



# 2022-2023 ANNUAL REPORT

Teacher: Mrs. Snider  
Volunteer: Mrs. Pilati  
Hoover High School  
Junior Achievement of North  
Central Ohio  
North Canton, Ohio

# EXECUTIVE SUMMARY



## MISSION STATEMENT

Ripple's mission is to instill environmental awareness across the globe. Ripple envisions a world where everyone, young and old, are making smart decisions toward bettering our environment.

## THE PROBLEM



The planet continues to be unintentionally and intentionally harmed by the actions of humans, from gas emissions to littering on a daily basis. Each year 12.6 million people die from unhealthy environments, while over 150 species become extinct every day (Who.Int, 2016). Without change, food will become scarce, living things will die off and human health will have an extreme decline.

## THE SOLUTION

Our Ripple game deck provides education to discourage people from making futile decisions that will affect the environment. With Ripple, the youth will learn about the actions needed to make change. Developing environmental awareness and taking part in good habits at a young age will not only give an immediate impact on children making the right choices; but also, will create a ripple effect over time where everyone, young and old, is making smart decisions towards bettering our environment.



## PERFORMANCE SNAPSHOT

TOTAL UNITS SOLD: **291 UNITS**

TOTAL REVENUE: **\$8,066.37**

TOTAL PROFIT: **\$3,621.39**

BREAK EVEN POINT: **69 UNITS**

GROSS PROFIT/UNIT: **\$12.27**

ROI: **301.78%**

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# FINANCIAL PERFORMANCE

AS OF MAY 4, 2023



## OVERVIEW

Ripple retail price is \$20 per unit, though sales discounts were offered initially and on bulk orders. As of May 4, 2023, we have sold 291 units, generating \$4,471.37 in net sales (\$5,820). Our gross profit margin is 61.3% and the return on sales is 79.4%. Our net profit is \$3,621.39 or 44.8% per unit.

## COST STRUCTURE & BREAK-EVEN ANALYSIS

Ripple's costs of goods are \$7.73 per unit. Additionally, Ripple has two variable expenses per unit: 10% commission rate (\$2.00) and 6.5% sales tax (\$1.30). Thus totaling our variable costs to \$11.03. Ripple has spent \$621.25 in fixed costs including advertising, marketing supplies, trade show fees, and our website expense. Ripple surpassed its breakeven point of 69 units the second day of selling.

## CAPITAL

Ripple raised \$1,200 in capital stock through our six founders each investing \$200. Our current net profit is \$3,621.39 which is derived from our sales, advertisement sponsorships, raffle ticket sales, and prize money, giving us an ROI of 301.78%.

## LIQUIDATION

Upon liquidation, we will compensate each company member for their 10% sales commission and distribute all returns to the shareholders based on a \$755.68 per share basis. We will also donate \$1,000 worth of Ripple games to Ohio Citizen Action as our missions align and they will continue to spread our positive education. All remaining inventory will be divided amongst shareholders.



## PROFIT & LOSS

<b>Revenue:</b>	
Net Sales	\$4,471.37
Sales Sponsorships	\$2,845.00
Prize Money	\$750.00
<b>Total Revenue:</b>	<b>\$8,066.37</b>
<b>Cost of Goods Sold:</b>	<b>\$3,699.62</b>
<b>Gross Profit:</b>	<b>\$4,366.75</b>
<b>Expenses</b>	
Advertising Expense	\$306.16
Craft Show/Trade Show Fees	\$160.00
Miscellaneous	\$21.73
Sales Tax	\$230.03
Shipping & Postage	\$12.00
Transaction Fees	\$15.44
<b>Total Expenses</b>	<b>\$745.36</b>
<b>Net Income</b>	<b>\$3,621.39</b>

