

PETAL & — POLLENCO.



PetalandPollenCo



Petal_PollenCo



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2024-2025 Annual Report



School : Four Cities Compact

Teacher: Ms. Coldwell

Advisor : Jenn Scheeser

Volunteer: Randy Kilbride

Our Product:

HOW TO Customize Your Planting Kit

01

Choose Your Pot:

- Terracotta - Start growing your pot indoors and once it's big enough transfer outside into the ground.
- Biodegradable - Plant your seeds into the pot, let it grow indoors for around 2 weeks until pot turns dark brown then put ENTIRE pot into the ground as the pot will break down into the ground.



02

What's Included:

- Inside your pot there will be 2 dirt pucks you add water to and the amount of dirt will double. There will also be a bag of seeds, a water globe to self water your plant, and a randomized charm.



03

Choose Your Flower Seeds:

- Single China Aster Seed - Fireflies
- Royal Carpet Sweet Alyssum Seeds - Bees
- California Giants Zinnia Seed - Butterflies



Petal&PollenCo.



PROTECT
THE
pollinators



We also have
a step by
step video
tutorial on
how to plant
each kit on
our TikTok.

\$1,100

In sales (as of
March 2025)

92

Units sold

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OUR PROBLEM

Every year about 500,000 pollinators are eliminated by climate change, habitat loss, pesticides, and monoculture farming. Pollinators are vital for healthy ecosystems, they spread nutrients and allow other plants to reproduce. Our company wants to bring awareness to this issue, so we created a self planting kit. This kit allows our community to get involved and do their part but also educate others on how pollinators positively affect ecosystems.

OUR MISSION

Our Mission is to save our pollinators by planting seeds that provide them food, shelter, and help with reproduction.

Leadership & Organization

Company Culture



At Petal&Pollen Co. - We are more than a business that just sells flower pots, we are a company dedicated to saving our pollinators. Our company culture is built on sustainability, passion, and teamwork. We strive to help spread awareness for the pollinators. Also, as a student-led business, we focus on raising awareness about the importance of our pollinators through our products and educational initiatives. Our mission as a team it to create a positive environmental impact while inspiring the next generation to take action in protecting out vital pollinators.



We received generous donations from a local golf course & candy shop. This allowed us to raise capital to fund the initial start up of our business.

Financial Breakdown

Sales Revenue

\$1,106

Total Revenue

\$2,907.17

Net Profit

\$2,104.33

Total Units
Sold

92

Average
Selling Price

\$12.01

Cost Per Unit

Terrecotta-\$12.50
Bio
Degradable-\$8.50

For Date Ended March 24, 2025

Balance Sheet

Income Statement

Cash

\$1120

Sales

\$1,106

Checking
Accounting

\$955.38

Donations

\$1801.67

Finished Inventory

\$480

Total Revenue

\$2,907.17

Total Assets

\$2555.38

Cost of Goods
Sold

\$421.30

Sales Tax Payable

\$75.74

Advertising
expenses

\$0

Total Expenses

\$75.74

Total Owners
Equity

\$2479.64

Loan Interest
payable

\$0

**Return to the
Environment:**

10% of all company
profits will be donated
to **Save Ohio Bees!**



Marketing

-We established our target market through joining facebook groups of people who we thinking would be interested in out product.



Sales



In the past year, our sales strategies for our flower planting kits aimed at saving and protecting our pollinators. We focused on both direct engagement at selling events and strengthening our online presence through social media platforms. At selling events we spread awareness by sharing information on each pollinator to try to spark peoples awareness in the decline of pollinators. Overall, these strategies have helped us grow our customer base, build brand loyalty, and advance our mission of saving the pollinators.



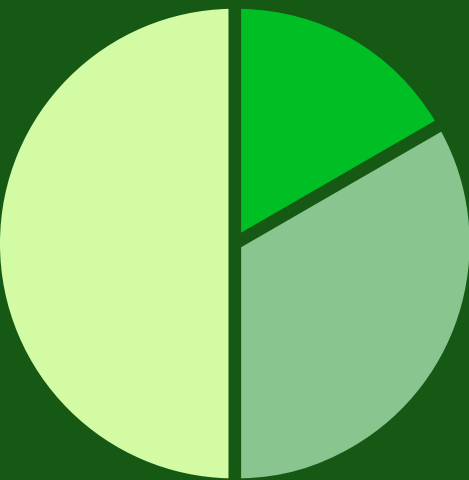
http://



We marketed our products by utilizing Instagram, Facebook, and our company website.



