

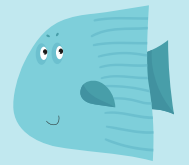
2022-2023 Company Report

Pfizer
Collegeville, PA

Junior Achievement
of Southeastern PA



Executive Summary



Mission

To give kids an **expanded worldview** using stories and activities to encourage meaningful conversations.

Vision

A world where future leaders can be introduced to **important social issues** at a young age in an **appropriate and engaging way**.

Company Performance and Financial Results

Youthful Thinkers delivered **exceptional performance** selling all 190 books, achieving **\$3,720** in revenue and **\$2,405** in profit. This resulted in a **471% ROI**. Additionally, **10% of all profit (\$267)** was donated to Mighty Writers, and customers purchased 50 books to be donated to Mighty Writers.

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According to the New York Times, introducing serious topics to young children can be crucial to their development.* However, many adults often struggle to begin these conversations. **Youthful Thinkers** seeks to solve this problem through our product, *You, Me, and the World*, an **original, interactive storybook** designed to initiate conversations about important topics.

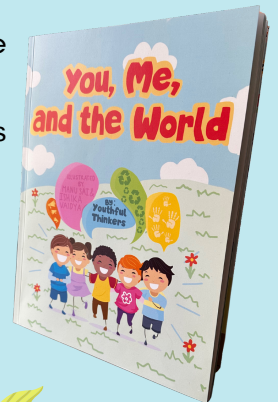


You, Me, and the World consists of four stories about diversity, poverty, government and the environment. The book also contains activities, facts, and questions to help children reflect on what they read. All stories and activities were created **for youth, by youth**.

We met the challenge of writing and illustrating a children's book head-on and sold the majority of our books in just 3 weeks. Youthful Thinkers' performance was spectacular! By partnering with Mighty Writers, a non-profit dedicated to helping children improve their reading and writing skills, we expanded our reach through our Buy-to-Donate program and included a monetary donation.

Many customers felt that our product was necessary and never realized children's lack of knowledge of important real world topics. *You, Me, and the World* is a unique book that has a major impact on the lives of customers.

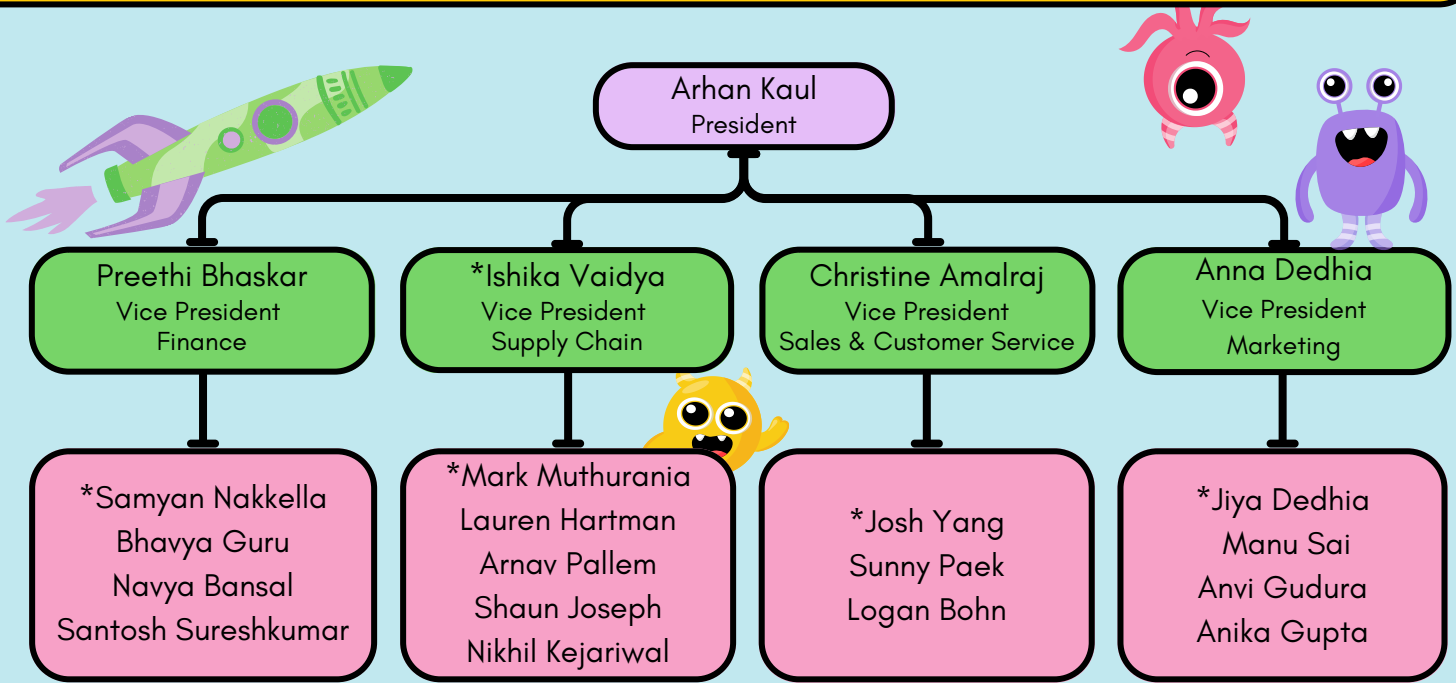
Youthful Thinkers has achieved success in many ways. We had **stellar financial performance** and created an **innovative product**. However, our **community impact** is our crowning achievement. From donating a portion of proceeds to a local nonprofit to initiating important conversations, Youthful Thinkers has made a big difference in the community around us.



