



**Energize Your
Speaking Ability.™**

2021 AND 2022
**COMPANY
REPORT**

Junior Achievement of North Central Ohio
North Canton, Ohio - Hoover High School
Teacher: Mr. Grady | Volunteer: Mrs. Pilati



EXECUTIVE SUMMARY

InnoVistics' mission is to make speech stress-free forever. InnoVistics envisions a world in which all individuals may express themselves with freedom and fluency. The Watch Your Mouth! Speaking Game is an innovative, gamified solution for a lack of proper ways to practice giving presentations. Students and speakers alike have struggled to learn and perfect their craft for years, so InnoVistics aims to make that change.

TABLE OF CONTENTS

FINANCIAL PERFORMANCE	—	PAGE 2
LEADERSHIP	—	PAGE 3
INNOVATION	—	PAGE 4
MARKETING	—	PAGE 5
SALES	—	PAGE 6-7
LEARNING EXPERIENCES	—	PAGE 8

PERFORMANCE SNAPSHOT

SPEAKING GAMES SOLD

160

PROMPT CARDS SOLD

12

TOTAL PROFIT

\$2,795.26

TOTAL RETURN ON INVESTMENT

279.53%

FINANCIAL PERFORMANCE

OVERVIEW

The retail price for each unit is \$20. A total of 172 units were sold; 160 kits and 12 of the card sets. This resulted in a net profit of \$2,795.26, resulting in a total return of investment of 279.53%.

CAPITAL

Each board member purchased one share of stock at \$100 per share, resulting in a starting capital of \$1,000. InnoVistics is owned entirely by the board. Starting capital was used for product development and purchasing inventory.

PRODUCT PRICE BREAKDOWN

Retail Price: \$20.00

Sales Tax: \$1.30

Production Cost: \$16.66

Net Profit: \$2.04

RETURN ON INVESTMENT

InnoVistics received \$1,000 in capital stock from its employees. In addition to the capital stock, InnoVistics also took out a loan from Junior Achievement for \$600 at 5% interest. InnoVistics currently has a net profit of \$2,795.26, which is derived from sales, sponsorships, and other sources of income, substantiating a total return on investment of 279.53%.

BALANCE SHEET

Assets:	
Cash	\$1,613.29
A/R	\$680.00
Inventory	\$1,501.97
Total Assets:	\$3,795.26
Owner's Equity + Liabilities:	
Capital Stock	\$1,000.00
Net Income	\$2,795.26
Total Liabilities and Capital:	\$3,795.26

STATEMENT OF ACTIVITES (PROFIT OR LOSS)

Kit Sales Revenue	\$3,845.00
Other Revenue	\$2,665.87
Sponsorships	\$800.00
Total Revenue:	\$7,310.87
Expenses:	
Cost of Goods Sold	\$2,400.83
Sales Tax Expense	\$231.92
Wages, Salary, and Commission	\$657.50
Charitable Donation Expense	\$384.50
Miscellaneous Expenses	\$840.86
Total Expenses:	\$4,515.61
Net Income:	\$2,795.26

BOOK VALUE OF STOCK (UPON LIQUIDATION)

Net Profit	\$2,795.26
Capital Stock	\$1,000.00
Total Owner's Equity:	\$3,795.26
Shares of Stock Sold	10
Book Value of Stock:	\$379.53
Percent Return Per Share:	279.53%

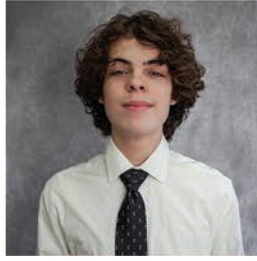
LEADERSHIP & ORGANIZATION



NICK SARIS



ANTHONY BACOPOULOS



JOEY BOWLING



LUKE ROACH



BRADY LANG



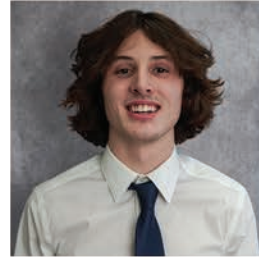
CHRISTIAN JAMES



LUKE HESS



ZACK ZEHNER



BRAD FINK



THOMAS MAXWELL



STRUCTURE AND ORGANIZATION

InnoVistics operates using a flat-organizational structure. This structure makes task delegation more efficient and decreases the need for direct oversight during operations. Different departments report directly to the CEO or the VP of their team. Everyone in the team also communicates openly with each other through Slack channels. Slack helps all team members stay up to date with daily proceedings and the differentiated channels pertaining to specific branches, projects, and areas of operation within the company help to facilitate fluent communication between all team members at any time. Slack has been effective in establishing concise and consistent top-down communication for all team members involved within the organization.

