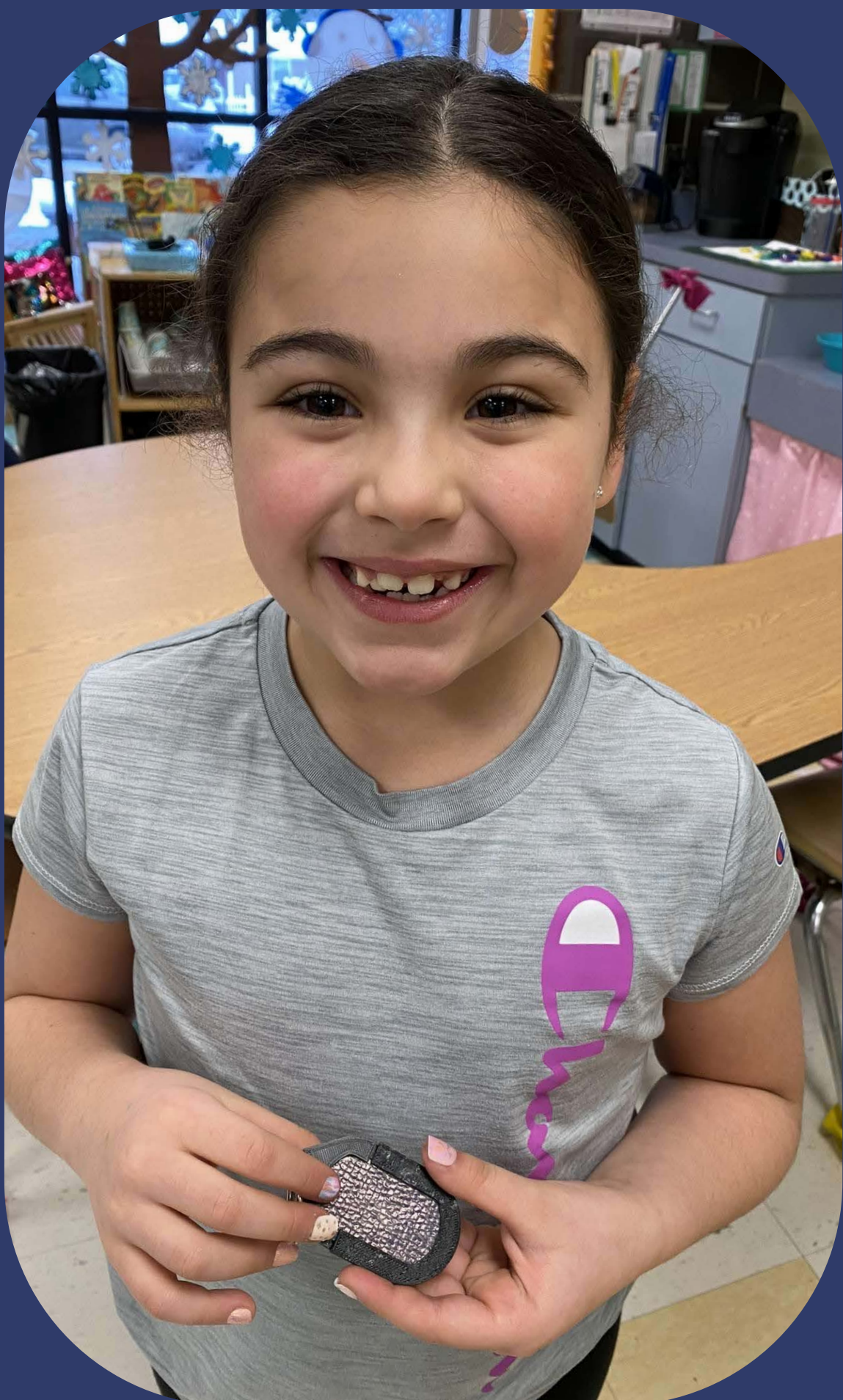




*Touch
Co.*



2023
Annual Report

Jackson High School
Massillon, Ohio

Shawn Donaldson, Teacher
Robert Gardner & Katie Tolin, Volunteers

JA of North Central Ohio

Executive Summary



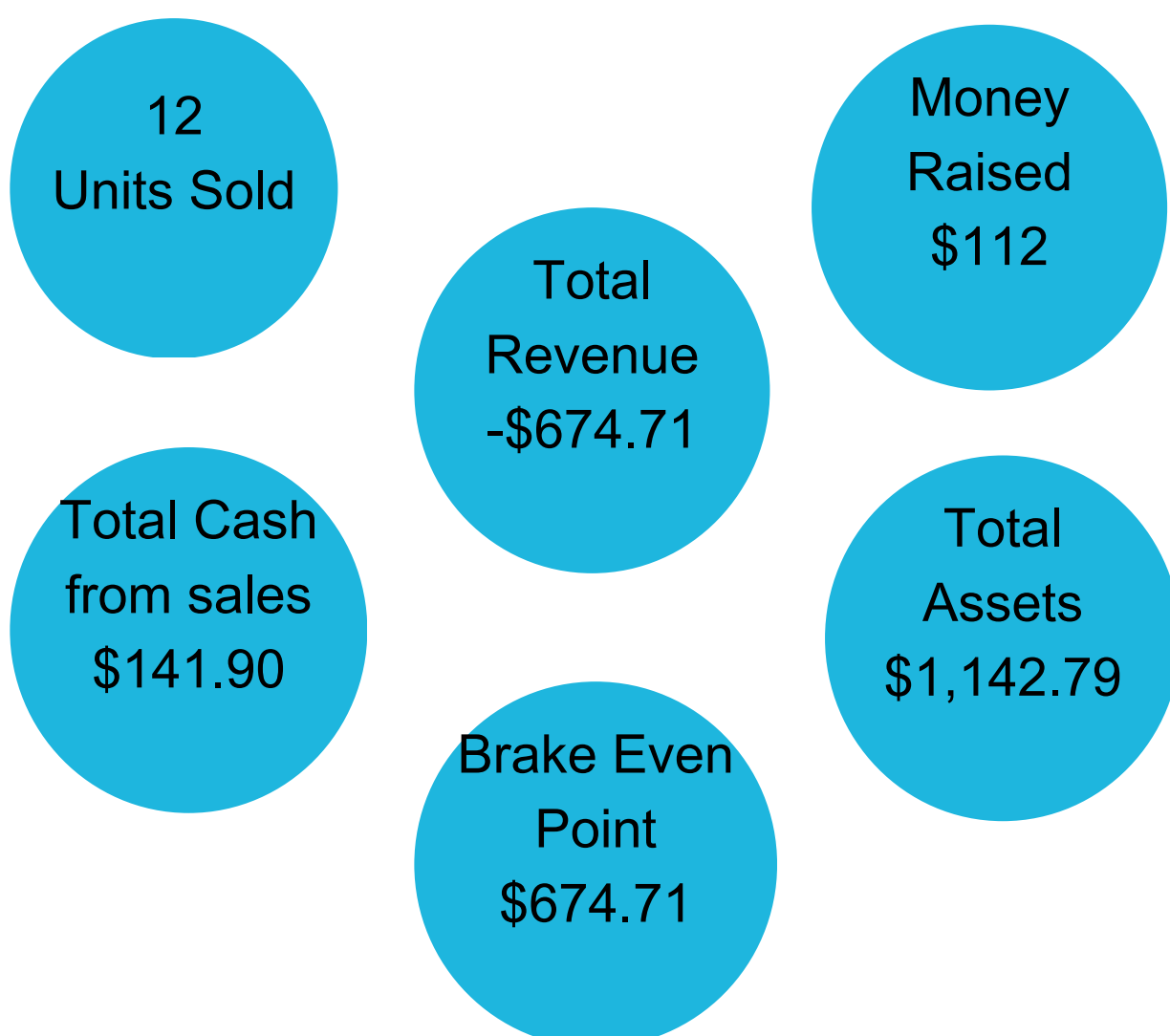
Company Performance

TouchCo had a fiery and fast start, with a great vision for where we wanted our company. Our sales team got plenty of products from local businesses and franchises for a raffle basket. Later in the year, in order to help improve profits and raise more funds, we partnered with Universal Uplift and Gigis Playhouse North Canton.

Our Product

Touch Tag is a discreet sensory device that uses a technique called grounding to help calm the brain to aid with focus. Many sensory devices are loud and distracting to the people around you. This has caused many sensory items to be banned in many different settings. But the Touch Tag is different. It can be used in a pocket, under a table, or at your side with virtually no noise!

Financial Summary



Our Mission

We give people a sleek, modern, and affordable solution to stress and anxiety.

"Feel the Difference"

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Financial Performance

Assets

Cash	\$	234.04
Supplies	\$	908.75
TOTAL ASSETS	\$	1,142.79
Capital stock	\$	240
Net Profit	\$	-674.71
TOTAL LIABILITIES AND CAPITAL	\$	1,100

Revenue

Revenue from Sales	\$	122.04
Raffle Money	\$	112
TOTAL REVENUE	\$	234.04
Total Revenue with Expenses	\$	-674.71

Total Expenses

Total sales tax	\$	13.46
Cost of good sold	\$	43.00
TOTAL EXPENSES	\$	47.90

Overview

The Price of our product varies depending which pack it is. Our 3-pack costs \$11.99 with a profit margin of \$9.49, and our 5-pack costs \$14.99 with a profit margin of \$11.49. We also sell packs of singles, which includes the outer case and 1 fabric. This costs \$4.99 and has a profit margin of \$2.99.

