



# - 2023 / 2024 - ANNUAL REPORT

Junior Achievement of North Central Ohio

GlenOak HighSchool: Canton, Ohio

Teachers: Amanda DeFays & Mike Nieporte

Volunteer: Lena McMichael



# EXECUTIVE SUMMARY



We all know about the physical, ecological, and financial benefits of gardening. However, the mental health benefits of gardening are often overlooked. Research shows that 1 in 5 adults in the U.S. struggle with mental illness and that 1 in 3 adolescents struggle with an anxiety disorder. As this represents such a large problem in the U.S., our mission at Plant Haven is to help everyone reap the benefits of gardening. Studies have shown that gardening helps tremendously with stress relief and mental health due to the healthy bacteria found in soil as well as sensory-stimulation, which we see in plants like lavender, mint, and wooly thyme. Thus, our product *Therapy Garden*, is a miniature indoor garden that comes as a package with all the supplies you would need to grow your garden. Additionally, what makes our product so unique is it includes 3 different stimulating plants for you to grow which include mint for taste, lavender for smell, and wooly thyme for touch.

Overall, we are pleased to report that 2023-2024 has been a year of growth for Plant Haven. This year we have grown our customer base through the sale of 163 *Therapy Gardens*. Additionally, we've grown our focus from individual customer sales to institutional sales such as garden centers, assisted living homes, and hospital gift shops. Finally, we are proud to have helped to grow our community by donating over 12 *Therapy Gardens* and partnering with Sources of Strength to help educate our own peers about the mental health benefits of gardening.

*~Emma Pooley, CEO*

## FINANCIAL SUMMARY

|             |                        |                     |
|-------------|------------------------|---------------------|
| \$7,370     | \$3,856.49             | \$5,106.49          |
| Total Sales | Net Profit from Sales  | Net Profit w/Grants |
| 163         | 59%                    | \$26.35             |
| Units Sold  | Profit Margin Per Unit | Profit Per Unit     |

## TABLE OF CONTENTS



Executive Summary



Our Product



Leadership & Organization



Financial Summary



Company Growth



Marketing & Sales



Strategic Partners



Learning Experiences

### Mission Statement

At Plant Haven, our mission is to help everyone gain the physical and mental health benefits of gardening and sensory-stimulation achieved through bringing the outdoors inside.



**Instruction Card**

**Seeds**

**Spray Bottle**



**Woolly Thyme**



**Lavender**



**Mint**

**Soil Pods**

**Shovel**

**Planter Box**



## OUR PRODUCT

Our product, the *Therapy Garden*, is a miniature indoor garden that comes as a package with everything a customer would need to grow sensory-stimulating plants. Each garden comes with a 16"x 6"x 5" planter box, gravel, soil, soil pods, 3 seed packets, a miniature garden shovel, a spray bottle, and an instruction card on how to assemble the garden.



## FEATURES & BENEFITS

**SENSORY STIMULATING**

Appeals to 3 senses: mint for taste, lavender for smell, and woolly thyme for touch.

**PACKAGE DEAL**

Don't have to buy supplies separately, comes with everything needed to grow your garden yourself.

**STRESS RELIEVER**

Gardening has been scientifically proven to relieve stress; even just getting your hands dirty increases serotonin levels.

## DEVELOPMENT OF OUR PRODUCT

Our product was developed and produced with the help of Mrs. Woods, the Horticulture and Agriculture teacher at Plain Local. She helped us pick the plants and supplies to include in our package. Additionally, in the horticulture greenhouse, we keep our soil, gravel, and other various materials necessary to build the *Therapy Gardens*. This is where we package and store our *Therapy Gardens* until they are purchased.

# LEADERSHIP & ORGANIZATION



**Emma Pooley:**  
CEO



**Marli Dye:**  
Marketing



**Nora Salem:**  
PR/HR



**Makenna Boord:**  
Finance



**Marcus Alvarado:**  
Supply Chain



**Austin Morrison:**  
Sales



**Bryce Moore:**  
Sales



**Roman Woods:**  
VP

## ORGANIZATION & STRUCTURE

Our company operates under a democratic and hands-on leadership style. While we work separately within our own divisions and roles, we all come together when it comes time to produce our product. We also try to ensure that every member is involved and heard. Management steps in to help when needed for tasks from another role. Then when team members voice their concerns, meetings are held to ensure the company keeps a positive culture and group dynamic.

