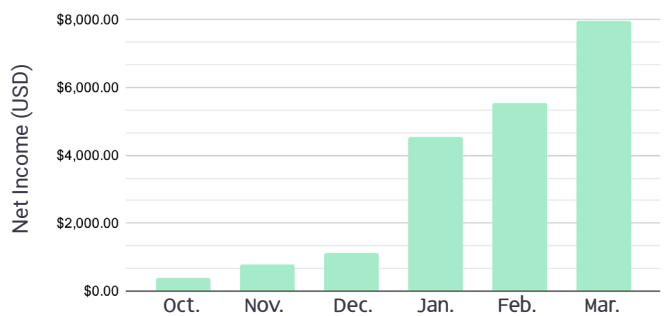
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## Income by Month



## Cumulative Revenue by Month



## Overview

The cost to produce one NeuroNotes Guidebook is \$4.85. We sell each book for an average price of \$20, due to a pivot in online pricing. leaving us with an average gross profit of \$15.15 (75.15%). We have sold 350 books for a total net profit of \$6,610.73

## Break Even

Our profit margin is \$15.15, fixed costs are \$1,651.53, resulting in a break even point of 110 units.

## Capital

Each member of NeuroNotes purchased on share at \$50 per share. This provided us with \$500 of starting capital. We also received investments from Sahil Bloom for \$200 at a 12% interest rate as well as from JA for \$600 with a 5% interest rate. After interest, this left us with a total of \$842 in loans. We used this money to help us purchase our first order for our product.

## Return On Investment

NeuroNotes received a total of \$1300 from its employees and other investors. These investments helped launch the company and allowed us to generate a net profit of \$6,610.73. This creates a return on investment of 1422%.

## Balance Sheet

### Assets

Cash	\$5,675.13
Accounts Receivable	\$2,000.00
Inventory	\$431.65

**Total Assets \$8,106.78**

### Liabilities and Capital

Accounts Payable	\$196.05
Capital Stock	\$500.00
Other Investments	\$800.00
Net Income	\$6,610.73

**Total Liabilities and Capital \$8,106.78**

## Statement of Activities

(Profit or Loss)

### Revenue:

Revenue From Sales	\$7,862.17
Competition Prize Money	\$2,500.00

**Total Revenue \$10,362.17**

### Expenses

Sales Tax	\$511.04
Cost of Goods Sold	\$1,445.30
Wages, Salaries, and Commissions	\$966.22
Charitable Donation	\$550.00
Other Expenses	\$278.88

**Total Expenses \$3,751.44**

**Net Income \$6,610.73**

## Book Value of Stock

Net Income	\$6,610.73
Capital Stock	\$500.00

**Total Owners Equity \$7,110.73**

Number Of shares of stock sold 10.00

**Book Value/Share \$711.07**

**Percent Return/Share 1422%**

# Leadership and Organization



**Jake White**

CEO



**Casey Cunningham**

CMO



**Nathan Casady**

CFO



**Ryan Prusinowski**

CTO



**Hayden Davis**

Graphic Design



**Clay Skelly**

HR



**Connor Ashby**

PR



**Cam Bowen**

Sales VP



**Brendan Frank**

Supply Chain



**Harrison Repp**

Project Manager

## Employee Training

Team members were trained in specific areas specialized to their job role. This allowed us to use each individual's specific skill set more efficiently to grow our knowledge by using in-class and online resources to train ourselves in specific areas. The NeuroNotes team learned through self-taught methods how to operate QuickBooks, Adobe Illustrator, InDesign, Photoshop, Premier Pro, website development, and Mailchimp, an email program that allowed us to send mass marketing emails.

## Teamwork

As a part of our organizational system, team members worked in different and continually changing groups to increase efficiency, productivity, and also motivation. While working in teams we noticed that we were able to get the most out of each members unique skill set. Examples of teams that were formed include our website operations team, social media team, content creation team, and marketing/sales team.

