



Dulicious Co.



## Annual Report 2021-2022

# casECO

Protect Your Phone and the Planet



School: J.F Dulles High School  
Address: 550 Dulles Ave , Sugar Land, TX 77478  
Teacher Sponsor: Kelsey Halfen  
Volunteer: Monica Caudillo (LyondellBasell) & Sophia Zhao (University of Texas at Austin)  
JA Area: Junior Achievement of Southeast Texas



[duliciousco.com](https://duliciousco.com)



[jaduliciousofficers@gmail.com](mailto:jaduliciousofficers@gmail.com)



[@duliciousco](https://www.instagram.com/duliciousco)

# Executive Summary

## Our Story

Whether it be updating the company Instagram or posting a tiktok on the Dulicious Co. page, our CEO, Sahaar, is always on her phone. She began to notice that the silicon cases she typically used, because they were the most affordable option, kept wearing at the edges and cracking. These cheap cases had to be replaced every few months, and as the head of a company that focuses on sustainability, Sahaar realized that the environmental **impacts of silicon as a plastic were beyond damaging**. She attempted to search for an eco-friendlier alternative, but all she found were pricier options that only seemed to delay the problem. Feeling the need to combat this issue, Sahaar sat down with the Dulicious Co. team one day after school to **research greener alternatives** to this mass plastic consumption issue.

## INDEX

Executive Summary	1
Supply Chain	2
Finance	3, 4
Marketing & Sales	5, 6
Leadership & Company Culture	7
Company Reflection	8

## COMPANY HIGHLIGHTS

**240 Units of casECO Sold**  
**13,200 Plastic Bags Reduced**  
**\$8,000+ Revenue Earned**  
**3 Community Partnerships**  
**\$5,950 Earned in Seed Money**  
**\$113 SROI for each Hexawrap**

Upon research, IOP Science informed us that nearly **1.5 billion phone cases, or 30 tons of plastic, end up in landfills** every year. Moreover, **400 million pounds of plastic** are used to manufacture these cases annually, all of which take a total of **1000 years to begin breaking down**.

Furthermore, the **International Union for Conservation of Nature** released an article explaining that plastic from small items like phone cases often break down into microplastics, which accumulate in tap water and salt, consumed by people around the world on a daily basis, before releasing chemicals

used during plastic production that are known to be carcinogenic and cause reproductive and neurological disorders in all organisms such as the human placentas that were found embedded with microplastics. With these alarming statistics in mind, the Dulicious Co. team wanted to address this crucial issue by developing a **100% biodegradable and compostable phone case** to combat plastic pollution and raise awareness for the growing global crisis.

## Our Mission

Dulicious Co. has continuously strived to devise **affordable, eco-friendly substitutes** for not-so-sustainable products that anyone can incorporate into their daily lives, making choosing the **greener options a lot easier**. With casECO, we continue to fulfill our mission by providing individuals with the easy switch to a reusable phone case that allows you to **“protect your phone, and the planet,”** gain knowledge about **consciously consuming**, and encourage **positive environmental change** within the community.

## Our Product

**casECO** is a **100% biodegradable phone case** created through an **organically-sourced natural wheat straw process**, making it **compostable** so it doesn't end up in landfills. Furthermore, casECO ensures **full protection** with its shockproof features, reinforced camera protection, antimicrobial protection, plus lasts up to **2+ years** due to its durable composition.



# Supply Chain

## 2021 - 2022 Capital

Our company started with **\$900** from the 2020-21 business Year, in which we sold Hexawrap- reusable beeswax wrap designed to replace plastic saran wrap. The team wanted to ensure that each dollar from the saved funds was put to good use, so we began by **testing \$80 worth of samples from 3 different wholesalers**: Shenzhen Kingyard Technology Co., Guangzhou Trend Comm Electronic Company Limited., and Vmax Electronic Technology Co. We decided on Shenzhen Kingyard Technology Co. after personally speaking to a manager of the company who **supported our sustainable and ethical values**.

