

OP2ER

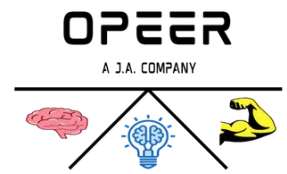
A J.A. COMPANY



ANNUAL REPORT 2022-2023

Junior Achievement of North Central Ohio
Teacher: Mr. Donaldson
Volunteers: Katie Tolin and Robert Garner
Jackson High School - Massillon, Ohio

Executive Summary



Mission Statement

Our mission is to promote positive social interactions and address mental health issues related to social insecurity, low self-esteem, and self-confidence. We are working to improve the way that people engage with one another. As a society, we have become too engaged in technology, and having a physical product allows players to express themselves with face to face communication. Our games also provide opportunities to understand others on a personal level.

Our Products

The Positive Peer Pressure Card Game encourages players to support each other make positive lifestyle changes. By creating a fun and engaging environment, the game motivates players to build healthy habits and make meaningful connections with their peers. The Corporate Card Game is a fun and interactive icebreaker designed for business events. It encourages participants to get to know each other by sharing personal and professional experiences.

Positive Peer Pressure Pack



🧠 Standard Price: \$9.99 per pack

💪 212 packs sold

Corporate Pack



📦 Standard Price: \$9.99 per pack

📦 151 packs sold

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Performance Snapshot

🧠 Total Assets: **\$4,435.75**
(Revenue+Seed Money)

💪 Total Units Sold: **363 units**

🧠 Total Expenses: **\$2,814.83**

💪 Break Even Point: **189 units**

🧠 Net Profit: **\$3,835.75**

💪 Return On Investment: **639%**
(Based on Company Investment)



Financials

Overview

Each card game retails for \$9.99. Gross profit per unit is \$6.21, meaning we have a 62% profit margin. A total of 363 units have been sold to date, resulting in a net profit of \$3,835.75. With a \$600 investment, our profit equates to a 639% return on shareholder investment.

Shareholder Investment

We are owned entirely by our members as an initial investment of \$600 total was made from shareholders. This investment helped to provide the company with the necessary capital to purchase our initial production order.

Other Income

In addition to the shareholder investment, we built capital through raffle baskets and raised \$1,043. We also had OPEER nights at Buffalo Wild Wings and BJ's Brewhouse raising a combined \$428.21. In addition to this, donations from community members included \$203.

Balance Sheet

Assets

Cash	\$3,917.89
Inventory	\$517.86
Total Assets	\$4,435.75
Net Profit	\$3,835.75
Shareholder Investment	\$600.00
Total Liab. & Owners Equity	\$4,435.75

Income Statement

Revenue

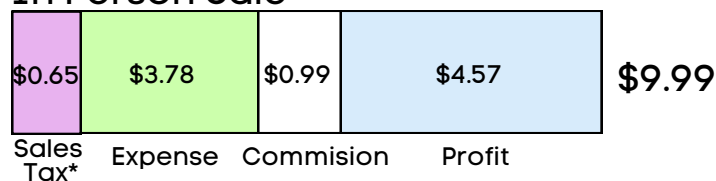
Sales	\$3,476.37
JHS Marketing Grant	\$500.00
Other Income	\$1,674.21
JANCO Prize Money	\$1,000.00
Total Revenue:	\$6,650.58

Expenses:

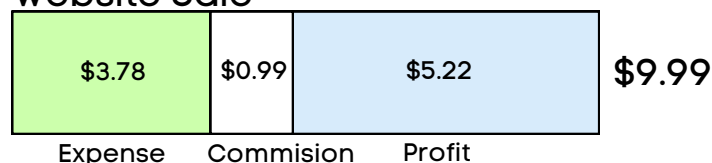
Cost of Goods Sold	\$1,868.54
Marketing	\$540.00
Sales Commissions	\$154.29
Total Sales Tax	\$198.02
Total Expenses:	\$2,814.83
Net Profit:	\$3,835.75
Return on Investment	639%