Capital

Each team member bought their way into the company with a \$30 purchase of their stocks. We also received a \$600 dollar loan from JA and raised around \$112 from a raffle basket fundraiser. This all gave us a starting capital of \$952, which we spent on getting the materials we needed to start production.

Break Even Point

Accounting for the loan we received and the amount of money our team has put in for funding, We were left with -\$755 in fixed costs. In order to pay this back we need to sell either 63 3-packs or 51 5-packs.



About Touch Co.

Our Story

Touch Co. began with a simple question, How can we help people suffering from stress and anxiety? Like many other people our age, our team members suffer from social stress and anxiety. Many of us struggle to be confident and get our ideas across clearly while talking in public spaces. We started this brand not only to spread awareness of the issue, but to build something that can change the way people thought, and believed in themselves.

Research

After finding the issue we were all motivated to fix, we had to figure out our product. It didn't take us long after brainstorming to figure out our idea. We went back and remembered the viral fidget spinner faze. The fidget spinner was a fidget toy that many people would bring with them to school. They helped people focus and calm down, however, they would soon be banned from school as they were seen as a distraction in the classroom. We wanted to make a product similar to this and flip the narrative on fidget toys. The main reason how ours is different is how quiet and discrete the touch Tag is. We accomplished this by using the process of grounding. The definition of grounding is feeling the sensations of the earth and natural surfaces with your hands. This process is meant to "return people back to reality", and get them more focused in their life. We wanted to take this concept and put it in a fidget toy, but we didn't want the same market. Touch Co is designed for young adults in a business environment. They will be able to use our touch tags whilst in meetings by feeling the sensations quietly in their pockets.

A Real Problem

33% of the U.S. population experience stress or anxiety.

77% of the people who experience stress or anxiety have poor physical health.

48% of people who experience stress have problems sleeping.

Developing Partnerships

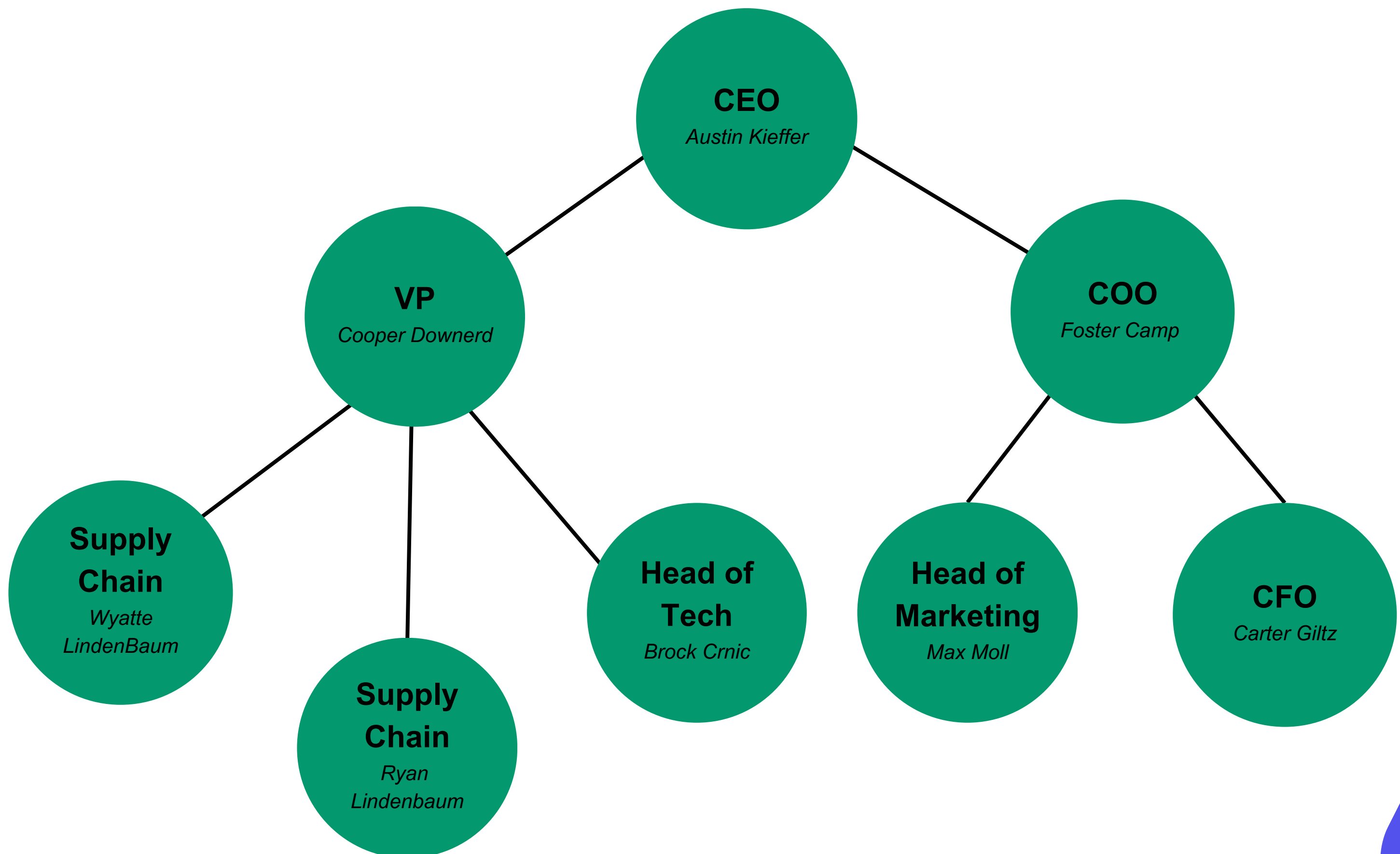
To further our mission, our company became partners with GiGi's Playhouse of North Canton. We came across GiGi's Playhouse while researching our product. We soon came to realize how we can help another niche group of people. GiGi's Playhouse aims to educate, and better the lives of children with Down Syndrome. After talking back and forth, and even visiting with the kids, we were able to set our product out for sale in their showroom.