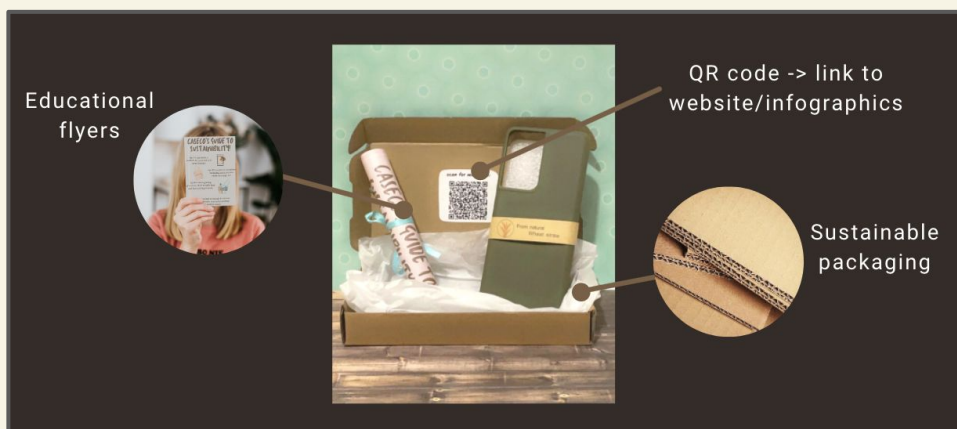


## Innovation



Each casECO comes carefully packed in a **rectangular box made of corrugated cardboard**, an **environmentally-conscious alternative** to the styrofoam or plastic film packaging used with most other tech accessories. Each box contains an **educational flyer** that can be unfolded and hung up to educate customers and serve as a reminder to implement **plastic-free initiatives** as well as a scannable **QR code** that provides customers with **easy access to educational brochures and infographics** designed by the members of Dulicious Co., all to further **raise awareness** about the forthcoming **dangers of climate change**. With the flyer and other initiatives taken towards sustainability to make

casECO more than just a product, we hope to establish a more **eco-conscious mindset** for all customers.



# Finances

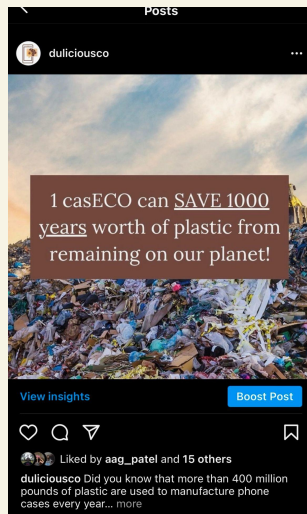
## Revenue Channels

We have continued to comply by safety precautions regarding COVID-19 by selling on our **e-commerce website**, which makes up 65%% of our sales. Moreover, to increase community engagement, we have sold at the **Memorial City Market, Lexington Farmers Market, and Live on the Lawn! with Shops on the Arbor Music Festival** totaling to about 30% in physical sales. As of May 4th, 2022, we have sold nearly 240 casECOs. Compared to our past years' sales, this has been our most successful year yet in sales!

## Investments

Dulicious Co. won multiple pitch competitions this year, garnering a total of **\$5,950 in seed money**:

- UH Think Tank - \$3,000
- HCC/UST Think Pitchfest - \$2,000
- HCC IDEAS Competition - \$100
- Microsoft Challenge - \$100
- Rice University EnTEENpreneur Conference - \$750



## Break-Even Analysis

Each casECO costs us **\$0.86 to produce** and is then **sold for \$8.99** as a single case or **\$19.99 for a bundle** of 3 cases. This allows for a profit margin of **\$8.13** for the individual products and **\$17.41** for the bundle, or an averaged **profit margin of 89%**. In order to reach our break-even point, Dulicious Co. needed to sell a total of 21 units, which was accomplished quickly following the launch!

## Social Impact

According to Recycle Nation's statistics, **1 casECO saves approximately 55 plastic bags** from ending up in the ocean. By utilizing Artemis Impact's SROI, or social return on investment, calculations, we found that **our casECOs have an SROI of around \$113.94**. This calculation comes from the cost of direct air capture, capturing carbon dioxide using chemical reactions, for one tonne of carbon dioxide and the amount of CO<sub>2</sub> (634 kg) that each casECO helps prevent by replacing 105.69 kg worth of plastic.