*Is the News Too Scary for Kids? - The New York Times (nytimes.com)

Leadership and Organization

Company members nominated themselves as leadership candidates at the beginning of the year. Candidates showcased their **leadership skills** by hosting icebreakers, teaching business concepts, and leading product pitch teams prior to elections for company President and department Vice Presidents. Youthful Thinkers was organized into four departments: Finance, Supply Chain, Sales & Customer Service, and Marketing. In addition to its elected Vice President, each department had a **designated deputy leader**. Department members served as interdepartmental **liaisons** to streamline communication across the company. Additionally, departments gave weekly updates to the company to hold all members accountable for the business. By focusing on open communication across departments, Youthful Thinkers created an **innovative culture** where all members were active in every aspect of business operations.



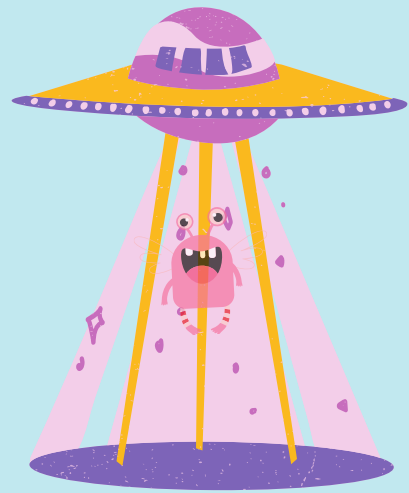
* = backup leadership team

Values

At the beginning of the year, we completed a **company contract**, establishing our core values. Each member promised to respect one another and our ideas, work hard, and take pride and responsibility for our work. Additionally, all company members co-created our mission and vision statements. By developing our business around mutually agreed-upon fundamentals, we were motivated to work together to achieve our focused mission.

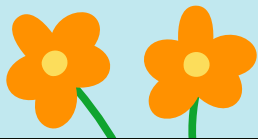
Motivation

In addition to our shared values, company members were **motivated financially** with wages based on attendance. We also encouraged all members to purchase company shares. By having a financial stake in the company, members were motivated to help the company succeed.