Company Leadership

Structure and Organization

We have eight dedicated juniors and seniors that run Touch Co. Three people look over different sections of the company. CEO Austin Kieffer oversees the whole company while giving tasks to VP Cooper Downerd and COO Foster Camp to enforce along their branches. VP Cooper Downerd works alongside technology. Finally, COO Foster Camp oversees the marketing, sales, finances, and social media. We utilize our three different people to oversee the larger section of the companies. The heads then report to the CEO to make the final decision.



Marketing Strategies

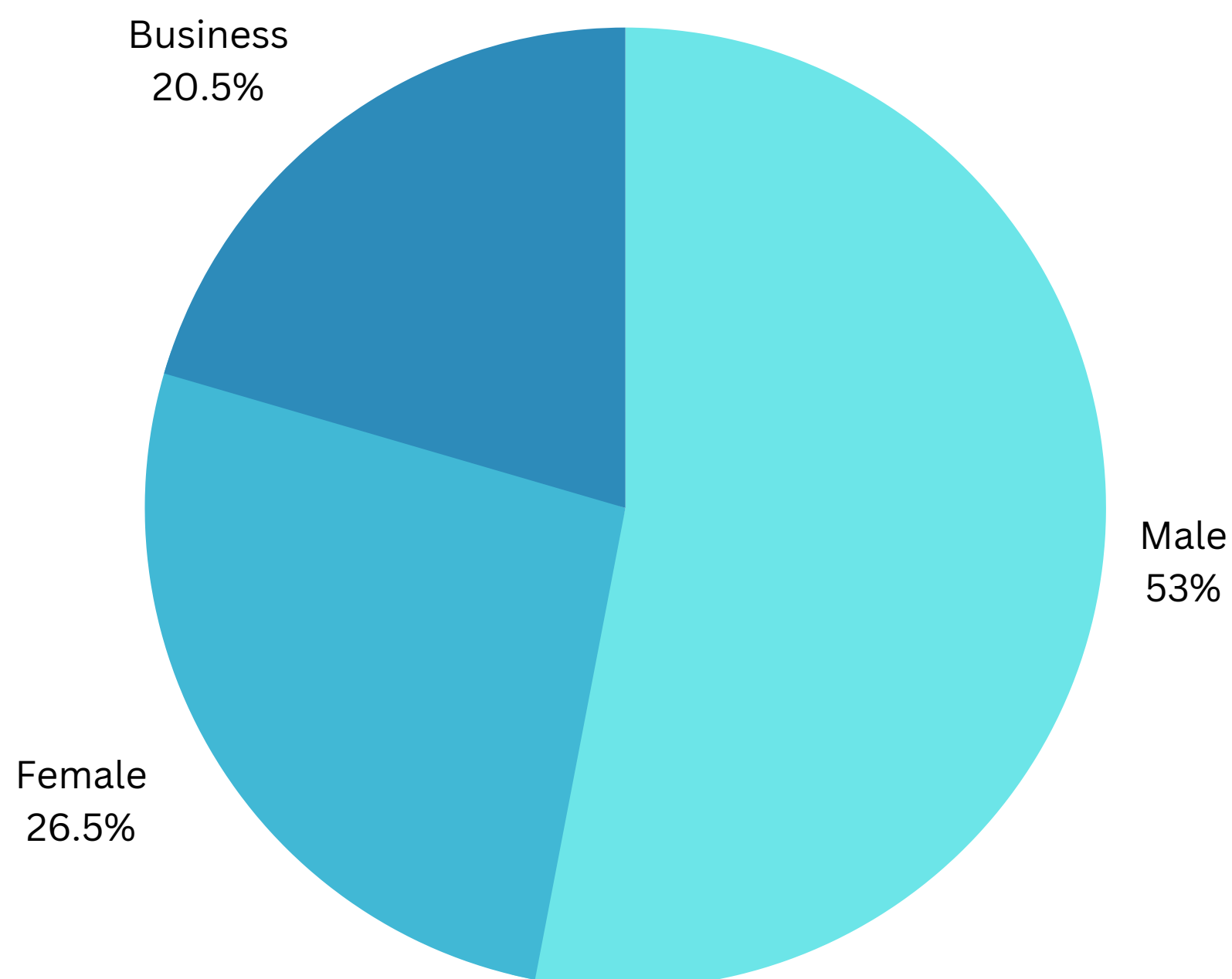
Strategies