## BALANCE SHEET

<b>Assets</b>	
Cash	\$5,092.74
Inventory	\$1,615.84
<b>Total Assets</b>	<b>\$6,708.58</b>
<b>Liabilities</b>	<b>\$0.00</b>
<b>Owner's Equity</b>	
Stockholder's Equity	\$1,200.00
Donations	\$271.35
Retained Earnings	\$1,615.84
Net Income	\$3,621.39
<b>Total Owner's Equity</b>	<b>\$6,708.58</b>
<b>Total Liabilities and Owner's Equity</b>	<b>\$6,708.58</b>

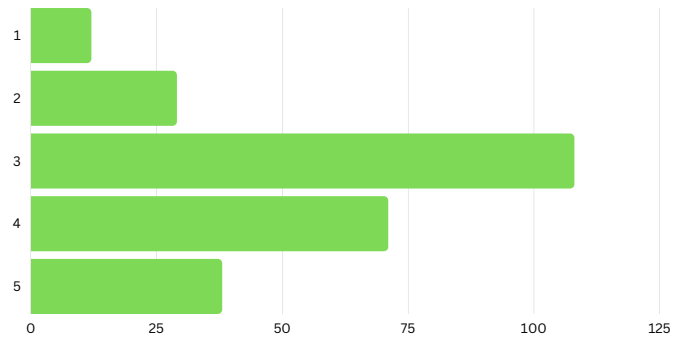
## BOOK VALUE OF STOCK (UPON LIQUIDATION)

<b>Net Profit</b>	<b>\$3,621.39</b>
Donations	\$271.35
Capital Stock	\$1,200.00
<b>Total Owner's Equity</b>	<b>\$5,092.74</b>
Shares of Stock Sold	6
Book Value of Stock	\$848.79
<b>Percent Return Per Share</b>	<b>301.78%</b>

# INNOVATION



With the goal of instilling environmental awareness in our youth, Ripple began the brainstorming process by sending out market research surveys and conducting focus group meetings consisting of science professors, elementary teachers, parents, and environmentalists. During these focus group meetings, Ripple learned the most effective ways to teach and important environmental health facts.



57.8% of respondents mentioned children having limited knowledge of the positive and negative effects on the environment.



Ripple then learned how to use a graphic design tool and designed all 110 cards and the card box. After creating our first prototype, we tested it amongst ourselves and several classes at our local elementary school. We received positive feedback and constructive criticism that helped improve our final product. Ripple finished product development on November 19th and sent our product to the manufacturers: Minute Man Press and Northern Ohio Printing.

## PRODUCT DEVELOPMENT



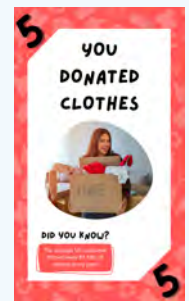
1. Brainstorming



2. Market Research



3. Company Agreement



4. Designed Prototype



7. Sent to Manufacturers



6. Made Revisions



5. Tested Prototype



# MARKETING/ SALES



## MARKETING STRATEGY

Social media has been our primary source of marketing. Ripple strived to create an interactive feel for our two main social media platforms, Facebook and Instagram. We decided these were the best platforms to use due to our market research. Weekly challenges were posted to boost the engagement of followers. Participants would post themselves completing the challenge on their Instagram stories and tag us, allowing us to reach new audiences while reposting the completed challenges on our story. Ripple also allows users to send in pictures of their wildflower progress for a chance to be featured on Ripple's website and social media.

Ripple also partnered with the Viking Views (our school's newspaper) in order to connect with teachers and parents who have younger kids. Another major partnership is Laura Vandervart with ReMax Realty. This partnership gives us the opportunity to increase our social impact by tapping into their diverse demographics around the community. ReMax Realty also highlighted this connection by showing Ripple on their electronic billboard at a key intersection in our community.