CUSTOMER INTERACTION

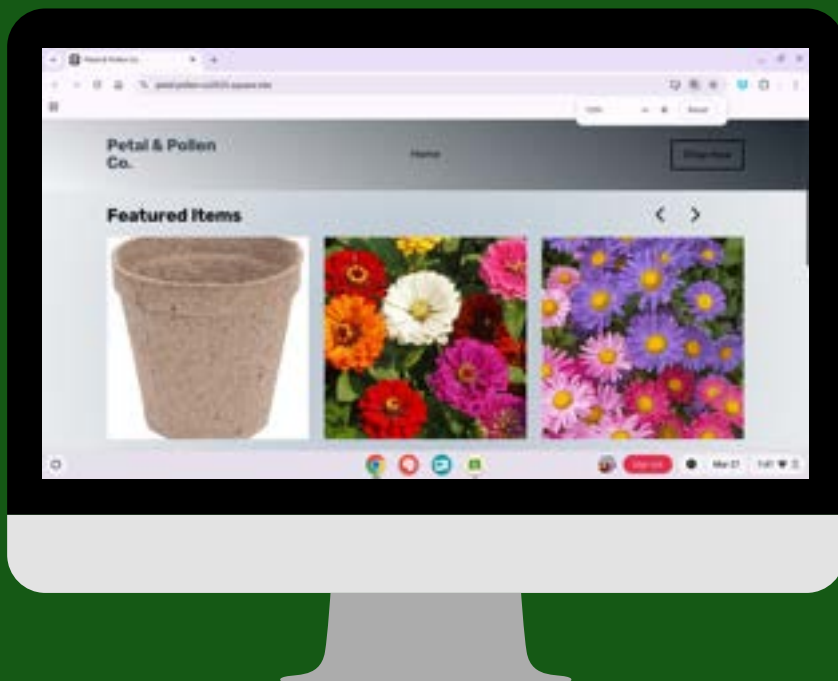


- Instagram
- Facebook
- Website



- Female
- Male

<https://petal-pollen-co2025.square.site/>



TARGET MARKET



- ☐ 25-55 woman
- ☐ crafty people
- ☐ environmentalist
- ☐ parents

SOCIAL RESPONSIBILITY



Our company's mission is to help protect the pollinators

HOW?

WHY?

Donating 10% of total profits to Save Ohio Bees .

Pollinators are essential for plant reproduction, helping produce fruits, vegetables, and seeds by transferring pollen between flowers. Bees, butterflies, birds, and other pollinators support biodiversity, healthy ecosystems, and global food production. Without pollinators, many plants would struggle to grow, leading to food shortages and environmental imbalance



SINGLE CHINA ASTER SEED - FIREFLIES

ROYAL CARPET SWEET ALYSSUM SEEDS - BEES

CALIFORNIA GIANTS ZINNIA SEED - BUTTERFLIES

Plans After High School & Team Accomplishments

TEAM ACCOMPLISHMENTS...

- Attended various selling events
- Participated on New Day Cleveland News
- Donated to Save Ohio Bees
- Created a raffle to gain funds
- Attended in the Four Cities Compact Stakeholder meeting



“After high school I will attend Ohio State ATI to study Turfgrass Management.”

“After high school I will be going to Bowling Green State University to study HR.”



“After high school I will be attending Ohio State Newark to study business.”

“After high school I will be going to Paul Mitchell Trade School in Columbus OH for cosmetology.”



“After highschool I will be attending the University of Cincinnati to study marketing.”



“After high school I will be pursuing my career in Truck Driving for the United States Army.”



“After high school I will be starting my US Navy career at Great Lakes, then becoming an Intelligence specialist.”

