



Annual Report

2023-2024

**Hoover High School, North Canton, Ohio
Teacher: Mrs. Nicole Snider
JA Volunteer: Mrs. Diane Pilati and
Mr. Mike Grady**

Executive Summary

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.

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 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 3 each containing 3-5 seeds in each bomb. Each plant can host up to 5 monarch butterflies, with 517 packs sold we estimate to have provided a habitat for nearly 40,000 monarchs. The paper in our seed bombs we up cycle 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.

Performance Snapshot

Total Units Sold: 523

ROI: 408.66%

Total Revenue: \$7,591.31

Total Profit: \$3,677.92

Table Of Contents

Executive Summary	1
Financials	2
Leadership and Organization	3
Innovation	4
Marketing Strategies	5
Sales Strategy	6
Learnings	7



Financials

Overview

Our company, which has achieved over **\$7,000** in sales, started with just a **\$150** investment from each of the **6** 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, **\$4.81** for our plush toys, and **\$9.12** for our Bundles. Based on our **\$213.27** in fixed expenses, our break even point is **45** bundles sold. We have sold **523** units which has resulted in **\$7,591.31** in total revenue.

Capital

Aside from the **\$900** in student investment capital, we also received **\$1500** in sponsorships. We won the Stark Tank competition and came in 2nd at Teen Accelerate, winning an additional **\$2,500**. **\$766** of our revenue was obtained through raffle basket we sold to gain start-up funds.

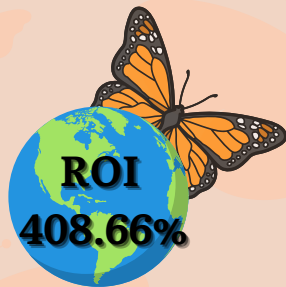
Liquidation

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

Balance Sheet	
Assets	
Cash	\$6,519.06
Accounts Recievable	\$500
Inventory	\$1,373.86
Total Assets	\$8,392.92
Liabilities and Capital	
Accounts Payable	\$0
Capitla Stock	\$900
Other Investments	\$4,000
Net Income	\$3,492.92
Total Liabilities and Capital	\$8,392.92

Statement of Activites (Profit or Loss)	
Revenue :	
Revenue From Sales	\$6,825.00
Raffle Basket Startup	\$766.31
Total Revenue	\$7,591.31
Expenses	
Sales Tax	\$74.35
Production Supplies Costs	\$116.07
COGS	\$3,509.70
Other expenses	\$213.27
Total Expenses	\$3,913.39
Net Income	\$3,677.92

Book Value of stock (Upon Liquidation)	
Capital Stock	\$900.00
Retained Earnings	\$7,482.92
Shares Outstanding	6
Book Value Per Share	\$1,397.15
Return on Investment	408.66%



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

Leadership and Organization

Motivation and Improvement

Employees in Mission Monarch were motivated through the use of incentives. Employees were additionally motivated through a 10% commission they received on their 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 help another employee who needed help. This helped make a strong culture of a well functioning team. We have a line hierarchy that allows for information to float through the company to the CEO.

Role Determination

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

Innovation

We started off 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**. From him, we learned how to harvest our own milkweed and the germination process.

We conducted a focus group to get more information where we learned about the importance of **cold stratification**, which is vital to the milkweed plant growing.

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

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

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 learned clay can prevent the seed from sprouting. We then made the seed bombs using **recycled 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.

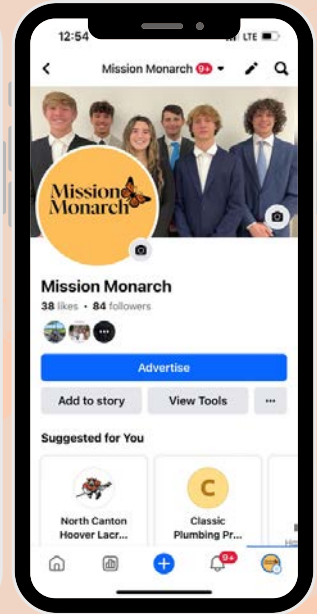
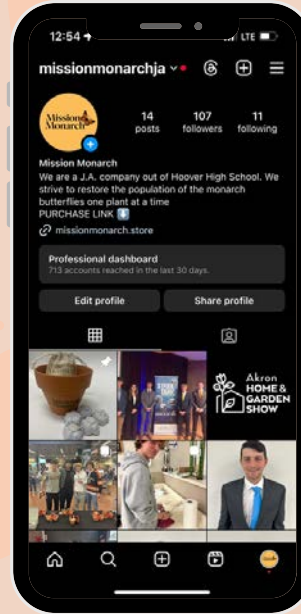
After selling out repeatedly we changed our production process the **assembly line** which decreased our time to produce 32 seed bombs from 2 hours to 30 minutes.



Marketing Strategies

Comparative 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 **upcycle** 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 and 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



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. 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. Based on our total sales we estimate that our efforts have planted over 7,500 milkweed plants and provided habitats for almost 40,000 Monarchs.

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.