The majority of our sales happened in person, at markets, malls, and other places where we could set up a table and sell our Touch Tags. Our online website had some struggles at first when getting up and running, but once we were live, our website gave customers a great area to go to learn more about TouchCo. Our sales team set up a partnership deal with Gigis Playhouse as well, allowing us to get our product into the hands of families who need it the most. TouchCo dedicated 15% of Gigi's Playhouse sales to go back to their organization as a donation for Gigi's Playhouse.

Target Demographic

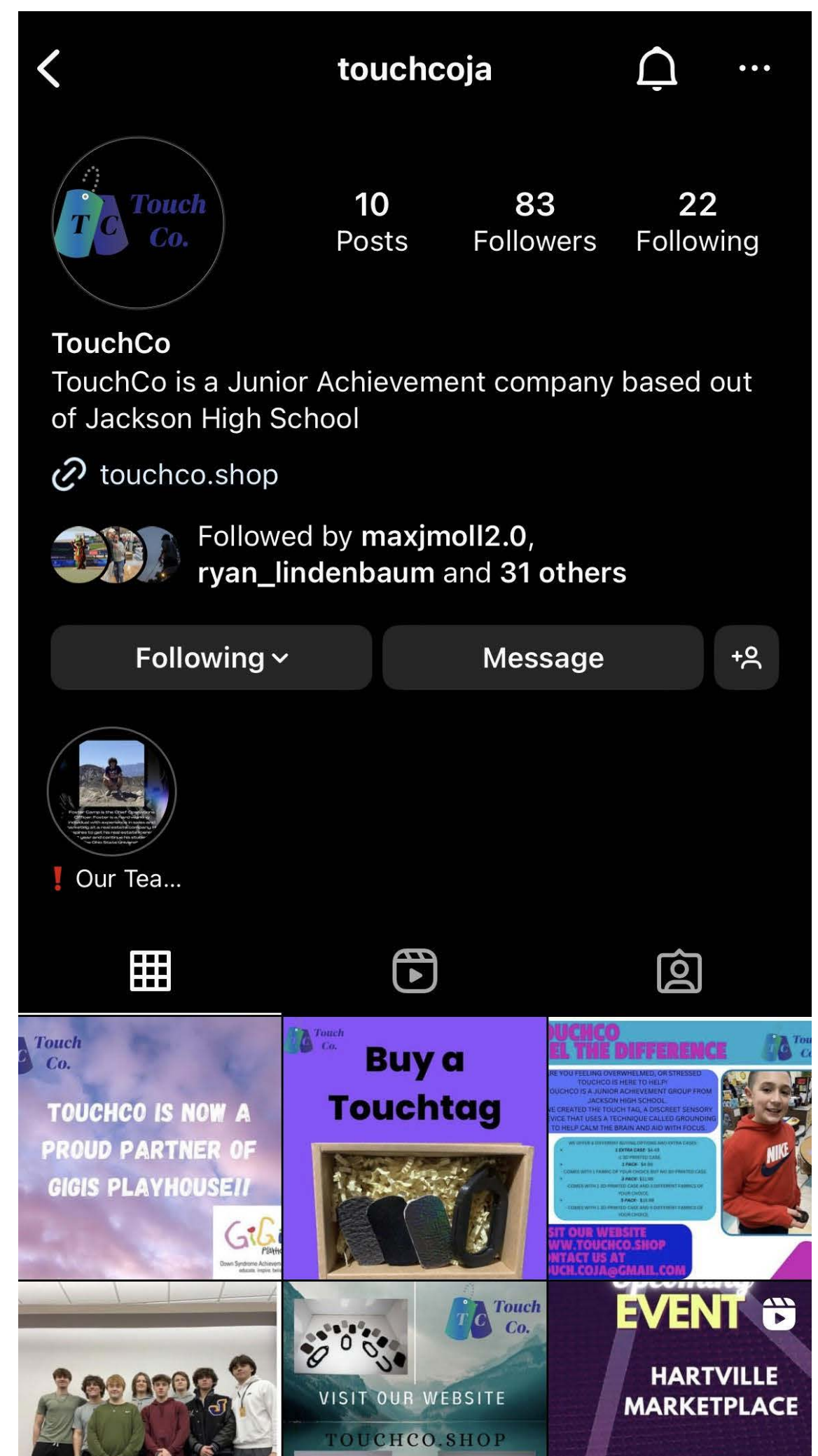
Our target market consists of individuals suffering from stress and anxiety, specifically families of children or relatives with autism, down syndrome, or other learning disabilities.

