



Annual Report

2023-2024

Hoover High School, North Canton, Ohio

Teacher: Mrs. Nicole Snider

JA Volunteers: Mrs. Diane Pilati and Mr.

Mike Grady

Junior Achievement of North Central Ohio

Executive Summary

The Monarch butterfly population faces a challenge. The butterflies have found themselves on the Endangered Species List, with a staggering 99% decline in population since 1990. Mission Monarch presents a solution through our milkweed seed bombs. Milkweed is the **ONLY** host plant for the monarchs. It is the only plant on which monarchs can **lay their eggs and is their favorite food source**. We sell our seed bombs in packs of three each containing 3-5 seeds in each bomb. Each plant can **host up to 5 monarch butterflies**, with 620 units sold, we estimate to have provided a potential **habitat for over 9,000 monarchs**. The paper in our seed bombs were upcycled from our school. We cold stratify our seeds allowing our customers to plant at any time. In addition to milkweed seed bombs, we sell our monarch plush toy, Marty, to remind us who we are fighting for. We want to do everything in our power to get these creatures back on their wings.



Vision Statement

Mission Monarch envisions a world where milkweed thrives, providing essential sustenance and habitats for the monarch butterflies. We aim to create a future where monarchs fly high and where generations will be able to see these beautiful creatures.

Mission Statement

Mission Monarch strives to give individuals in our community a sense of fulfillment by reviving a dying species and boosting our local ecosystem.

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Performance Snapshot

Total Units Sold:	Total Profit:
620	\$4,482.92
Total Revenue:	ROI:
\$8,996.31	984%



Financials

Overview

Our company, which has achieved over \$8,000 in total sales, started with just a \$150 investment from each of the **six** company members. We sold our milkweed bundles for \$20.00 with a production cost of only \$10.88.

Break Even

Our profit margin is \$8.19 for our seed bombs, \$5.93 for our plush toys, and \$9.12 for our bundles. Based on our \$389.00 in fixed expenses, our break even point is 45 bundles sold. We have sold 620 units resulting in \$8,230 in revenue.

Capital

Aside from the \$900 in student investment capital, we also raised \$1,500 in sponsorships. We won Stark Tank competition, our local JA competition and came in 2nd at Teen Accelerate, winning a total of \$4,000. \$766 of our revenue was obtained through raffle basket tickets we sold to gain start-up funds.

Liquidation

During liquidation, 3 bundles will be held back for display purposes. We will be donating the rest of our products and supplies to Beech Creek Botanical Garden, as well as \$250. All members will be compensated, reimbursed for their expenses, and returns will be distributed to shareholders.

Product	Cost to Produce	Sold For	Profit Margain
Seed Bomb	\$1.81	\$10	81.90%
Butterfly Plush Toy	\$9.07	\$15	39.50%
Bundle	\$10.88	\$20	45.60%

As of 5/1/24

Income Statement (P&L)

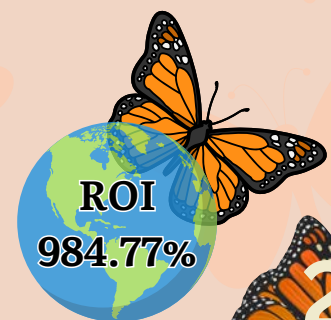
Revenue	
Net Sales	\$8,230.00
Raffle Tickets	\$766.31
Total Revenue:	\$8,996.31
Cost of Good Sold:	
	\$3,625.77
Gross Profit:	\$5,370.54
Expenses:	
Advertising and Marketing	\$813.27
Transaction Fees	\$74.35
Total Expenses	\$887.62
Net Income	\$4,482.92

Balance Sheet

Assets	
Cash	\$11,772.67
Total Assets:	\$11,772.67
Liabilities	
Donation Payable	\$250.00
Salary Payable	\$183.00
Sales Tax Payable	\$456.75
Total Liabilities	\$889.75
Owners Equity	
Stockholder's Equity	\$900.00
Competition and Sponsorships	\$5,500.00
Net Income	\$4,482.92
Total Owner's Equity	\$10,882.92
Total Liabilities and Owner's Equity	\$11,772.67