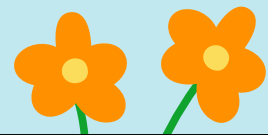


Communication

Weekly meetings and **Microsoft Teams posts** were used to update the company on each department's milestones as well as to discuss the week's tasks. Departments met as needed to collaborate and discuss their progress and future tasks.



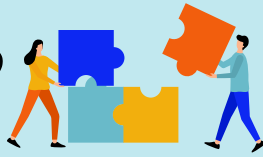
Innovation



We innovated to expand children's worldviews through our original thought-provoking storybook, which we successfully **wrote, illustrated, printed, and distributed**. By seeking expert reviewers, coming up with a fun way to keep kids engaged, incorporating inclusive elements, and even saving costs on distribution, we improved our product, differentiated ourselves from competitors, and increased our ROI.



Members of Supply Chain created **rules for sensitivity and bias** – sources were to be credible and educational. We tracked and included all references used.



We crowdsourced sample stories from company members for each topic. This increased company engagement and sparked innovative ideas. We chose stories based on relatable and easy-to-digest scenarios. After all, this book is **for youth, by youth!**



We took a collaborative experimentation approach to fully **illustrate and write** our book. Our team iterated on story ideas to ensure they were clear and impactful.



We held a **focus group with children ages 5-10** to confirm our story and interactive elements were engaging and entertaining for them.



Our team reached out to a **Diversity, Equity, and Inclusion specialist**. We learned how to present these topics in a sensitive manner to not only children, but readers of all ages.

Input & Iteration



We knew an **interactive element** would set us apart from other books on the market, so we innovated to develop our **3, 2, 1 system**. We pride ourselves on knowing that kids will not only discuss important topics with adults, but have fun doing so!

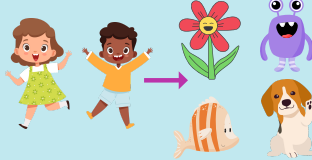
- 3 Conversation Starters
- 2 Facts
- 1 Activity



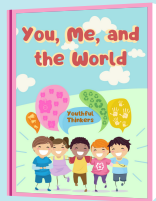
"We think your effort is great!"

A second grade teacher **reviewed our sample stories**, shared them with his class, and provided feedback and suggestions.

Pivot



Based on feedback, we realized how **important** it was to switch from 3rd-person, human characters to 1st-person, non-human characters for our audience to relate to the stories regardless of age, gender, religion, race, or body size.



Finally, our book was finished! We formatted our book for printing, with elements such as bleed lines and page numbers, and confirmed digital proofs with our printer. It was then **produced and shipped to us**.

We innovated to reduce shipping costs. Our innovative **tracking system** enabled us to maximize hand deliveries to personal customers and porch drop-offs to local customers within a 15-mile radius. By shipping only 12% of orders, we saved 87% on estimated shipping costs.





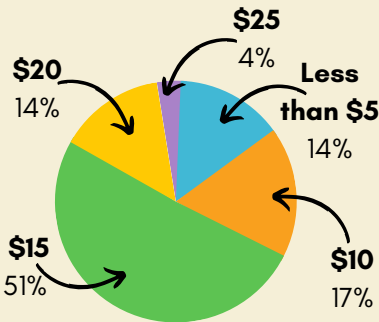
Marketing Strategies



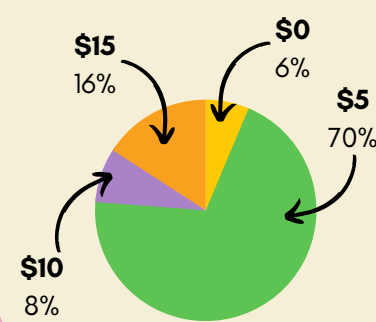
Market Research and Target Audience

We created and distributed a market research survey to our **target audience** of educators and caregivers of 5-10-year-olds to determine the topics and price for our product. The majority of respondents were willing to pay **\$20** if that also included a charitable contribution. Feedback from the survey also helped us choose our **final topics** for the book: **diversity, poverty, government, and the environment.**

How much would you pay for a 24 page book with full color illustrations?

