

2021
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2022

REPORT NO.
091-BF

Coordinator

JUNIOR ACHIEVEMENT OF NORTH
CENTRAL OHIO



Jackson High School
Mr. Donaldson
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Mission Statement

Our mission is to remove stress and anxiety through the power of organization is reflected through every decision and product we make.

Executive Summary

With our ever increasing reliance on technology in corporate America, cords have become the bane of the modern work environment. The Cordinator is an innovative organization tool that solves this issue of cluttered cords. The Cordinator was created by six people who have recognized the need for this type of product in our schools, businesses, and communities.

Financial Report

Total Revenue: \$1564
Total Coordinators Sold
52

Total Hoodies Sold
28



Balance Sheet

Assets:

Cash	\$940
Supplies	\$59.91
Total Assets	\$999.91
Capital Stock	\$640
Net Profit	\$113.32
Total Liabilities and Capital	\$999.91

Statement of Activities

Total Income	\$1500.65
Expenses	
Total Sales Tax	\$59.93
Cost of Goods Sold	\$1277.4
Donation to NPDP	\$50.03
Total Expenses	\$1387.33
ROI	17%

Leadership and Employee Analysis

As a way to consistently check in on employees, we instituted monthly employee analysis meetings. In these meetings, employees were asked to evaluate themselves before hearing their evaluation from the CEO. These meetings are meant to be critical of our employee's performances but also to just improve as a whole company. Employees were encouraged to share their thoughts on company operations not just in these evaluations, but whenever they feel necessary. Being completely transparent with each other is a core value within our company and is an important motivator that has led to direct success.

General Company Structure

We started as one complete company all working with each other. But sales started slow so we decided to branch out and sell to our peers. This is when our company split into two distinct departments, one focusing on coordinator sales and the other focusing on "coordinator hoodie" sales. This turned out to be a huge morale boost throughout the company. The three of us working on coordinator organizer sales created ways to more efficiently and effectively use our time. While our other three became more bought in to the company as we were working on a project that hits home and we could be more integrated with.

Organization

Equity Structure

Our company is set up in a manner that encourages every member to pull their weight. At the beginning of our company we unanimously decided to split the equity equally between the six of us. With everybody having roughly 16% equity, we were all dedicated to work our money back.

Enjoyable Atmosphere



Encourage Creativity



Meet The Team!



CEO, Ryan Buckler



CFO, William Emley



CMO, Benjamin Burgess



Sales Director, Andrew Grant



Director of Technology,, Joey Bostic



Supply Chain, Jovan Jovicic

Innovation

Injection Molding

Due to its cheap cost per unit and apparent ease of implementation, we originally looked into injection molding to make the product. However due to an extremely high start up cost, we ended up looking for other options.



3D Printing

At Jackson High School there is a course that works with 3D printing. We used this to our advantage to create a design. 3D printing is very cheap, but proves to have long production duration.

MAKERGEAR

What We Chose

We saw that with our budget, 3D Printing is more ethical. We also found a demand for the product that would not exceed the duration of production. We contacted many different 3D printing companies, but went with a company in Cleveland Ohio, named Maker Gear. They work very closely with us, and helped us be the most cost efficient with the best quality possible.

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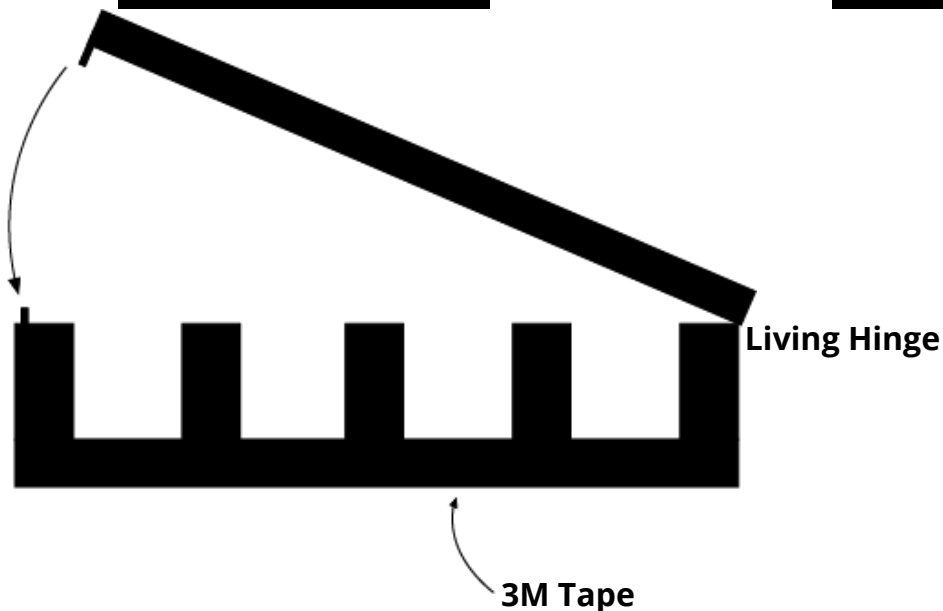
Product Description