Book Value of Stock (Upon Liquidation)

Capital Stock	\$4,482.92
Net Profit	\$900.00
Total Owner's Equity	\$10,020.25
Shares of Stock Sold	6
Book Value of Stock	\$1,670.04
Percent Return Per Share	984.77%



Leadership and Organization

Motivation and Improvement

Employees in Mission Monarch were motivated through the use of incentives. Employees were motivated through a 10% commission they received on their individual sales. We had a **goal-setting** and achieving process that consisted of thinking of a problem, setting a realistic, attainable goal, breaking down the goal into objectives that contribute to the goal's achievement, assigning each objective, and monitoring the progress made.



Grady Miller
CEO



Carter Black
HR



Alex Boske
CFO



Tess Bucher
CMO



Jack Shaffer
Production and Sales VP



Mitchell Gregory
Sales Associate

Structure and Organization

Our culture was formed through a process that involved a constant work cycle. When someone was done with their own work, as opposed to just taking a break, they went on to **assist** another employee who needed help. This helped make a **strong culture** and a well-functioning team. We have a line hierarchy that allows for information to flow through the company to the CEO.

Role Determination

Mission Monarch used a complex Role Determination process that involved each person taking a **Myers-Briggs personality test** to determine which person would best fit the role. Additionally, each employee was interviewed by the CEO to ensure they were suited for their role.

Innovation



We started trying to **solve the problem of monarch butterfly population decline**. This began our journey to spread as much milkweed as possible.

To learn more we reached out to a **monarch butterfly specialist**. We learned how to harvest our own milkweed and the germination process.

We conducted focus group meetings. We learned about the importance of **cold stratification**, which is vital to the milkweed plant growing.



We came up with the idea of the **milkweed seed bomb**, a way to successfully grow and spread seeds.

We then conducted our own **market research** which had over 300 responses. We established that there was a clear market need for our product.

We made a few **prototypes** of our product to find which design best suited our needs.



We learned clay can prevent the seed from sprouting. We then made the seed bombs using **upcycled paper** from our school's main office.

After only selling seed bombs, we noticed an opportunity to reach a larger audience with our monarch plush toy. This **increased our sales** significantly.

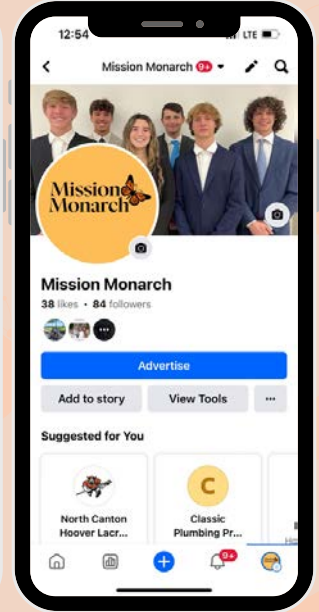
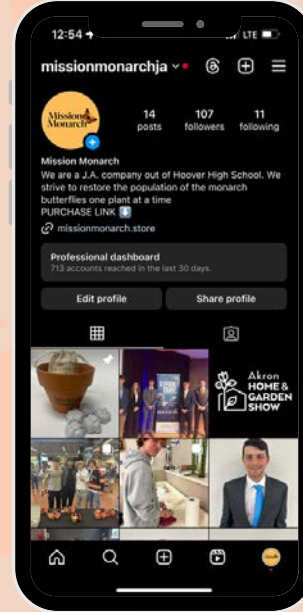
After selling out repeatedly, we changed our production process to the **assembly line** which decreased our time to produce 32 seed bombs from 2 hours to 30 minutes.



Marketing Strategies

Competitive Advantage

Mission Monarch's comparative advantage lies in our **cold stratification** process which is a 4-week process we do in our classroom. We then use **upcycled** paper from our school's office shredder to create a more **biodegradable seedbomb solution**. A lot of our competitors sell the seeds in clay seed balls or just the seeds themselves. Though the clay balls make it easier for shipping, they have a low germination rate due to water being unable to get in and breakdown the seedballs to allow for the plants to grow. As for competitors selling the seeds by themselves, consumers will have to cold stratify their seeds to successfully grow a milkweed plant.