## MOTIVATION & IMPROVEMENT

Here at Plant Haven, we want to honor and recognize the things our employees do. At the end of every week, we choose an employee who best demonstrates our company values by having each member vote on the "Employee of the Week". The chosen employee then had the opportunity to choose a treat. The next Friday, the team would get to share the treat the employee picked. This helped to keep motivation and morale high, especially at the end of a long week. Additionally, towards the end of the year, we conducted weekly individual management-to-employee meetings to discuss employee performance and gain feedback on constructive ideas for positive change.





# FINANCIAL SUMMARY

## BREAK-EVEN

23 Units

## GRANTS



\$2,500



\$1,000

## ROI

Based on our total net profit of \$5,106.49 and our initial Junior Achievement investment loan of \$600, our return on investment is 851%. Our overall net profit is bolstered by our Corteva Grant and JCU Veale Grant.

## CAPITALIZATION

The judges at Junior Achievement gave us a loan of \$600 with a 5% interest rate. We used this to start our first round of production, and intend to pay all of it back.

163

Total Units Sold

\$45

Selling Price

\$18.65

Cost Per Unit

\$7,370

Total Sales Revenue

\$5,106.49

Net Profit

\$1,250

Grant Revenue

| Plant Haven                   |                   |
|-------------------------------|-------------------|
| Income Statement              |                   |
| For Date Ended March 21, 2024 |                   |
| <b>Revenue</b>                |                   |
| Sales                         | \$5,120.00        |
| Corteva Grant Sales           | \$2,250.00        |
| Veale/John Carroll Grant      | \$1,000.00        |
| Corteva Grant                 | \$250.00          |
| JA Company Loan               | \$600.00          |
| <b>Total Revenue</b>          | <b>\$9,220.00</b> |
| <b>Expenses</b>               |                   |
| Cost of Goods Sold            | \$2,798.96        |
| Marketplace Expenses          | \$90.00           |
| Advertising Expense           | \$201.00          |
| Sales Tax Payable             | \$332.80          |
| JA Company Loan Payable       | \$630.00          |
| Transaction Fees              | \$60.75           |
| <b>Total Expenses</b>         | <b>\$4,113.51</b> |
| <b>Total Net Profit</b>       | <b>\$5,106.49</b> |

| Plant Haven                     |                   |
|---------------------------------|-------------------|
| Balance Sheet                   |                   |
| March 21, 2024                  |                   |
| <b>Assets</b>                   |                   |
| Cash                            | \$20.00           |
| Checking Account                | \$5,729.58        |
| Supplies                        | \$89.98           |
| <b>Total Assets</b>             | <b>\$5,839.56</b> |
| <b>Liabilities</b>              |                   |
| Sales Tax Payable               | \$332.80          |
| JA Company Loan Payable         | \$630.00          |
| <b>Total Liabilities</b>        | <b>\$962.80</b>   |
| <b>Total Owner's Equity</b>     | <b>\$4,876.76</b> |
| <b>Total Liability &amp; OE</b> | <b>\$5,839.56</b> |

# COMPANY GROWTH



In December, we pitched to a panel of judges from Corteva Agriscience and AdVenture Capital about our idea for a project that would partner us with Sources of Strength (*an organization that promotes and teaches strategies for mental well-being for youth and adolescents*) for a *Therapy Garden* giveaway. After pitching, we were awarded not only a \$2,500 grant to fund our Garden Giveaway project but also a 3 day all-expenses-paid trip for 5 members of our team to Corteva's headquarters in Indianapolis, IN.

## STEP 1: LEARN FROM EXPERTS



We got to tour the Corteva headquarters, meet the staff, and learn about agriculture from the experts!

## STEP 2: TEAM BUILDING



During our trip, we got to work on our team bonding and did an escape room together!

## STEP 3: PROJECT DEVELOPMENT



We received our grant and worked on planning out the details for our project with the help of some of the Corteva executives!

## STEP 4: GARDEN GIVEAWAY



50 of our own peers received a *Therapy Garden* during a fun workshop with the help of Sources of Strength Ambassadors!



@planthaven\_ja



@Plant Haven



plant-haven.square.site

## MARKET RESEARCH & INNOVATION

Market research helped define our target market and thus actual product grow and evolve into what it has become today. Initially, we viewed *Therapy Gardens* as specifically for elderly customers who could benefit from the fine motor skill help of indoor gardening. The more research we conducted, the more we came to realize how many people turn to gardening for the mental benefits it provides as well. This expanded our target market and we adjusted our product accordingly. We decided to size down our planter box, as well as picked a more chic rustic planter box that has a younger, more appealing look. Then we decided to include sensory-stimulating plants in our gardens to focus on mental health and stress relief, and priced it affordably to make it accessible to as many people as possible.