InnoVistics holds monthly departmental meetings where company members discuss upcoming tasks and significant updates. In addition, the project calendar is used by the InnoVistics team to assign different tasks for company members to focus on for the week. This additional organization helps each department know what is expected of them for the week.



MOTIVATION & IMPROVEMENT

InnoVistics provides employee feedback monthly, based upon individual performance. Each department is thoroughly reviewed through department reports and meetings. InnoVistics evaluates each member based on a rubric of eight qualities, such as work readiness, engagement, and teamwork. Employees follow improvement plans to strengthen these areas if they receive weak scores, as they contribute to establishing responsibility and accountability for the entirety of the team. Employees find the extrinsic motivation to work through a 10% bulk commission on their total sales at the end of the fiscal year.

Additionally, InnoVistics ensures that all energy and interactions within the workspace are positive and productive. There is a page from “The Energy Bus” tacked to a board on the InnoVistics office wall. It reminds the team members that they drive their own bus in life — and nobody else does it for them. This principle applies to the work environment for a better overall mentality toward work.

INNOVATION

PRODUCT DEVELOPMENT

InnoVistics learned how to make speaking less nerve-racking from focus groups and from collaborating with students, teachers, and speech therapists for feedback and insight as to how to refine the nature of the product. The focus groups and product demonstrations helped provide more insight as to how to effectively gamify communication in a fun way. InnoVistics learned that dynamic and conversational prompt cards, coupled with activities to develop distinct areas of presentation, would be the most efficient in terms of presentation improvement. These procedures proved highly influential in establishing concrete ways to gamify and improve speech through “deliberate learning” to ensure both learning and laughter for everyone. The Watch Your Mouth! Speaking Game includes 52 prompt cards, three educational pamphlets, and the game spinner. InnoVistics produces locally at Paragraphics in Canton, Ohio, to ensure efficiency and keep delivery punctual during the current supply chain crisis.