Marketing Strategy

Mission Monarch uses direct-to-consumer marketing opportunities such as home and garden shows and marketplaces. We utilize marketing techniques such as the company's **website** and social media. Our target market mostly resides on **Facebook** and **Instagram** so these are the platforms we use the most. Mission Monarch emphasizes customer service and excellence. Customers can easily reach us and give **feedback** through our website, email, or social media channels. This focus on communication with our customers has helped us build relationships and maintain them.

Market Research and Target Audience

Mission Monarch's target market is composed of people interested in gardening and being environmentally friendly. Our market research survey indicated that **women aged 45 and older** are most likely to purchase our products.



Sales Strategy



Customer Service

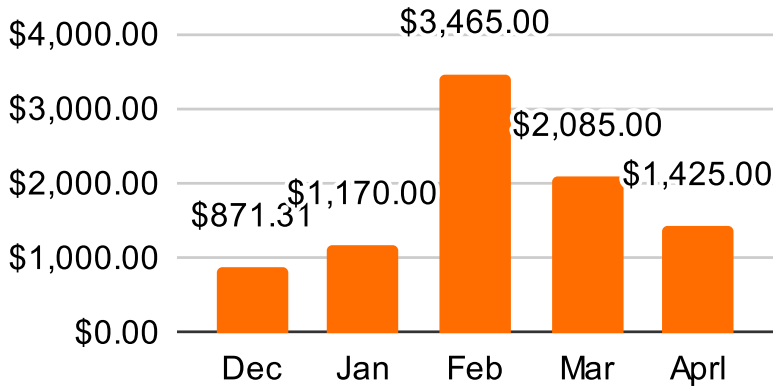
At Mission Monarch we take pride not only in the environment but also making connections with our customers. Our team sells **direct to consumers** through online and in-person marketplaces. Our customers can reach out to us using our company email and social media accounts. We've received great feedback from our customers.

"Great company and idea! Thank you for thinking of our Monarch population."

-Bridget Fink

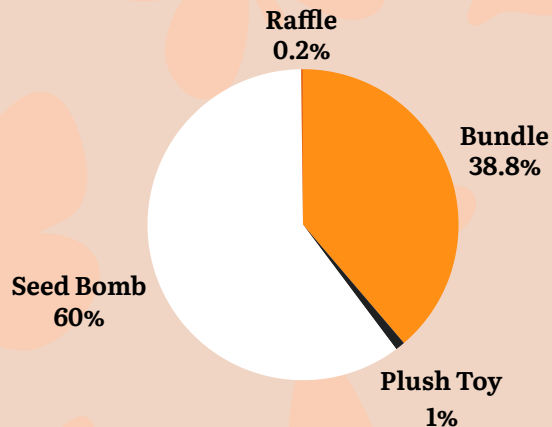


Monthly Revenue



Sales Numbers

Mission Monarch has generated a total of \$5,745 in sales at marketplaces such as: The Akron Home and Garden Show, Lions Craft Show, and the McKinley Museum. We have sold \$840 through our online marketplace: **MissionMonarch.store**. To date we have made **\$8,230** in total revenue.



Social Impact

Our Impact

Mission Monarch is more than a business, we are stewards of nature. Each sale of our seed bombs has the power to create a sustainable habitat for up to 75 monarchs as each seed bomb could grow 3-5 milkweed plants, and each plant can host 5 monarchs. Based on our total sales we estimate that our efforts could result in over **1,800 milkweed** plants grown and provided habitats for over **9,000 monarchs**.