# Financial Statements

## Annual Balance Sheet

AS OF 04/30/22

### ASSETS

Current Assests:

Cash	\$ 8,618
Inventories	\$ 2,427
<b>Total Assests</b>	<b>\$ 11,045</b>

### LIABILITIES

Sales Tax	\$ 448
<b>Total Liabilities</b>	<b>\$ 448</b>

### EQUITY

Stockholders' Equity:

Capital Stock	\$ 2,700
Retained Earnings	\$ 7,897
Earnings Reinvested	\$ 2,414
Net Income	\$ 5,483
<b>Total Stockholders' Equity</b>	<b>\$ 10,597</b>

## Annual Income Statement

AS OF 04/30/22

<b>Total Revenue</b>	<b>\$ 8,958</b>
Square space E-commerce Costs	\$ 216
Production Costs	\$ 1,404
Transportation and Shipping	\$ 45
Marketing Costs (Flyers + Cards)	\$ 55
General and Administrative Costs	\$ 50
Bulk order (iPhone 10-12)	\$ 250
<b>Total Expenses</b>	<b>\$ 1,656</b>
<b>Net Income</b>	<b>\$ 7,302</b>
% Net Margin	<b>82%</b>



# Marketing & Sales

## Target Audiences

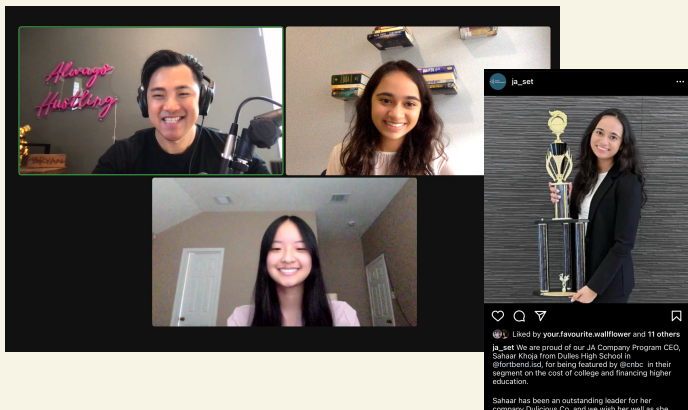
Because smartphone users and phone accessories are popular amongst **Millennials aged 18-24** living in **urban and suburban areas**, we identified them to be our primary target audience. The individuals in this group are also more open to using sustainable products and according to the GreenPrint Survey are also willing to pay more for an environmentally-friendly product. Through a survey conducted in the local Houston area prior to releasing the product, we concluded that around **78% of participants would buy or consider buying our casECO** products. By combining this data, we discovered over 450,000 potential customers that we can market our casECOs to, leading to an approximated projected market share of \$6.1 million dollars.

## Marketing Methods

Dulicious Co. believes in using our mission to engage with customers about adopting greener lifestyles; thus, **face-to-face interactions** with our customers help us accomplish this goal. At the annual JA Southwest Trade Fair, Dulicious Co. placed **1st overall as Best in Show**, as well as **1st in Most Innovative Product/Service** and an **honorary mention in Best Sales Presentation**. These awards were granted based on attention and interaction of customers at our booth and are a testament to F2F marketing's role in casECO sales. At the same event, Dulicious Co. spoke to over **200 interested customers, resulting in \$408 in Sales**.

We heavily **utilized Instagram to promote** our brand and products through influencer and micro-influencer marketing and viral social media trends. For each **by at least +942%**, and we had a minimum of **289 website visitors**. Additionally, Dulicious Co. invested in a custom domain that includes an e-commerce page where customers can purchase our products. We partnered with

**Cellular & More** where our CEO worked over the summer. Upon meeting with the CEO and negotiating a deal with the cell phone, digital device accessories, and media repair shop, we were granted the opportunity to sell



our cases at their storefront. Dulicious Co. greatly benefitted and gained advantage of the Cellular & More customers. Our impact has grown to gradually **expand throughout the nation**, as our CEO shared casECO with media viewers on CNBC. Recently, we featured in an interview on the Asian Hustle Podcast, where we spoke about our journey to developing casECO and the main aspirations behind our mission.



# Marketing & Sales cont.

## Competitive Advantage

Aside from our dedication to sustainability, as showcased by casECO itself as well as the eco-conscious packaging, our cases can be **customized and personalized** with engravings of your choice due to the pliable wheat straw material, providing users with ample freedom when it comes to making their casECO truly their own. Moreover, our cases come in **7 different colors and over 12 models** suitable for both iPhone and Android users, thus making them accessible to a wide audience of consumers. Unlike our competitors, who choose to create cases out of bioplastic, which is known to release methane and contribute to the acidification of oceanic ecosystems, or recycled plastic, which simply delays the problem at hand, casECO's **wheat straw composition is organically produced and completely compostable**, ensuring zero contribution to the plastic problem. casECO also donates part of its proceeds to the **Plastic Free Foundation**, to support the encouragement of global initiatives like Plastic Free July.