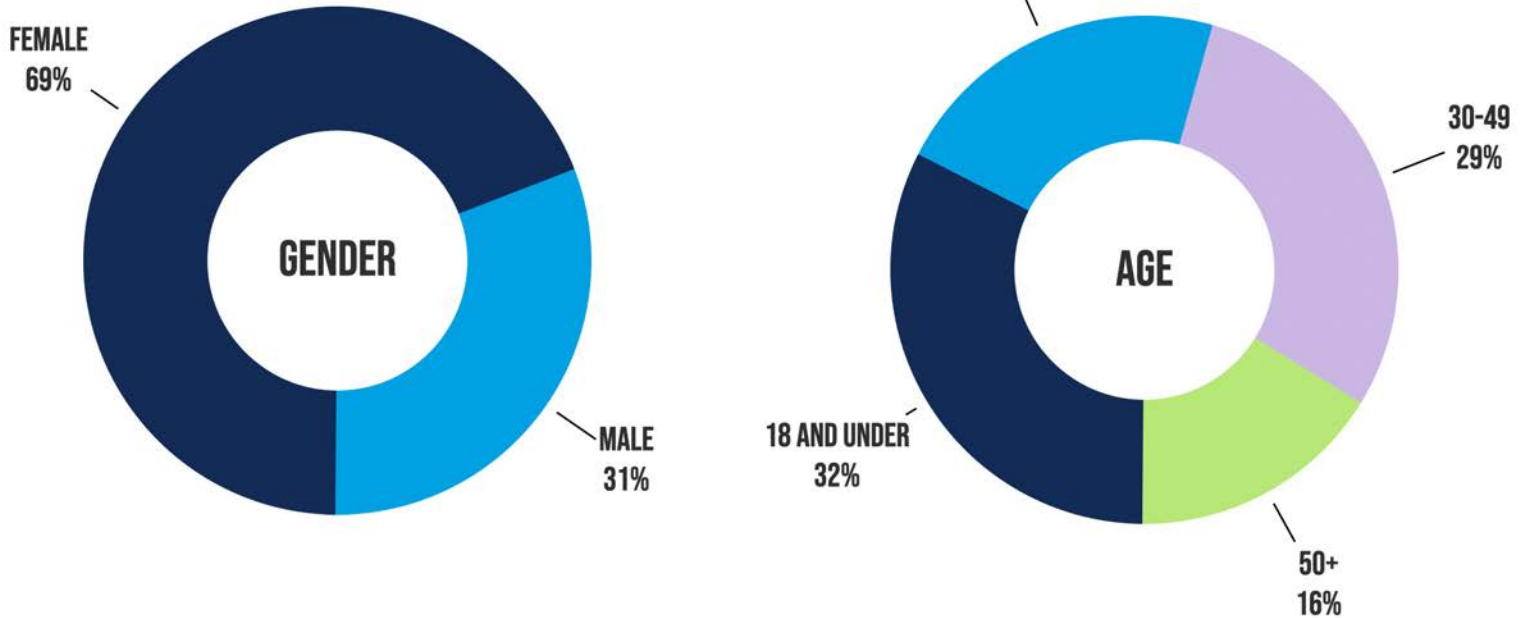


PROPRIETARY BRANDING AND DESIGN

InnoVistics envelops creativity and stress-free expression through its color scheme and product design. The playfulness of the design ensures a stress-free feel to gameplay and learning. InnoVistics refined the logo design and spinner wheel in Adobe Illustrator, and the colors of blue, green, purple, yellow, and orange help give off a vibrant feel of engagement to the eye. The proprietary design allows InnoVistics to stand out in the market and ensure the game is easy to pick up and learn.

MARKETING

INTERNAL SURVEY WITH 200+ RESPONSES



TARGET MARKET

InnoVistics target market consists of students, parents, and grandparents who want to help others or desire to improve their own skills. InnoVistics market research survey concludes that 62% of 202 designated respondents see room for improvement in their own speaking skills.

InnoVistics connects with speech therapy firms, schools, and speech clubs to maximize impact and connection with students and speakers alike. Over 25% of buyers include speech therapists, coaches, and teachers as a result of focused efforts to connect with them.

MARKETING STRATEGIES

InnoVistics held large-scale direct marketing initiatives through Mailchimp designated for speech coaches across the country with a 5% sales yield. InnoVistics orchestrated backpack mail initiatives direct to students in local schools and met with speech therapists through LinkedIn, Zoom meetings, and Facebook to aid them with their practices, reaching over 20,000+ people online. These strategies ensure that InnoVistics thoroughly maximizes potential impact in direct and engaging ways.

COMPETITIVE ADVANTAGE

The Watch Your Mouth! Speaking Game outperforms its competition in every aspect imaginable. There are no other products like it on the market. If prospects seek to find ways to improve their presentation skills through a fun and gamified avenue then the Watch Your Mouth! Speaking Game is what they will need, and InnoVistics is the only source to provide for it. The game was developed by students for students. InnoVistics has experience with the struggles of speech anxiety through prior schooling and education.

The team truly understands the problem from the student and speaker's perspectives, and the solution is optimized for those to learn and do more for themselves in terms of presentation progression. Most of all, InnoVistics' product gamifies the nature of presentation in fun, dynamic and engaging ways. Users enjoy the learning, and the experience, in itself, is hard to find elsewhere. The Watch Your Mouth! Speaking Game is unique, impactful, and enjoyable by nature. These strengths differentiate the Watch Your Mouth! Speaking Game from any other form of competition existent within the market today.