## Product Idea

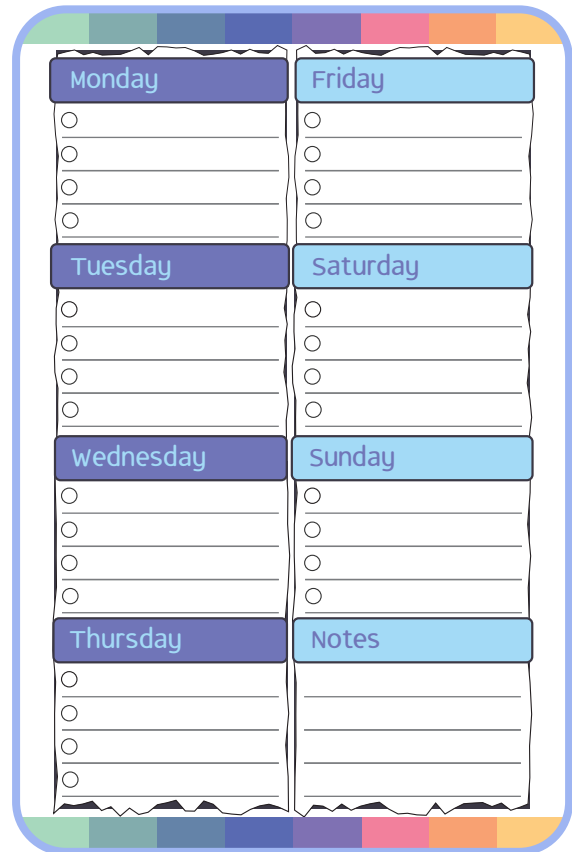
During the product development phase, our team noticed that standard school issued planners never included interactive content to keep the user engaged. NeuroNotes conducted a market research survey and found that a large source of students' stress stems from disorganization. From this, our team combined two solutions into one and created the NeuroNotes guidebook. Our product is a unique approach to stress and organizational issues, we combined a weekly planner with research based stress relieving activities in the form of 36 self-made challenges.

## Raising Capital

To raise funds needed to develop the product, our presentation team pitched to multiple investors as well as sold advertisement slots in the back of the guidebook. Each advertisement was \$150 and 6 slots were sold. The first investor our team pitched to was Sahil Bloom, a financial educator and investor out of Palo Alto, California who invested \$200, preordered a guidebook, and purchased an advertisement spot in our book. Our team also virtually pitched to a panel of investors. The investors gave our company \$600. In total \$1250 was raised from investors and advertisements, enough to cover the first production run of 300 units.

## Data Tracking System

The customer tracking and sales sheet was designed to have all of our customers' information in one place to reconnect with customers in order to send out feedback surveys, weekly newsletters, and other general company updates. Our team used customer feedback collected through surveys and social media interaction to improve our book's layout and content for the second print of 300 units.



### Let's Breathe!

Breathwrk

23

#### Box Breathing

2-5 minutes

**Research**  
This breathing exercise is famously used by The Navy SEALs to create a more calm and focused mind. This exercise balances your energy and is great for boosting concentration, performance, balance, and energy.

**Instructions**

- Inhale through the nose for 6 seconds.
- Hold the breath for 6 seconds.
- Exhale through the mouth for 6 seconds.
- Hold with no breath for 6 seconds.
- Repeat for 2 to 5 minutes.

**Reflection**  
Did you feel more focused after trying box breathing?

Write an example of when this breathing exercise might come in handy in the future?