Our product provides our customers with the ability to run cords through one of the four holes. Each hole is able to fit up to 5 cords which is great for where you want cords to run to the same place.

Our product is unique because we offer the customer the ability to know where each cord will go, and with the clamp technology it is very easy to replace and move around your cords

We also have 3m tape along the bottom so the customer can also put the Cordinator anywhere they want for a slick look where cords are.

Our easy application process entails a small task of peeling the clear 3m tape off the bottom of the Cordinator and sticking it onto your desired, soon-to-be-organized, location.



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SALES STRATEGY

We spent countless hours cold calling businesses.

We also attended Hartville Market Place to spread our network and gain sales

In Jackson High School we use word of mouth to create demand for our product. We spread around our business cards to teachers and explain how the coordinator will benefit them.

Contacted Businesses

- Timken
- Hendrickson
- Stark State
- Kent State
- Hoover Local Schools
- Glenoak Local Schools
- Mount Union University
- Lake Local Schools
- Jackson Local Schools
- Jeff's Motorcars
- Waiken Auto Dealerships
- VR Arcade
- Dave and Busters
- Mercy Medical
- Aultman Hospital
- Garner Insurance
- CPA Growth Guides

Demographic

Ages



20-45

Years Old

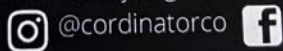
Over 850,000 Office Workers are Currently employed in the U.S.



Cordinator

The Next Innovation in Cord Organization

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Market Analysis

Our market consists in schools and office buildings. We are lucky enough to go to Jackson High School because our district consists of 4 elementary schools, 1 middle school, and 1 high school. This allows us to have an amazing market to sell our coordinators. Many school districts close to us have a similar amount of buildings in their district which is an amazing market for us. Schools need to have our product because this will reduce work load on tech teams and provide a professional appearance for teachers and computer labs. When selling to schools we will create demand through teachers. We have sent out emails to every single teacher in the district of Jackson so they can know about our company and purchase our product for their desks. This will allow the district to see that teachers find a lot of use in the Coordinator, and have the schools also gain interest.



120 followers



TikTok

5,000 views

According to U.S. Bureau Of Labor Statistics, in 2019 office jobs are the majority of occupations in the United States making up about 16 percent of U.S. employment (Paragraph 1).

We are taking advantage of this statistic because our market makes up majority of jobs in the United States. There are many offices local to Jackson High School which allows us to have an amazing market and location.



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Learning Experiences

Throughout this year of working in JA, there were so many real world lessons that we learned that will only help us later in life. It took us months to find a manufacturer. There were multiple ways to produce the Coordinator, such as 3D printing and injection molding. Time after time, we would be sure that this manufacturer would work out, just for there to be a dead end and the search would have to continue.



Another big learning curve for us was the sales strategy. At first we were using mainly emails and cold calls to sell coordinators. Through trial and error, we found it more efficient to meet with people in person and bring a coordinator with us so consumers could understand the product better. Marketing in person was also great practice for our sales pitch that would later be used in competitions such as Stark Tank.

One of the world's biggest fears, public speaking, was something that JA forced us to become better at. Stark Tank was a great experience for us as it was the first time we pitched at a competition for real investors. Writing the script, deciding who would speak, and making props were all things that we will apply in our futures. While the experience of this in person presentation was the most valuable, taking third place and winning \$500 wasn't too bad either.



Coordinator