SALES

AVG. IN-PERSON ORDER VALUE

\$36.38

TOTAL IN-PERSON ORDERS

48

TOTAL IN-PERSON SALES

\$1,746.27

SALES STRATEGIES

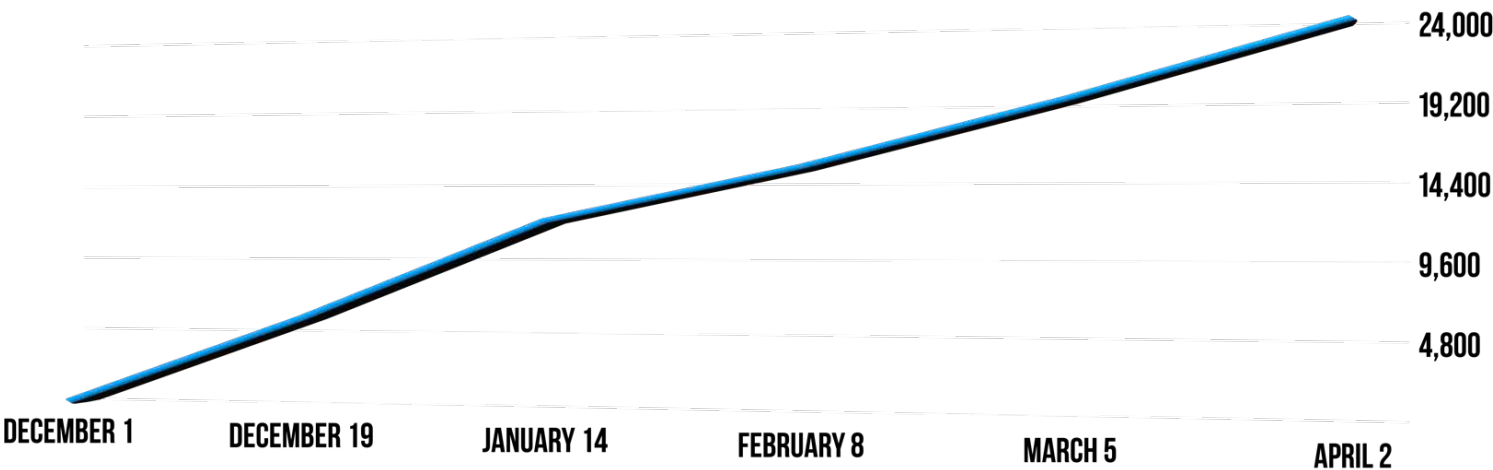
InnoVistics conducts a majority of its sales through GolInnoVistics.com and in-person prospects. Over 65% of sales stem from social media and Facebook ads online. Backpack mail initiatives at local schools, and meetings with speech pathologists and teachers, secure the most sales in terms of quantity.

In addition, InnoVistics began to sell the Watch Your Mouth! Conversation Cards as a separate game in February at a gross profit margin of 40%. This strategy makes it easier to offer the broad utility of the product to prospective customers at a lower cost with a higher profit. These strategies ensure that InnoVistics maximizes its impact and secures adequate sales simultaneously.

SOCIAL MEDIA AWARENESS

InnoVistics actively posts through Facebook and Instagram to amass new audiences. InnoVistics gains followers organically with over 236 followers on Instagram and 86 page likes on Facebook. In addition, InnoVistics runs three separate ads for one day each on the Meta platforms. The ads performed very well and garnered an average of four orders for each promotion, respectively. The ad spend ROI stands at 810% with each post costing \$10 per day over the course of a three-day period.

FACEBOOK AND INSTAGRAM REACH



ONLINE SALES

Over 65% of InnoVistics sales are made online. A solid social media presence and immense networking result in more efficient and effective sales strategies for InnoVistics, as opposed to selling door-to-door or in-person. The uncertainty of the pandemic is what shifts InnoVistics' focus from in-person to digital sales. As a result, InnoVistics accounts for 54 online sales amongst four states throughout the country. All social media accounts are built to funnel prospective customers to the website (GoInnoVistics.com) for potential purchases. Additionally, Facebook groups and Facebook ad campaigns play vital roles in facilitating traffic to the InnoVistics website.