## Marketing Research

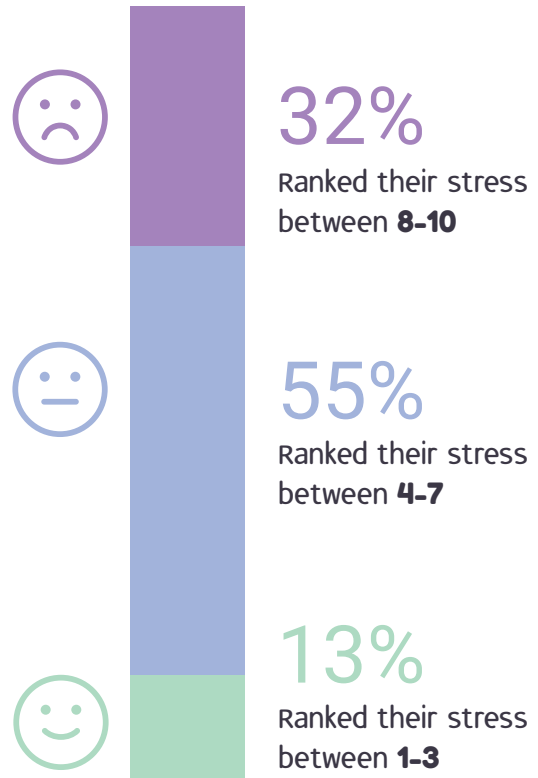
NeuroNotes conducted a survey during the Fall of 2020. Our sample size consisted of 105 local high school and college students. One question asked students to rank their average daily stress on a 1-10 scale. Our data suggested that a majority of students currently have moderate to severe stress levels with the mode response being 7. An additional survey was conducted targeted towards parents asking questions that enabled NeuroNotes to estimate our target market.

## Product Research

Soon after the company launched, we conducted extensive research on mental health and the main factors that influence mental health as a whole. Through locally conducted surveys, interviews, focus groups, and online research. The team found that a majority of mental wellness issues stem from stress, disorganization, and anxiety. After conducting our two surveys, we completed additional online research to find ways to reduce stress and anxiety.

## Stress Levels Among Teens From Our Survey

105 Student Responses



## Top 6 responses when 105 students were asked "What affects your mood the most?"

### Stress

79 (75.2%)

### Organization

40 (38.1%)

### Anxiety

63 (60%)

### Preparation

25 (23.8%)

### Sleep

45 (42.9%)

### Loneliness

25 (23.8%)

## Social Media Strategies

### Instagram neuronotes.ja

Allowed us to directly target students through posts that showed the guidebooks content, company updates, upcoming news and events. In addition to this, we created interactive Instagram stories to give customers the opportunity to directly provide feedback on our product.

### Facebook NeuroNotes JA

Utilized to directly target parents of students. Our Facebook posts included detailed product descriptions, competition updates, and customer reviews. These posts displayed the benefits of our product to parents and showed them that their children will benefit from using NeuroNotes.

### TikTok neuronotesja

TikTok was utilized to target potential customers that were not in our immediate community. Videos on TikTok have a large potential to gain traction and reach people all across the country. The main goal of TikTok was to promote our product and mission with a comedic approach using popular trends to attract a different audience.

### Twitter NeuronotesJA

Twitter was used to post frequent company updates and link these updates to our Instagram and Facebook to attract Twitter users to our other social media.

## Marketing Strategy

### Price



- Cost-plus pricing
- Cost: \$4.85/unit
- Selling price: \$20/unit
- Profit/unit: \$15.15

### Product



- 36 engaging activities
- Weekly planner
- To relieve stress
- To reduce anxiety
- To improve organizational skills

### Place



- Craft shows
- Local sporting events
- Door to door
- Online at neuronotesja.com

### Promotion



- Social media
- Mass email marketing
- Online advertisements

## Pricing Strategy

Originally our team used a cost-plus pricing strategy. Each guidebook is produced at a cost of \$4.85. Originally, the price of one a NeuroNotes guidebook was \$20.00 in person and \$24.95 online. The team noticed that our online sales were low when compared to in person sales due to the higher price. Our team decided to use a price skimming strategy and lowered the online price to \$19.95 after we realized the price difference was negatively impacting our online sales.

## Product

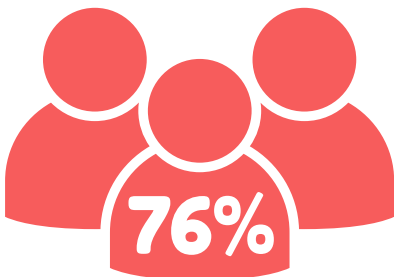
NeuroNotes combines 36 engaging challenges that target stress reduction, breathing exercises from our partner BreathWrk to help with anxiety, and a weekly planner to help improve organizational skills. Every challenge includes scientific research showing the user the benefits directly related to that specific challenge.