## SALES

### Sales Breakdown

|                             |                 |
|-----------------------------|-----------------|
| <b>Presales:</b>            | <b>24 units</b> |
| <b>1-on-1:</b>              | <b>43 units</b> |
| <b>Online:</b>              | <b>4 units</b>  |
| <b>Marketplaces:</b>        | <b>46 units</b> |
| • School Events:            | 7 units         |
| • YEI Markets:              | 14 units        |
| • Akron Home & Garden Show: | 25 units        |

Our initial wave of business came from family and friends as many of them fell into our target market and were receptive to our product messaging. We then found continued success with our direct to consumer pathway through attending various marketplaces such as the Akron Home & Garden Show. We do realize that in order to keep our sales growing we need to explore new markets, so we have recently shifted attention to B2B pathways such as retirement homes, flower shops, and nurseries.



## OUR FLYER



"The plants in my *Therapy Garden* are helping with my arthritis because I get to use my hands!"  
-Sue Thomas

"Thank you so much for allowing me to purchase a *Therapy Garden*! This allowed my students in the classroom to have an additional experience allowing them to work together. My students enjoyed planting the seeds and now the excitement of watching them grow!"  
-Angela W.

# STRATEGIC PARTNERSHIPS



- **AdVenture Capital, Corteva Agriscience**- We are thankful to have been awarded a \$2,500 grant to help spread awareness to local peers.
- **Akron Home and Garden Show**- For providing Plant Haven with an amazing selling and networking experience.
- **Child & Adolescent Behavioral Health**- As a thank you for your dedication to helping those who battle mental health challenges, we have donated multiple *Therapy Gardens* to their cause.
- **GlenOak Horticulture and Agriculture**- A special thanks to Mrs. Woods for helping ideate the *Therapy Garden* and giving expert tips on production as well as educating the team.
- **Glenwood Assisted Living**- We'd like to thank them for giving us our 1st B2B experience.
- **Junior Achievement of North Central Ohio**- The biggest "thank you" to all the mentoring, guidance, and support in building an established business.
- **Sources of Strength**- We are extremely grateful to have partnered with our GlenOak ambassadors in our Garden Giveaway.
- **Johnny's Seed Catalog, Urban Farmer**- For providing us with the best quality seeds and materials.
- **JCU Veale Youth Entrepreneurship Forum**- We greatly appreciate the \$1,000 grant that helped us improve our marketing strategies.
- **JANCO Stark Tank**- As finalists, we'd like to thank JANCO and the Sharks for the opportunity not only to pitch our product but also receive feedback on how to improve.





# LEARNING EXPERIENCES



## **Marcus Alvarado, Supply Chain**

"When I joined this program I never expected to learn what it takes to run a business or keep it operating along with multiple other skills that I will keep with me forever. These skills I will use whenever I run my own business one day, like being able to keep inventory of products while also being organized with everything."

## **Makenna Boord, CFO**

"If you don't know your numbers you truly don't know your business. One thing I've learned in the 4 years I've been here is that accounting for everything is so much more important than I ever thought. All of these applications are going to be greatly utilized in my future."

## **Marli Dye, Marketing**

"The GlenOak Business program has taught me many things over the course of my 3 years in this program. The biggest takeaway from the company program showed me the ethics and challenges of running a business and taking on responsibilities."

## **Bryce Moore, Sales**

"The business program has been very beneficial for me, I've been able to learn many skills I can apply to the real world like how banks work, credit, debt, saving and etc. My main take-away from this program is not to give up on yourself, even if it feels like it's not working."

## **Austin Morrison, Sales**

"The business program has been a really good learning experience for me especially in the sales world. I've learned good public speaking skills, along with that I have gained knowledge in making connections with people. Our team has become one friend group which has been my favorite part about this whole experience."

## **Emma Pooley, CEO**

"From my experience with the business program, I've not only learned how to lead a team but also how to do the things that make me most uncomfortable. Most of all, I've grown as a person, and I know I'll take the leadership skills I've learned with this program no matter where I go in life."

## **Nora Salem, Public Relations**

"Throughout my experience being in the business program, I have learned incredible skills that will last me a lifetime. Learning how to run my own business has given me tremendous experience in creating a product, marketing the brand, and generating sustainable income that will definitely prepare me for future success."

## **Roman Woods, VP**

"I've learned that running a successful business is a lot harder than what I thought it was going to be. Also, the people within your company will become a part of a friend group you'll remember for a lifetime. I will take what I learned from the business program and apply it to my career path."