Product Price Breakdown

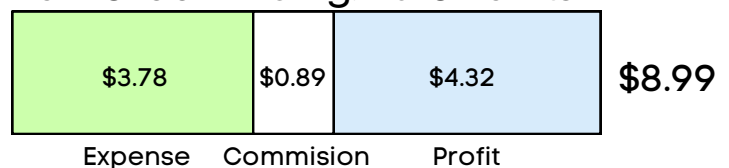
In Person Sale



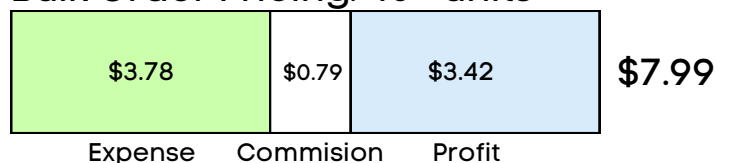
Website Sale



Bulk Order Pricing: 20-39 units



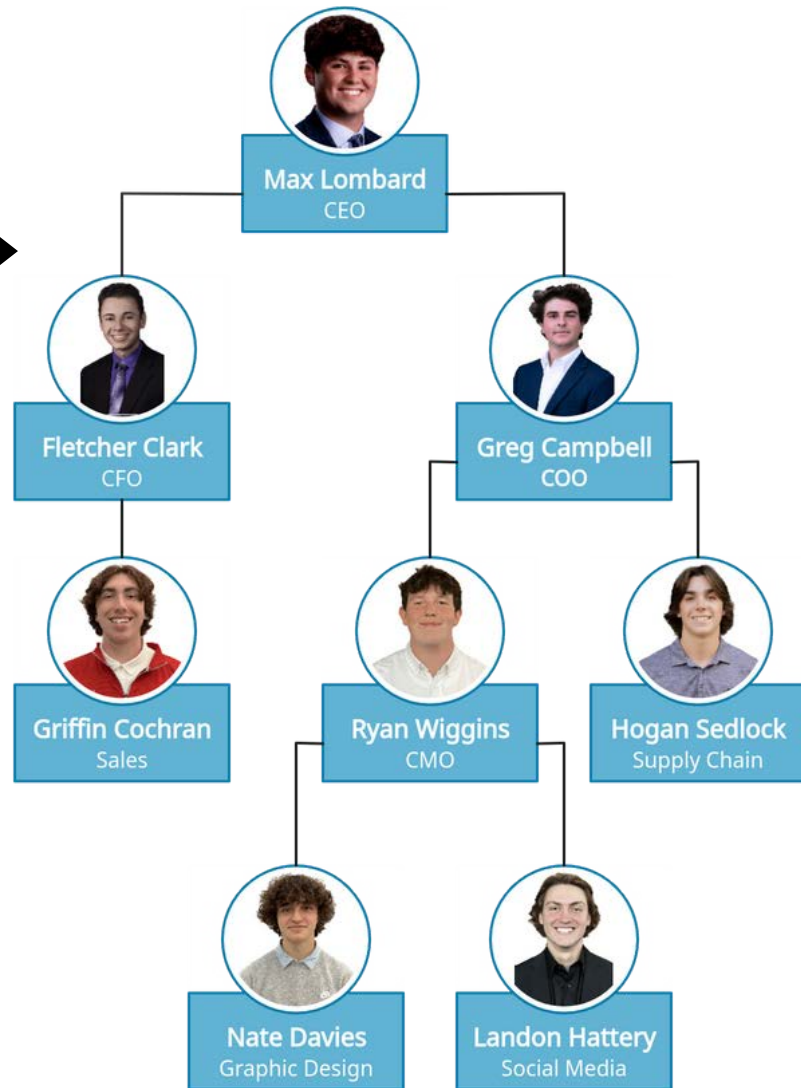
Bulk Order Pricing: 40+ units



*We paid sales tax from cash purchases; Sales tax was added to online/bulk purchases - Consumer paid

Leadership & Organization

Our Team



Equity Breakdown

Chief Executive Officer- 20 Shares
Chief Operating Officer- 19 Shares
Chief Financial Officer- 16 Shares
Director of Sales- 9 Shares
Supply Chain Director- 9 Shares
Director of Marketing- 9 Shares
Social Media Manager- 9 Shares
Director of Graphic Design- 9 Shares

Motivation

Commission was used as a way to motivate the team. Every employee except the CEO, CFO, and COO receives a 10% commission on each unit they sell. The goal was to give them unlimited earning potential by focusing on selling our products.

Company Transparency

We complete monthly peer evaluations in which our CEO grades each company member. Our CEO is also graded by the rest of the shareholders. Employees are graded on work ethic, involvement, attendance, cooperation, dependability, and quality of work. We also complete department updates at the end of each month to ensure the entire team is aware of the current company status.