Instagram Follower Demographic



Social Media

We have used social media as our main source of marketing. We have heavily used Instagram as a way to reach out to people and to show off the Touch Tag. We have gained 74 followers and our most-liked post has 24 likes as of writing this.



Product Development

Developing the Touch Tag

One of our biggest struggles early on was finding a suitable manufacturer for our outer 3D case. The case is the face of our brand and product, so we needed to be confident in it. During the prototype phases, we used one of our schoolmate's 3D printers to save on costs. Once we had our final design figured out we started reaching out to local manufacturers. We soon found out that these companies were either too big for us, or were gonna charge us too steep of a price for our product. Eventually, we were lucky enough to find our supplier after searching through a marketplace. He turned out to be a retired veteran who specializes in toys, which worked perfectly for us. After Explaining who we are and our cause he was able to give us a significant discount, which increased our margins greatly.

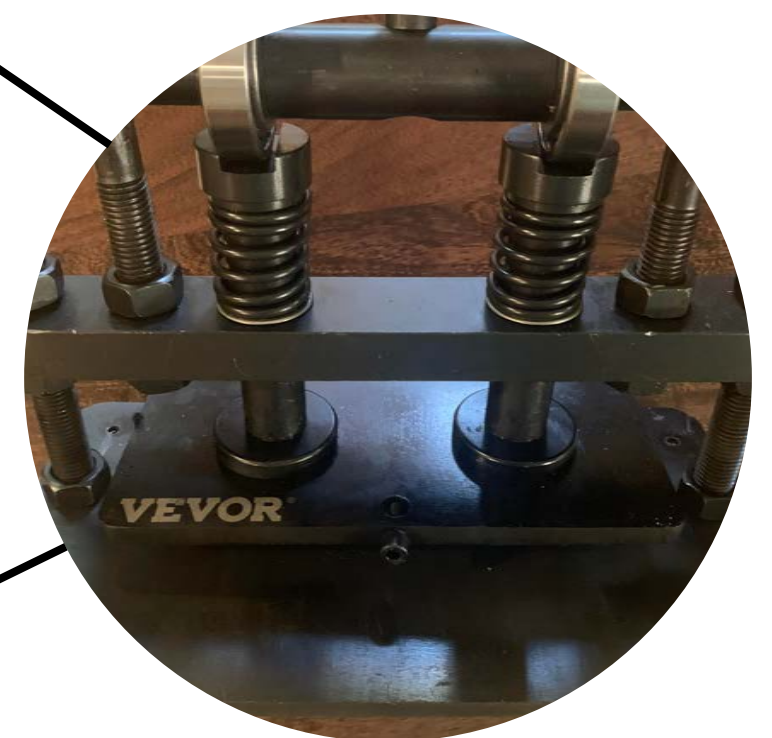
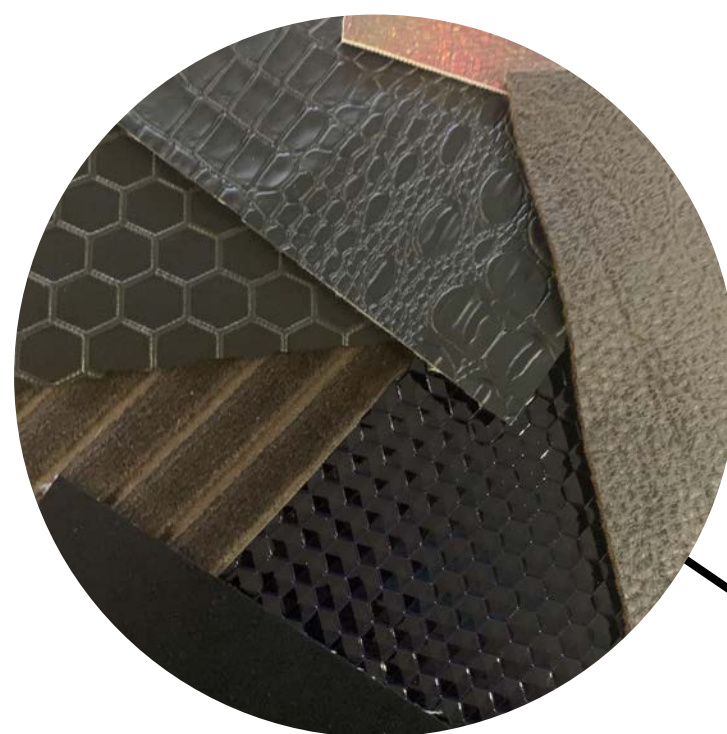
Experiments

After finding a manufacturer for our case, we were still far from our final product.

