

PROJECT PET

BETTER BED
BETTER ENVIRONMENT

ANNUAL REPORT

2023-2024

GlenOak High School, Canton OH
Teachers - Amanda de Fays & Mike Nieporte
Volunteer - Lena McMichael
Junior Achievement of North Central Ohio

EXECUTIVE SUMMARY

A Year in Review:

Did you know that the average American throws away about 82 lbs of clothing each year? Or, did you know that about **\$500 billion dollars** worth of clothing ends up in landfills each year? Sounds **scary**, right? This leaves us wondering what we should do with our old clothes. You probably don't want to throw them away and contribute to the **problem**. I'm sure you don't want to leave them in your closet to take up space. Would **anyone** even want to wear your **old** clothes that are full of holes and stains?

At **Project Pet**, we understand that all these questions can be overwhelming when you look to clean out your closet, which is why we have created a **unique solution** to this problem. At Project Pet, we create pet beds from upcycled clothing. We receive donated clothing from our local **community** that would be typically thrown away, wash it and cut it, and stuff it into a pet bed. By doing this, we can save hundreds of pounds of clothing from landfills and give back to our community. We also understand that many pets at our local humane society need safe, comfortable pet beds, so for every 5 beds we sell, we donate 1 to the **Stark County Humane Society**. Our mission is to create comfortable, affordable and environmentally **friendly** pet beds through repurposing unwanted clothing.

I'm pleased to report that Project Pet has been able to divert about 500 lbs (and counting) of clothing from **landfills** through our clothing drives. Along the way, we've learned how challenging it is to run a business that is both ethical and profitable. We made it to the finals of three innovation contests and connected ourselves with many resources. We were able to donate 11 beds to the humane society and are on track to do more. I think my teammates would agree with me when I say that we are one step closer to **solving the clothing pollution epidemic** on a larger scale. It has been a pleasure to work with such an amazing team and create better beds for a better **environment**. We hope you enjoy our year in review.

Thank you,
Sarah Hall, CEO of Project Pet



PROJECT PET

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Project Pet's Mission:

To create comfortable, affordable and environmentally friendly pet beds through repurposing unwanted clothing.

Team Accomplishments:

FINALISTS



3RD PLACE



NEO MICROGRANT RECIPIENT



VEALE YOUTH
ENTREPRENEURSHIP
FORUM



ENTREPRENEURSHIP
AT JCU

Finance Summary

Total Beds Sold - 54
Total Sales Revenue - **\$1,980.29**
Avg. Profit Per Bed - **\$17.60**
Net Profit with Prizes - **\$2,864.59**
Total Donated Beds - 11



OUR INSPIRATION



One of our company members, Santiago, volunteers routinely at the Stark County Humane Society. Most animals at the shelter do not receive the proper bedding, which is not a luxury - it is a necessity for aging and for joint health.



- 84% of all clothes end up in a landfill
- 16 million tons amount of clothes that end in landfills
- \$500 billion of clothes discarded each year
- Each American discards 82 lbs. of clothes annually

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OUR PROCESS



COLLECTION

In order to create our product, we reached out to local churches, Goodwills, and second-hand stores as well as creating a clothing drive to collect clothing that is unusable for wear.



CLEANING

We wash, dry, and hand inspect all donated materials before they ever reach a bed. This is to ensure our beds reach the level of quality and safety of any other bed on the market.



SHREDDING

In order to create our stuffing for the beds, we shred the cleaned clothing using tools. During this process, we remove all buttons, zippers, rivets, and seams before finely shredding the clothing into small pieces.



FINAL PRODUCT

Finally, our shreds are stuffed into the interior mesh bag, weighed to ensure quality control, and then placed into the outside shell. This forms our final product. If customers choose, there is optional customization.



PRICING & SIZES

SMALL

20"x30"
\$30

LARGE

30"x40"
\$45

Prices include optional name customization



PRODUCT COMPONENTS



Internal Shell



External Shell



Customization

In the United States, we generate enough textile waste to fill the Mall of America -- the largest shopping mall in the country-- every six days.



Durability

In our initial prototype, we found that pets could chew and rip our bed. To solve this, we added more stuffing to make the bed heavier and create less slack. Also, the additional weight of the bed made it more difficult to destroy because it's harder for them to pick up. The double layered construction lends itself to greater durability because the animal has 2 layers to tear through.



Affordability

We strategically priced our beds at a lower price because as part of our brand image. Also, we hoped that our customers found this as a selling point, and we wanted to make sure our beds were accessible to all budgets. The more customers we get, the more clothes we repurpose, and the more beds we can donate to the Stark County Humane Society.



Impact

Clothing pollution is a huge issue facing our world today. The average American throws away about 82 lbs of clothing each year. By repurposing these clothes that would normally be thrown away, we are able to save about 9 lbs for a small and 16 lbs for a large bed. We are proud to say we have repurposed about 500 lbs so far and we plan to do more.