## Competitive Advantage

NeuroNotes is unique in comparison to its competitors because of the research behind the product's layout, activities, and challenges. Unlike other products currently on the market, our guidebook has been developed and designed from scratch by teenagers for teenagers. To perfect our content, we conducted surveys, focus groups, and extensive online research to give our challenges validity. NeuroNotes separates itself from competitors by providing a unique self-improvement experience that is backed by scientific research included on each page. NeuroNotes partnered with BreathWrk for the use of their breathing exercises in our guidebook. NeuroNotes loves knowing that our customers are benefiting more from our guidebook than the average planner.

## Target Market

Through our market research surveys, we concluded our target market to be parents aged 45-55 with teenage children.



of parents said they were likely to buy a planner each year for their kids.

## In-Person Sales

In-person sales were more effective because people were able to physically see the professional quality of our research backed content, design, and formatting of our guidebook. When sales were in-person, customers were able to establish a personal connection with our team members and were able to understand what exactly is in the book by being able to see the tangible product.

## Craft Shows

The team attended several local craft shows in our community to spread our message, expand customer outreach, sell our product, and grow the NeuroNotes brand.

## Local Sporting Events

Display booths were set up at the entrance of high school basketball games and wrestling matches. At these events we connected with local parents, high schoolers, and adults who were interested in purchasing a guidebook.

## Mass Marketing Campaign

In order to effectively reach our target market, our marketing and sales team began a backpack mail campaign. This campaign consisted of passing out flyers to 1,700 students in three elementary schools in our district. As a way to incentivize these students, the team included a \$100 Amazon gift card giveaway. Any student who returned an order form and money to their teacher was automatically entered. In total, our team sold \$280 worth of product and had an ROI of 40%.



## Successes and Failures

While running NeuroNotes, one of our greatest successes was winning \$2,500 in the JumpStart pitch competition. Weeks of work went into preparing a script, presentation, and pitch to present to the judges. More successes we have had came at local craft shows we attended. The overwhelmingly positive feedback we received about our product showed us that our product was needed in our community. With success comes failure, and we were no exception to that.

At the beginning of the year, we struggled with planning long-term tasks. A company goal of ours was to have our guidebook finished and printed by December 15th. We failed and missed this deadline by more than two weeks. We used this as an opportunity to learn from our mistakes in order to improve our long-term planning in the future through new organizational methods.

## Key Learning Experiences

Each member of NeuroNotes has learned valuable skills and lessons in different areas of business.

We gained knowledge in marketing, specifically how to determine a target market and how to effectively market a product in person.

Attending virtual pitches, meetings, and business calls taught us how to conduct ourselves in a professional manner. Looking for a company to print our books taught us skills on negotiating prices. One of the biggest learning experiences we have had came from selling our product. Sales trained us on how to approach potential customers, pitch the product, and close the sale. These learning experiences gave us valuable real world experience and a potential leg up on other employees when we begin to enter the workforce.

## Challenges

The COVID-19 pandemic had proven to be one of the largest challenges we faced as a company.

Because of COVID, most in-person sales opportunities were unavailable and fewer people came to the events that were still being held.

To overcome this challenge, we spent time perfecting our pitch to ensure we did not lose any sales with our limited in-person opportunities.

To keep up with the increased online shopping caused by the pandemic, we had to put more focus on virtual marketing. To do this, our team successfully marketed our guidebook through a Mailchimp email campaign and by purchasing paid advertisements on social media platforms.

The greatest challenge we faced was product development, through this process we were forced to learn how to effectively plan and organize long-term tasks.

### Let's Breathe!

Breathwrk

2

Sleep

2:30-8 minutes

#### Description

This breathing exercise was designed to calm the mind and body. This promotes sleep by releasing muscle tension and lowering heart rate.

#### Instructions

- Inhale through the nose for 4 seconds
- Hold the Breath for 7 seconds
- Exhale through the mouth for 8 seconds
- Repeat for 2:30 to 8 minutes

#### Reflection

Did you fall asleep easier after completing this exercise?

would you consider making this breathing exercise a part of your nightly routine?