We had to try out 4 different types of fabric glues, ranging from basic super glue to construction-grade glues. We were able to decide on a more adhesive glue, as it would be combining the fabrics and dog tags. Another material we had to keep trying was our dog tags. We wanted to find a bulk manufacturer, however, they were surprisingly expensive and would force us to buy too many products. We were able to land with blank dog tags from Amazon as they fit our case the best, and we could order more as needed.

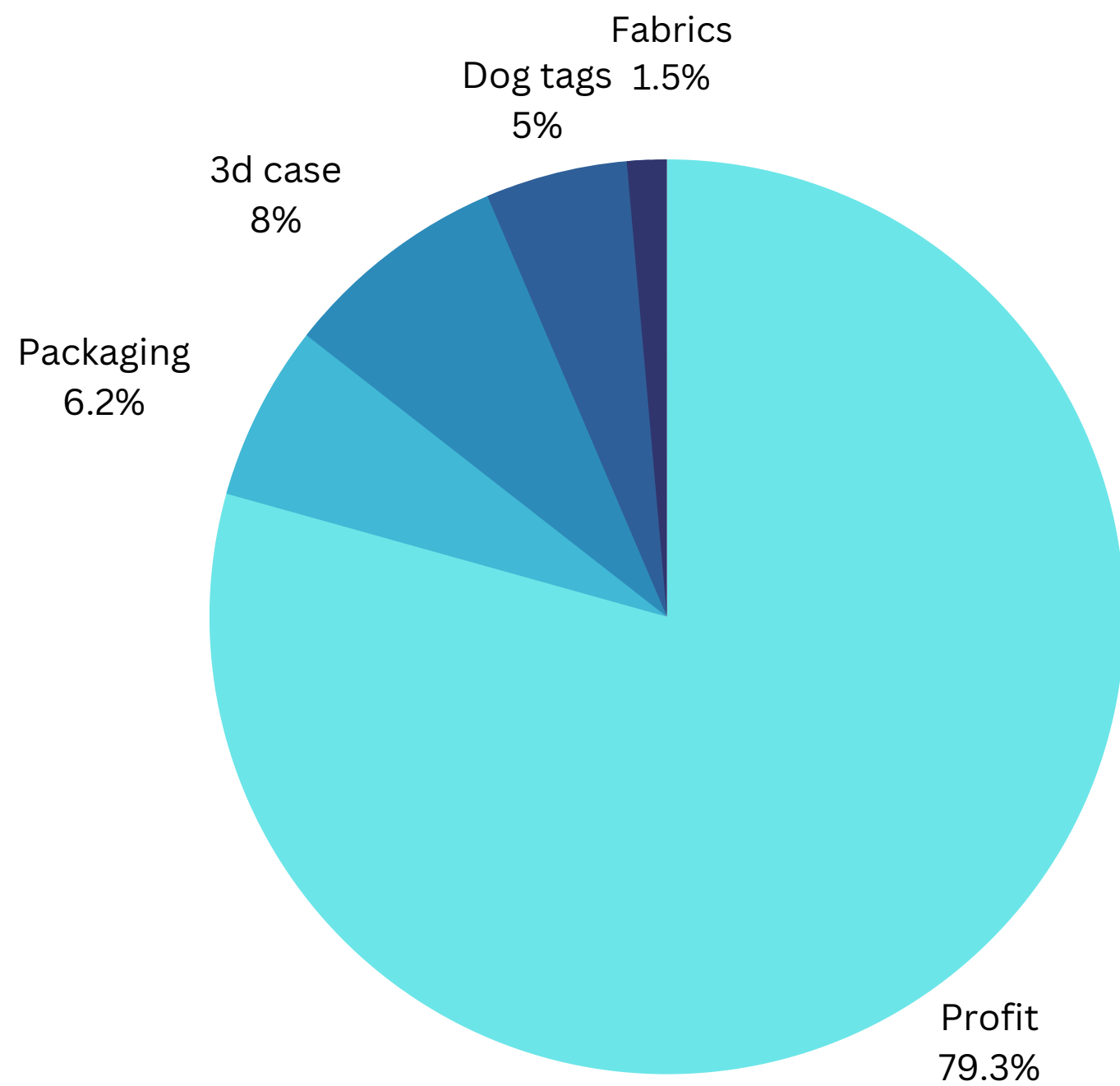
Production Process

Other than getting our 3D case manufactured, we make the rest by hand. Doing this causes production to be a long and lengthy process, however, it is well worth it when it comes to saving on costs. We purchased a leather press with our start-up money, which allows us to cut all the material to the perfect shape. To make this process be as efficient as possible we make all of our products in advance. Doing this allows us to be able to fulfill orders by demand, and ship them out the same day. To stay organized and make sure we account for every material, we produce our product and store it in one location. This ensures that we don't lose any product along the way.