LEADERSHIP & ORGANIZATION



Our Amazing Team: (L to R)

Romeo Magueyal (Marketing)
Santiago Salvador (Finance)
Zoe DiLorenzo (Sales)
Sarah Hall (CEO)
Logan Lawrence (COO)
Cam Duguay (Production)
Chris Alvarez (Supply Chain)
Brandon Wines (PR)

“Servant-leadership is all about making the goals clear, and then rolling your sleeves up and doing whatever it takes to help people win.” - Ken Blanchard

HIRING PROCESS

We poured a lot of time into ensuring that we selected the right personnel for each position. This started with our management roles being set with Logan and Sarah. From there, our management personally interviewed many candidates for each role of the company, and chose this amazing team based on their strengths, past experiences, and inspiration each could provide to the role and company success.

OBSTACLES

This year, we had lots of obstacles to overcome. When we first started our company, we ran into some issues producing such a labor intensive product. We soon realized we would need to cut clothing outside of the class day to keep up with production demand. We ran into some issues getting the company motivated and prepared to do that. Eventually, we decided to split the team based on their productivity.. Sarah led a more productive team while Logan worked with the others requiring additional incentive. This structure proved to be highly successful because it provided more accountability.

TEAM FOUNDATIONS

At the start of every class, we went over the tasks that needed to be completed for the day and a goal for the end of the week. Management followed a servant leadership model to ensure the team felt seen and motivated. The level of organization that management showed helped the team turn around and become more productive. This was a crucial element of our company due to such a labor-intensive product. Each member of the company, no matter what their assigned job task, had a mandatory weekly production goal outside of class time.



MARKETING & SALES

Target Market

Our target market is pet owners who are interested in helping the environment and their pet at an affordable price



"It is of great quality and I love that it comes from recycled clothing!"
~Rachelle M.



"My dogs love the bed and it's the only one they lay on!"
~Lucy S.

Marketing Strategies

This year, we relied a lot on our social media accounts to spread the word about our product. We also hosted a clothing drive at our school that reached our audience. By going to different marketplaces in the community, we were able to connect with lots of business officials that helped boost our business. We have also displayed our flyers in local vet offices and contacted pet stores to see how we could get our product to the right audience. Our team is working to create an in-store partnership with PetSmart. Another in-person sales collaboration we are working to finalize is attendance at the Humane Society during an adoption weekend.

Our social media platforms were used to interact with our target market by informing and educating them on the effects of clothing pollution and fast fashion, as well as marketing ourselves to potential customers.

Social Media & Statistics

 **projectpet24 - Likes 960+**

 **ProjectpetJA - Post Engagement 50+**

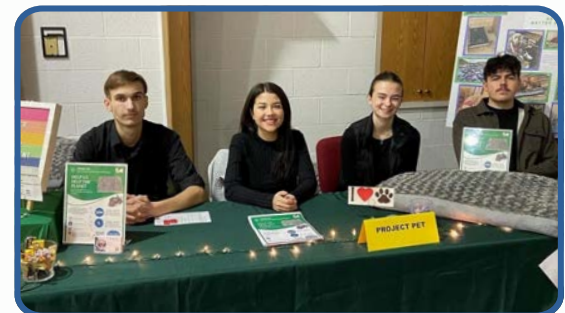
 **Projectpet0 - Views 5,500+**

Sales Strategies

During the year, we went to various marketplaces and had tables there to sell our product. By doing this, we connected ourselves with lots of successful business officials. We were more successful selling to our close contacts and people in the school district, but it was still fun to get out into the community and inform others about our product.

Marketplaces:

- Akron Northside Marketplace (x3)
- Hartville Marketplace
- Canton Chamber of Commerce meeting
- Kent State Chamber of Commerce Business Expo
- YOUnity in the Community Night
- Freshman Orientation Night
- SSMLC Indoor Farmers Market
- Belden Village Mall



FINANCIAL PERFORMANCE

PROJECT PET BALANCE SHEET MARCH 20, 2024

ASSETS

Cash	\$378.88
Checking Account	\$982.94
Finished Goods	\$335.00
Supplies	\$455.23
Total Assets	\$2,152.05

LIABILITIES

Sales Tax Payable	\$260.00
Loans Payable	\$630.00
Total Liabilities	\$890.00
Total Owners Equity	\$1,263.05
Total Liabilities+OE	\$2,152.05

PROJECT PET INCOME STATEMENT FOR DATE ENDED MARCH 20, 2024

REVENUE

Sales	\$1,980.29
Veale Grant	\$1,000.00
Teen Accelerate Prize	\$250.00
JA Company Loan	\$600.00
Stark Tank Prize	\$1,000.00
Total Revenue	\$4,830.29

EXPENSES

Cost of Goods Sold	\$1157.90
Sales Tax Payable	\$96.36
JA Loan Payable	\$630.00
Transaction Fees	\$51.44
Marketing Expenses	\$30.00
Total Net Profit	\$2846.59

Whats Next?