614 seed bombs



1,842 plants



9,210 butterflies



Community Giveback

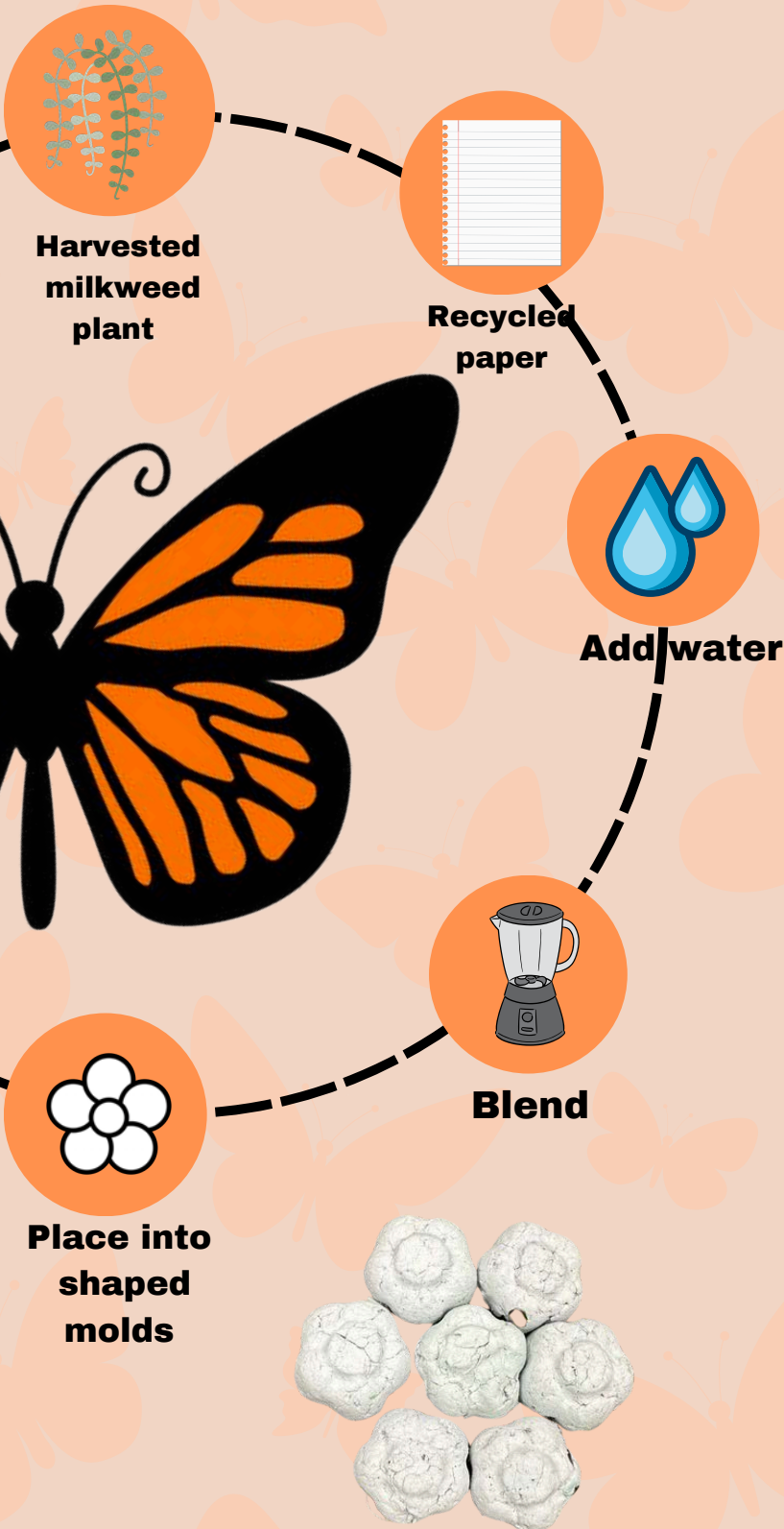


For every purchase of our plush toy, Marty, or bundle, 10% of money received will be donated to **Beech Creek Botanical Garden & Nature Preserve** in Alliance, Ohio. This will account for **\$250** to help their efforts.



Learnings

Production process



Assembly Line

Our biggest learning moment of the year so far was our production process in making the seed bombs. At first, it took us around 2 hours to make 64 seed bombs, now we can make 64 in about **15 minutes**. We went from one member “craft production” to all members in an **assembly line**. All of these steps take precise measurements, and as the company grew, we became more aware of our efficiency and time management.



Future

We are going to continue to spread our mission and product. We will **expand** our product line to sell other butterfly favorite plants such as a butterfly bush, blazing star, and thistles. We will aim to grow our reach by partnering with gift shops, zoos, and gardening stores across America.