AVG. ONLINE ORDER VALUE

\$38.87

TOTAL ONLINE ORDERS

54

TOTAL ONLINE SALES

\$2,098.73

WEBSITE VISITORS

871

MAILCHIMP SUBSCRIBERS

148

VISITOR:ORDER CONVERSION RATE

6.2%

STATES WITH ONLINE SALES



Ohio



Florida

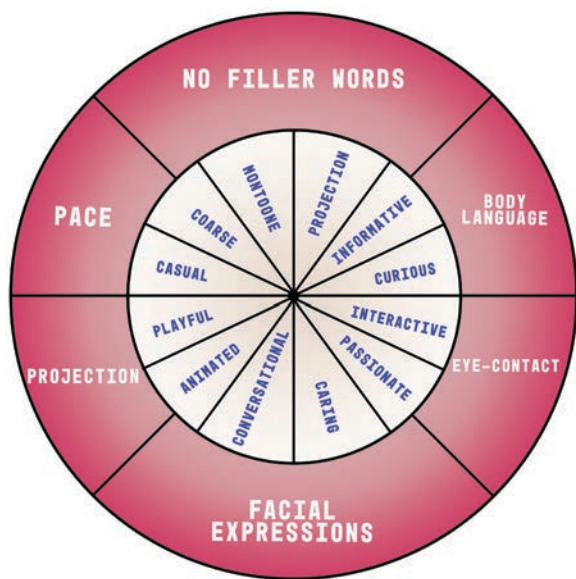


North Carolina



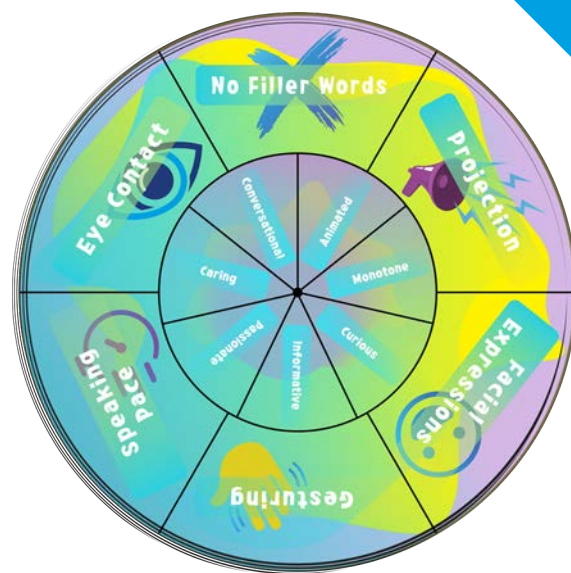
Texas

LEARNING EXPERIENCES



Completed in 1 Week

|||||



THE DEMO

InnoVistics traveled to a local montessori school in November of 2021 to gauge the interest and viability of the “concept.” The “concept” consisted of hand-cut conversation cards and a spinner wheel printed from home on stock paper. It was a very rough prototype, but it conveyed its use perfectly. The kids loved it. InnoVistics left with valuable feedback and more work to do. The concept was refined into a product shortly thereafter. InnoVistics, six weeks later, established a supplier, and the final version of the Watch Your Mouth! Speaking Game was printed professionally.

FAILURE

InnoVistics left the product demonstration in November and entered the Hartville Marketplace with an eagerness to share its mission with others. However, InnoVistics was left with one sale by the end of the day. Something needed to be done. There was a lack of connection between InnoVistics’ vision and those it truly meant to help, so the team went to work to meet the needs of those they sought to assist more directly and more efficiently through other means: Sales for speaking services.

SUCCESS

InnoVistics reevaluated the market and made adjustments to connect with professionals in the speech-service sphere who shared the same vision. Mailchimp initiatives for an inquiry of a Zoom meeting were sent to speech coaches across the country. They helped secure support for the mission with a 5% sales yield. LinkedIn networking with speech pathologists and local visits to schools helped spread awareness of the vision and emphasize the product’s benefits. It worked. Sales improved, and InnoVistics began to help others with more emphasis and meaning than ever before. Today, people laugh, learn, and speak stress-free with the help of the Watch Your Mouth! Speaking Game. This realization marks only the beginning of what is possible.



**Energize Your
Speaking Ability.™**