Product Innovation

How We Started

Initially, our goal was to solve social anxiety problems. We originally designed stress balls to ease that anxiety. However, this idea was not successful after testing a variety of ways to fill the stress balls.

START

Original Stress Ball Idea

Time to Pivot

After realizing the limitations of stress balls, we brainstormed and decided on a card game that increases self esteem and self confidence. We wanted to design cards that could spread positivity in our community by changing the way people see themselves.

Prototype Cards

To create a card game with a positive impact on all players, we conducted tests of our cards in classrooms and with a range of professionals, such as teachers, accountants, and special needs advisors. By gathering feedback from a diverse group, OPEER was born and we refined and created a game that can benefit many individuals.

Final Product

The Positive Peer Pressure pack has 50 cards - 25 mental and 25 physical - designed to help players step out of their comfort zones, decrease social insecurity, and raise self-esteem. The game promotes bonding with new people and creating positive social interactions.

The Corporate Pack was initially developed for means of improving pre-meeting icebreakers, but has also proven to be an effective team-building tool. Through our game, employees have been able to better learn more about their colleagues.

OPEER

Do 15 PUSHUPS

CALL A RELATIVE
AND TELL THEM YOU
LOVE THEM






Marketing & Sales

Competitive Advantage

We stand out from others by offering a physical, tangible card game that encourages something we like to call positive peer pressure. The idea behind this is a group of participants encourage others when they pick their card to complete the task no matter what. With the OPEER card games, we are focused on creating a positive environment that can help improve everyone's in-person communication skills. We believe that impact and affordability are equally important at, which is why we offer our card games for the low price of \$9.99, ensuring they are accessible to everyone.

Find Us

 opeer.ja	163 Followers	50 Posts	48,497 Impressions
 opeer.ja	61 Followers	270 Likes	3,572 Impressions
	1,612 Total Sessions	2.88% Conversion Rate	

www.opeerja.com



Seizing Opportunities

Thanks to Junior Achievement, we were able to sell our card games at Hartville Marketplace on four different occasions. In total, we were able to do over \$550 in sales. Testing different selling techniques also proved valuable. We continually tested new ways to better present our product in a public setting. We also had the chance to sell at the Special Needs Resource Fair. We were able to make over \$270 in sales, which was the most we have sold in one day at our booth.

Social Media

Through our ads, we have been able to connect with over 30,000 people, and reached over 48,000 total impressions through Instagram. Through our website, our online sales conversion rate is 2.88%. Our website has also attracted 1,612 sessions. Posts showing the game in action have proved to maximize impressions through analytics.

Social Media Analytics

- 40,580 impressions reached from posts on Instagram
- 7,917 impressions reached from Instagram stories
- 3,572 impressions reached on TikTok posts



Marketing & Sales

Target Market

The Positive Peer Pressure Card Game is primarily targeted towards parents and grandparents aged 30-65 who are purchasing the game for their children or grandchildren. The Corporate Card Game is aimed at employers aged 25-65, with a focus on new hires. Also, to break the tension at corporate meetings and be used for team building activities

Target Audience

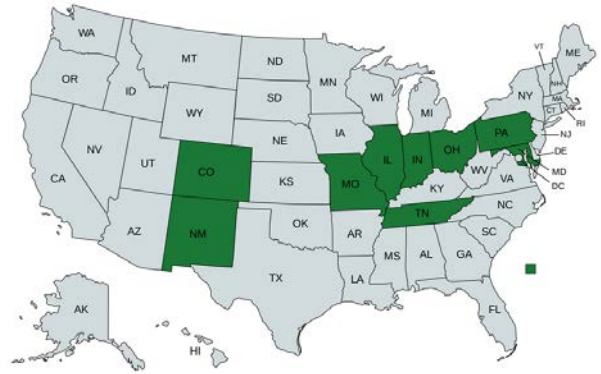
The intended players for the Positive Peer Pressure Card Game is 6-20 years old. The intended players for the Corporate Card Game is the same as the target market as they would purchase the game for themselves or their team.