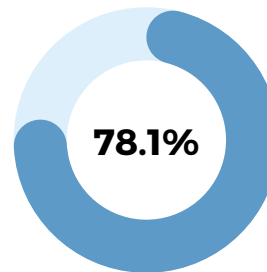
Visit our website at [Ripple-JA.com](http://Ripple-JA.com) to learn more



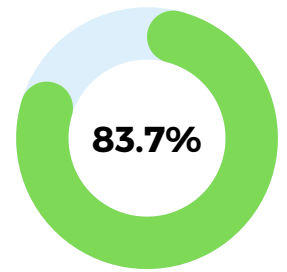
Partnering with Remax Realty

## MARKET RESEARCH & TARGET AUDIENCE

Ripple's target market is women ages 25-40. Of this segment, 75% of women identify themselves as the primary shoppers for their households (Next Web). Our market research survey found that 83.7% of the 250 respondents were female. Additionally, 57.8% of our respondents said that children in their lives are not aware of the positive and negative effects that they can have on the environment. While our target audience (purchasers) are parents, the intended users are children aged 7-12.



78.1% of our respondents are in the 25-40 years of age.



83.7% of our respondents are female.

# MARKETING/ SALES



## SALES STRATEGIES

After receiving the product in mid-December, we focused on direct-to-consumer sales through various channels such as craft shows, door-to-door, and online sales via social media and our website. We also have ongoing B2B strategies and are working with Stark Parks, Joanne Fabrics, and The Akron Zoo to sell our product in their businesses. For Earth Day, we completed a bulk sale with a local Girl Scouts of America Troop, as we align with their Earth Day mission. Additionally, we have offered limited-time discounts for special events such as the holiday season and International Women's Day.



Earth Day Girl Scouts Advertisement

## COMPETITIVE ADVANTAGE

Ripple provides a fun, educational playing experience that allows for a large competitive advantage over other environmental games through its three components: plantable wildflower seed paper that allows users to practice taking real action, growing knowledge through surprising facts, and being environmentally friendly.



B2B Chamber of Commerce  
Networking Event

### WILDFLOWER SEED PAPER

Ripple not only wants users to gain environmental awareness, but also wants users taking real action towards bettering our environment. Each deck includes a piece of wildflower seed paper that users can easily soak, plant and water. Planting wildflowers not only promotes biodiversity but also attracts bees and monarch butterflies that are becoming endangered and have a crucial impact on the health of our environment.

### DID YOU KNOW FACTS

Each Ripple action card includes a "Did you know" fact that relates to the action shown. Every fact has a trusted source tied to it which can be accessed on the Ripple website. This feature was added to help users spark up conversations and ultimately gain a better understanding of how important making a change really is.

### ENVIRONMENTALLY FRIENDLY

Ripple not only teaches about environmentally friendly actions, but also demonstrates environmentally friendly practices themselves. Ripple worked with two Ohio manufacturers to ensure no unnecessary gas emissions would come from if we were to go overseas. Each card is printed on FSC (Forest Stewardship Council) Compliant Paper. FSC ensures that all paper is from responsibly sourced wood fibers. Ripple game boxes are also made out of recycled cardboard, making the product as a whole environmentally friendly.



# LEADERSHIP



## TEAM ROLES

Each member took multiple personality tests, one being Myers Briggs, prior to the start of our team. We each wrote down our own strengths and weaknesses and chose which role would work best. Once decided, we had an individual meeting with our CEO to finalize our role in the company.

## STRUCTURE & ORGANIZATION

Ripple operates through a line organization structure. Using this structure is economical and effective. It allows members to make quick decisions within their department and efficient coordination throughout the whole company while promoting unity of command. Ripple has a shared company drive account giving each member access to all files. Ripple conducts a department meeting at the beginning of every month to discuss overall team performance and to set goals.

## MOTIVATION & IMPROVEMENT

Ripple's CEO and HR Manager provide monthly performance evaluations to each member. Every member is evaluated using a rubric with eight specific categories. Those eight include work ethic, involvement, attendance, attitude, cooperation, devotion, dependability, and quality of work. The intrinsic and extrinsic motivation of each member is shown greatly as our company continues to grow. Each employee receives a 10% commission on every sale, making them feel rewarded to go out and sell. In an effort to create a competitive environment within our company, Ripple has a whiteboard in the company workspace showing each member's total sales, as well as sales goals.