Currently for every 5 we sell, we donate 1 to the Stark County Humane Society. If any of our members continue on with this company, an investment of a shredder would be crucial to success because it would speed up production. Our main goal is to increase our donation rate from 5:1 to 2:1.

Return On Investment:

The original investment was from the loan of \$600 after sales, prize money, and grants. By taking this into consideration, this leaves us with a return on investment of 477%. Our current inventory is valued at \$335. If we were to sell these, it would jump our ROI to 483%.

Liquidation:

At this moment we are looking to use up our existing inventory and reach additional customers. We are still deciding whether selling or simply donating these beds will be the best solution. We will divide our profits in the fairest possible way after discussions.

Units Sold and Break-Even:

To date we have sold 53 pet beds for a total \$1,980.29 in sales with an average profit per unit of 16 our Break-Even point is 36 beds.

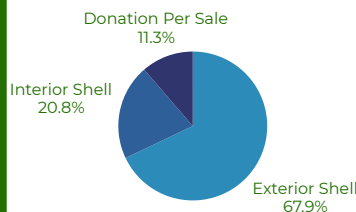
Investment and Capitalization:

We were fortunate enough to receive an initial investment from the JA Judges in the amount of \$600 at an interest rate of 5%. This investment allowed us to create our large beds, which have sold almost as well as our small size. We were able to boost efficiency by ordering cutters and mats, and order materials that formed our initial inventory allowing our company to become self sustaining.

Cost and Profit Analysis by Product:

SMALL BED 20"x30"

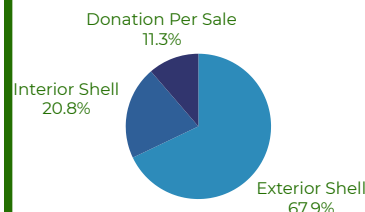
- Sales Price- \$30
- Total Cost- \$13.92
- Profit- \$16.08
- Profit Margins 53.59%



Total Small Bed
Sales = 30

LARGE BED 30"x40"

- Sales Price - \$45
- Total Cost - \$28.07
- Profit - \$16.93
- Profit Margin = 37.62%



Total Large Bed
Sales = 24



ACHIEVEMENTS & HIGHLIGHTS

Through this project, we were given many wonderful opportunities to attend a variety of events.

Through our attendance at these events, we learned the importance of networking and making ourselves known. The field trips were a lot of fun and we made great connections at the Inspire to Hire event. Team bonding was much needed and very enjoyable. Our marketplaces not only helped us sell our product, but connect with business officials that provided us some great resources. We are blessed to have had the opportunity to compete in various entrepreneurship competitions, like Teen Accelerate and Stark Tank.



Teen Accelerate

Competed in an entrepreneurship competition for teen students championing positive change



Marketplaces



Sold at a variety of marketplaces in Summit and Stark County



Team Accomplishments:

FINALISTS



3RD PLACE



NEO MICROGRANT RECIPIENT



VEALE YOUTH ENTREPRENEURSHIP FORUM



ENTREPRENEURSHIP AT JCU



Field Trips



Enjoyed our field trips to the JA Kickoff and the JA Inspire to Hire events!



Team Bonding

Team bonding lunches where we fellowshipped



LEARNING EXPERIENCES

This year, we had many lessons in the importance of good communication and of work ethic. There were many uncomfortable moments throughout this process, but reflecting back, these were interesting challenges that our company grow from. The lessons we learned throughout this year will impact not only our careers, but our lives. Without the obstacles and lessons to learn, we would not be where we are today. We learned so much about **team-work**, **work ethic**, **communication**, **conflict resolution**, **professionalism**, and so much more. We all enjoyed the experience of working together as a team and figuring these things out together.



"This year I learned so much about work ethic. I am so thankful for these experiences, it's been a very influential year."
-Sarah



"I've learned how to manage my time better for both this and my personal life."
-Logan



"This year I've learned the importance of responsibility and being accountable to my team."
-Romeo



"I learned about some of my strengths, such as networking. It's refreshing to know more about myself."
-Chris



"This year I have learned the importance of connecting with others and how to help them."
-Zoe



"I learned about the importance of utilizing my strengths to benefit my team."
-Cam



"This program gave me the chance to learn the social aspect of business and helped set my goals."
-Santiago



"I learned how to work better in a team of people and how to accept feedback to achieve a goal."
-Brandon

We wanted to take this opportunity to thank everyone who helped us along the way. We had a lot of big obstacles to overcome this year, and without the help and guidance of Mr. Nieporte and Mrs. de Fays, we might not have made it. We would also like to thank our Volunteer, Lena McMichael, for all of her support and guidance throughout the year. She was an amazing resource to have in the classroom.

We'd like to thank all our customers as we wouldn't be here without you. And last but not least, JANCO, for running such an amazing program and providing us with resources and opportunities to excel. We are so grateful for this experience and we thank everyone who helped us get here.