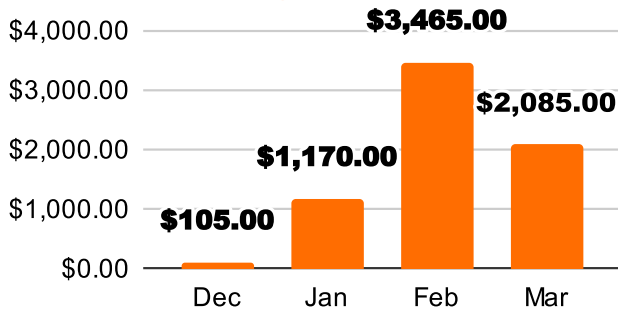
“Great company and idea! Thank you for thinking of our Monarch population.”



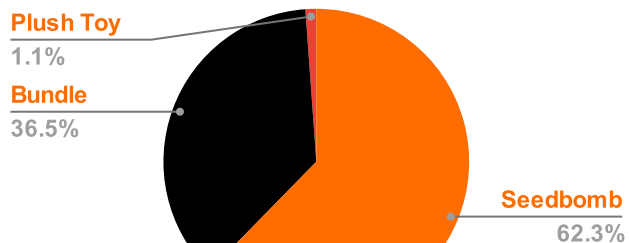
Sales Numbers

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've made \$6,555 in total revenue.

Monthly Revenue



Sales Breakdown

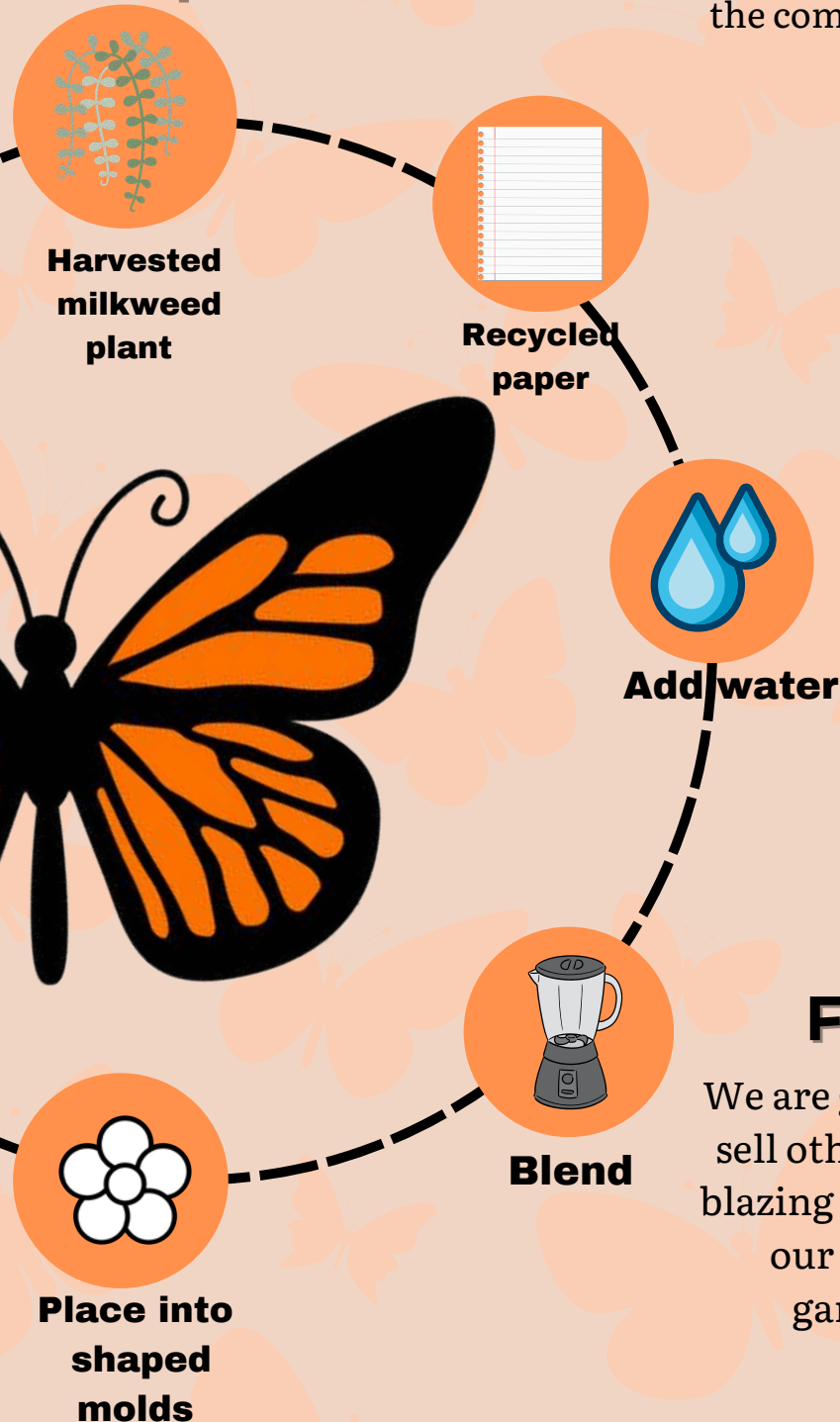


Learnings

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. But then we switched to all 6 team members producing. All of these steps take precise measurements, and as the company grew, we became more aware of our efficiency and time management.

Production process



Future Potential

We are going to spread our product and also sell other products such as butterfly bush, blazing star, and thistles. We also aim to get our products in gift shops, zoos, and gardening stores across America.