## Sales Events

Aside from selling at the **local farmers markets and downtown music festivals** previously mentioned, our biggest sales events of the year took place at the largest shopping center in **Houston- Galleria Mall**. There, we sold during the **Trade Fair Expo with Junior Achievement**, where we made nearly **\$408 in sales**, as well as during their Earth Day event. Junior Achievement of Southeast Texas also purchased **\$360 worth of casECO** to be displayed as centerpieces and gifted to attendees.

## Philanthropy & Community Service

Dulicious Co believes in playing an **active role within the community**, from **volunteering at local elementary schools** for JA in a Day events to hosting **financial literacy workshops** for members of the local community to benefit from. As an assistant teacher at her religious school,, our VP of Sales also held classes on upcycling personal wardrobes to raise awareness for fast fashion, an issue contributing to nearly 1/3 of all microplastic accumulation. We aim to share our passion for protecting the planet and **spreading positive environmental initiatives** in various ways, while sparking **interest in entrepreneurship** and providing mentorship among the

Brand Name	Personalization	100% Compostable	Multiple Colors
 Reboxed			
 Pela Cases			
 casECO			





# Leadership & Company Culture

## Leadership Team



Sahaar Khoja  
CEO



Hannah Chu  
VP of Marketing



Nicole Zeng  
VP of Finance



Zea Khoja  
VP of Sales

## Company Culture

Dulicious Co.'s officers comprise a **management and leadership branch** along with additional **specialized vice presidents** who lead their respective committees (Marketing, Finance, Sales, Human Resources, & Production).

At Dulicious Co., we emphasize **collaboration over hierarchy** and believe that **efficiency increases with teamwork**. A sense of **clan culture** has been adopted into our working environment as we strive to maintain **open and communicative relationships**. This allows our members to be more comfortable being vocal in meetings while also being open and honest with the executive team. **Servant leadership** is another one of our big values, which has been **recognized by our Fort Bend Independent School District** board members through public endorsements. Our service-minded approach is centralized toward helping make the world plastic-free and protecting the endangered marine life population.

Additionally, as students of the rigorous Math and Science Academy at our school, we have experienced firsthand the competition and strictness placed on education, often times leaving less time for pursuing personal interests and extracurriculars. Thus, we wanted to emphasize **Dulicious Co. as a positive, safe-space to pursue our passions** and develop **real-world skills** outside of our work at school. For the members in the Dulicious Co. club, we encourage attendance at sales events, to provide them with a chance to interact with professionals. As officers, we have also **received invaluable advice and mentorship from leadership trainings** by Meta, UT Austin, LyondellBasell, and Enbridge and **networking events** such as the JA Hall of Achievement.





# Company Reflection

## Company Challenges

Because members of the Junior Achievement club and officers of the leadership team both at our school consisted mainly of seniors who graduated last year, our club faced a **significant decrease in the number of participants**. In fact, our leadership team this year consists of **only 4 officers**. However, we overcame this issue through our **strong dedication and motivation** to pursue our passions. We emphasized reaching out to active businessmen /businesswomen in the area, such as our CEO's uncle and VP of Sales' father, as well as connections with the teachers of Business/CTE courses at our school.



Another issue we faced involved an ex-officer of the team. This officer committed to tasks they did not follow through with, did not show up to monthly meetings, and irresponsibly spent \$1,000 in seed money for personal reasons. Conflict with this officer hindered our team for a few weeks as we had to reconvene and decide the best course of action to take. However, this issue worked in our favor as the current officers were able to **increase connectivity and as a result, productivity** without additional setbacks.

## Looking to the Future

Despite being a four person team, we have greatly **surpassed the profits made in our previous years**. We aim to only improve going forward, in terms of company beliefs as well as **product quality and efficiency**.

More specifically, Dulicious Co.'s plans for next year include **locally sourcing wheat straw sheets** from Houston manufacturers to create metal molds of phone models in order to shape the cases ourselves before reinforcing the product with an organically sourced protective coating. **In-house manufacturing will better serve our mission** of corporate sustainability and save on the amount of carbon emissions released from overseas shipping, but will also require **additional testing** and manpower. As such, we aspire to effectively utilize investments made to Dulicious Co. and **garner further interest from others** for our club at school.