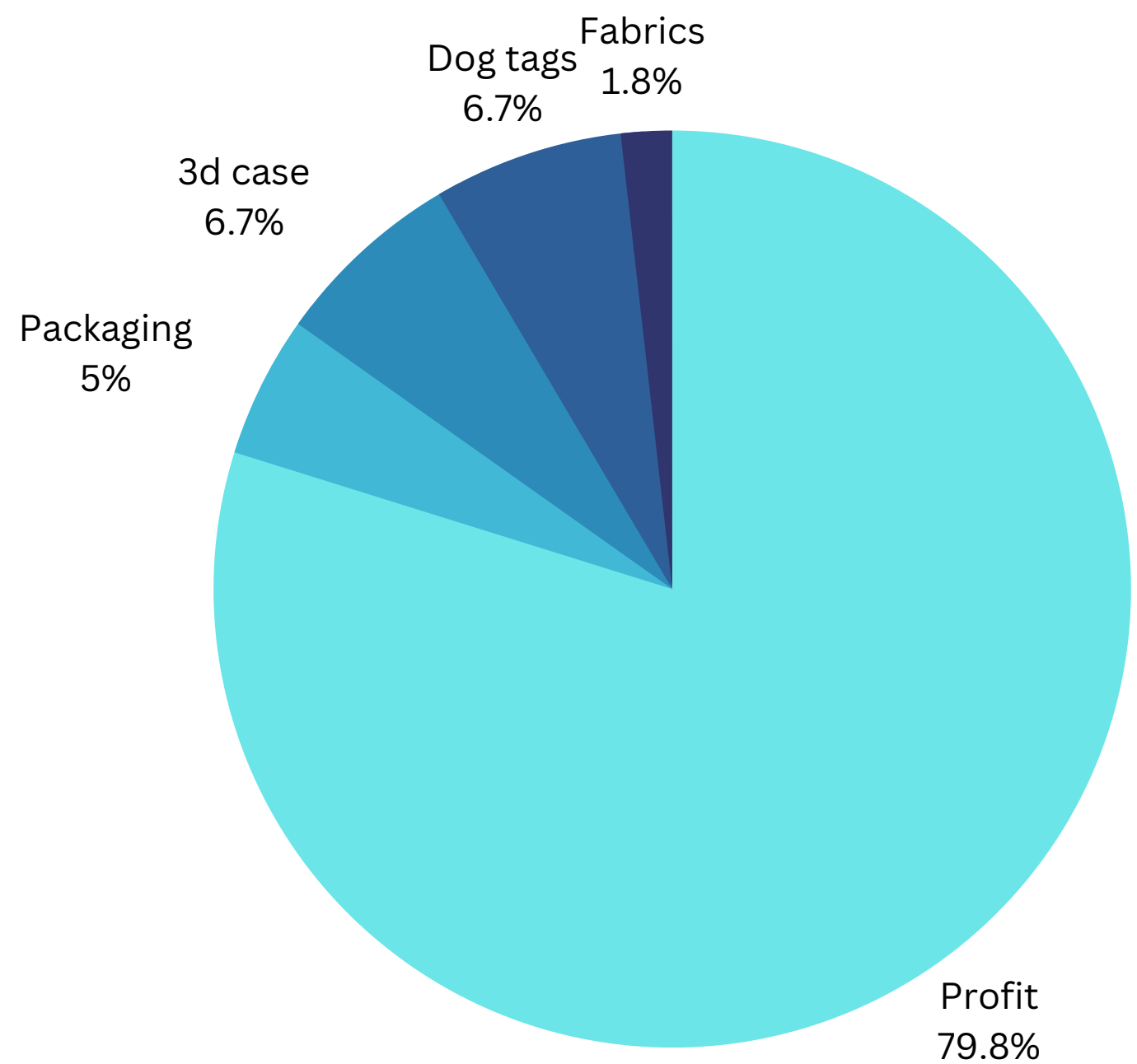


Our Margins

3 Pack



5 Pack



Learning Experiences

We have experienced many challenges throughout our time here. Around midway, through the year we had to change our company name from finger feels to TouchCo. This virtually made us start over mid-year. After this setback, we really worked on revamping all our platforms across social media and we had the idea of a different type of fundraising opportunity. We at TouchCo were told many times by customers that we should sell clothing, so we created a clothing brand called Universal Uplift to further fundraise money for our company. Universal Uplift shares the same views and beliefs as TouchCo as it encourages teens to uplift all negativity and stress and focus on the good.