Noah  
Barnhart  
CEO



Ava Gardner  
CMO



Austin England  
CFO



Audrie Sponseller  
HR



Charlie Nicola  
SCM



Kate Bird  
VPOS

# LESSONS LEARNED



## SALES EVENTS

After receiving our product, Ripple began selling at a local marketplace. Being so excited to finally sell, we were very disappointed when we ended the day with very few sales. The demographics at the marketplace were not aligned with Ripple's target market, and we decided that to make the sales we intended, we would need to find other events more suited to our target market. Ripple's team searched and sent out emails to set up other selling opportunity events, such as the Akron Zoo, Summit County Fair, & Hall of Fame Village. These events proved to be far more beneficial, allowing us to sell more units and expand our network.



Selling at the Akron Zoo



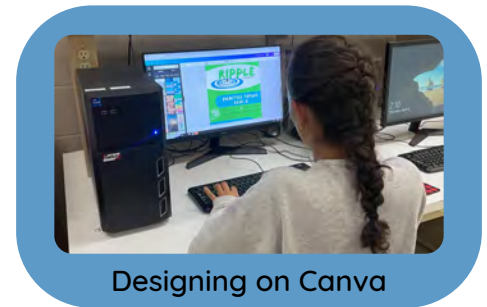
Pitching to potential customers

## NEW SKILLS

Having the opportunity to run and manage a real business allowed our team members to gain essential real-world life skills. We learned design skills in Canva and website creation through Zyro. This also prompted the development of marketing skills as we saw firsthand, marketing strategies that succeeded and failed. We gained confidence when pitching as well as creating professional slide decks and scripts. The importance of "building your network" was another big skill gained throughout this process. Cold emailing, talking with customers, and attending events all fostered communication and networking skills. Not only did we grasp communication with customers, businesses, and judges, but also within our company. This helped form a good work environment and friends for a lifetime.

## PRICE ELASTICITY

As a company, we learned that our product is elastic. We could have sold our product at the current price point from the start. Our original pricing was \$20 with a \$5 dollar discount, which we were hesitant to remove for most of our sales. When we did finally removed the discount, we continued to sell with no problems, proving that our product price is elastic. This price change also helped us with bulk sales because we were able to give a bulk discounts while retaining a good profit margin. A business lesson learned is to not be afraid to try selling a product at a higher price.



Designing on Canva

## SPECIAL THANKS

Special thanks to Mrs. Snider, Mrs. Pilati, and the JA staff for the support and effort they put into our company. We are so grateful to have had such wonderful help in developing and running Ripple.



# JOIN OUR MISSION



**2**

**YOU RODE YOUR BIKE INSTEAD OF RIDING IN THE CAR**



**DID YOU KNOW?**  
3.8 million air pollution deaths come from household exposures such as smoke and fuels.

**2**

**+1**

**YOU TOSSED YOUR APPLE CORE ON THE GROUND... EVERYONE +1**



**DID YOU KNOW?**  
\$11.5 billion is spent every year to clean up litter.

**+1**

**YOU CAUGHT THE PERSON TO YOUR LEFT RUN THE DISHWASHER WHEN IT ISN'T FULL... THEY LOSE THEIR TURN!**



**DID YOU KNOW?**  
70% of the oxygen we and other land animals use comes from the ocean.

**1**

**YOU PLANTED FLOWERS**




**DID YOU KNOW?**  
Humanity has destroyed over half of the world's tropical forests since the 1960's.


**1**


"Casey and Callie love playing Ripple, they ask to play almost every night after dinner! We are so happy they're having so much fun while also learning how to help our environment!"


-Ashley Kerr



 **Ripple JA**

 **@ripple.ja**

 **@ripple\_ja**

 **@rippleja**

I alone cannot change the world,  
but I can cast a stone across the water  
to create many ripples.

*Mother Teresa*