Strategies

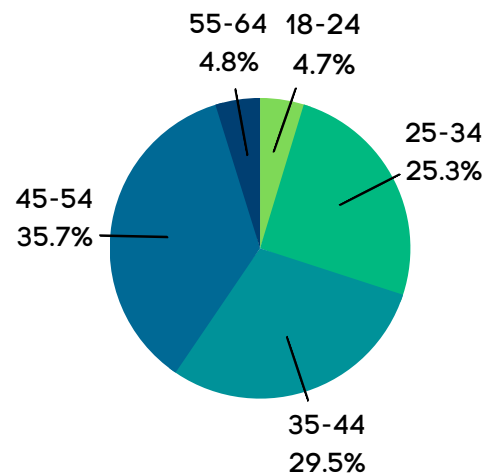
Our main marketing strategy included social media posts featuring customers using the card games, boosting interactive posts, and using trade show equipment. Banners and table runners were among our marketing investment to better grab customers' attention at trade shows.



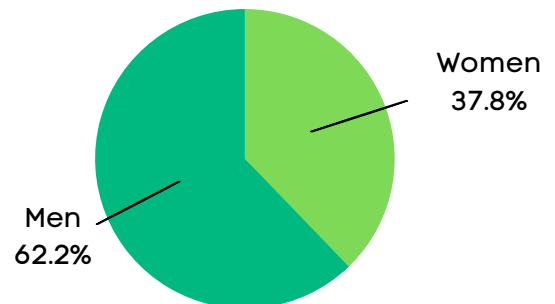
Sales by State



Age of Targeted Buyers*



Gender of Targeted Buyers*



*Data acquired since beginning of marketing outreach



Our Impact



We partnered with our middle school teachers who were there for us during the traumatic JMMS school shooting in 2017. We will be donating 5% of our initial product order to them for use in the future.



Pinnacle Press Inc.

We partnered with an American made small business, Pinnacle Press, to be our manufacturer. They gave us great quality for a reasonable price, as we purchased 500 packs for \$3.78 per unit.

Positive Peer Pressure



After a meeting with Megan Vance, the Site Director of Gigi's Playhouse Canton, we were able to discuss the positive impact of our card game. She loved our mission/outreach and ended up purchasing 6 packs (5 Positive Peer Pressure and 1 Corporate.)



After a connection from our Director of Sales, we were able to implement our card games into 2 Perry Elementary Schools, Whipple and Watson. The kids have enjoyed the physical cards as they can move and act freely.

Corporate



Selling our cards to the Customer Service and Corporate Department gave Timken employees the opportunity to start their meeting off with an effective icebreaker to start staff meetings.

claire's

After making a cold call sale to a Sales Representative at Claire's, she took the Corporate Card Game to her regional sales meeting. Using the game as an icebreaker proved to be an effective way to know colleagues better.



Through a cold call, we were able to build a partnership led by Resource Specialist, Michelle Cahoon. Her enthusiasm about our games helped make us connections at the Special Needs Resource Fair as well as selling two packs to them.



Having the Corporate Card Game present before staff meetings gave Huntington employees the chance to get to know colleagues on a personal level.



Jackson Freshman Mentors bought 50 packs total, with 25 of each card game being sold. They are implementing the cards into their "new student engagement" curriculum during the 2023-2024 school year.

Learning Experiences

What We Learned

"Thanks to the JA Program, I have developed important life skills in responsibility, work ethic, and leadership, as well as discovered a passion for the business world over the past two years.

-Max Lombard (CEO)

2nd year

"Junior Achievement has been a great opportunity for me to be apart of. This class has filled my year with business and communication skills that I can use forever."

-Fletcher Clark (CFO)

"The Company Program has changed the way I have grown as a leader. Being able to learn first hand, what leadership means has truly been life changing."

-Greg Campbell (COO)

2nd year

Personal Interaction

By selling a tangible product, we have been able to decrease the use of technology in people's lives. In today's world, we have become too reliant on social media, and our card games work to establish an atmosphere where people can be themselves without the presence of technology. From first hand experience, we have seen the raw emotions people have displayed, which continues to motivate us to improve our daily interactions.



Our team after placing 3rd at the JANCO Expo and competition.

Changing the World

The way people communicate professionally has been lost. In a post-pandemic world, people have been challenged more than ever when talking with others. By encouraging people to step outside of their comfort zone, our company has taken the first step in improving people's communication. In doing so, our games work to leave people more confident in themselves. Our games are changing the way people can actively engage with their peers, by building personal relationships through positive peer pressure.



Mr. Blackstock's 5th grade class playing the Positive Peer Pressure Card Game.