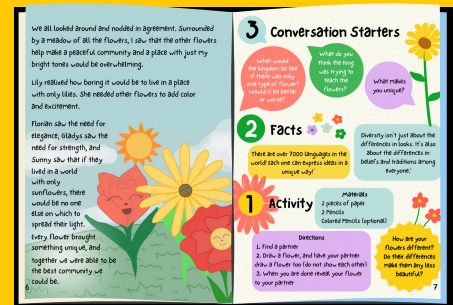


How much more would you pay if a non-profit donation was included?



Product Features

Our 24-page book consists of 4 stories that address important topics in a **light and engaging** way. Readers are guided through scenarios about diversity, poverty, government, and the environment that feature **colorful illustrations**. Our **unique 3-2-1 system**, consisting of 3 questions, 2 facts, and 1 activity, sets our book apart by encouraging **conversations between kids and adults**. The easy-to-approach visuals balance out the complex topics.



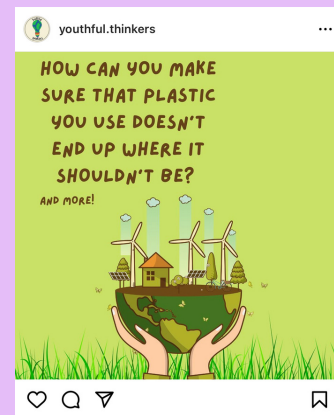
Branding

Our logo was **hand drawn** by one of our company members. It features a **globe** wrapped around a light bulb. The globe indicates the global social issues that are explored in the book. The **lightbulb** symbolizes knowledge and ideas. The **rainbow** represents inclusivity. We used this color scheme throughout our social media platforms and website to create a **uniform look and feel**.



Marketing Strategy

We consistently posted on **social media**, encouraging all company members to repost and share with friends and family, allowing us to reach hundreds of users in our target market. Our pages were filled with colorful and **informative posts** as well as **sneak peeks** that attracted parents and caregivers and kept them intrigued. We also **designed marketing materials** and distributed them to libraries, teachers, and DEI coordinators at local schools.



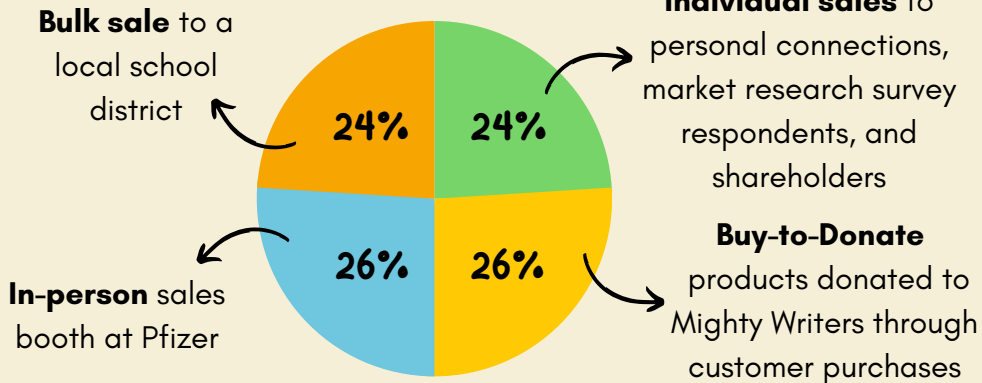
Sales Strategies



Sales Methods

We faced a challenge as our company had limited connections to our target market of caregivers and educators of 5-10 year old children. We developed a **multi-channel strategy** to reach our audience. This consisted of an in person-sales booth, maximizing our personal connections, and focusing on school district DEI directors and libraries - successfully landing a school district bulk sale. We also innovated to expand our target market through our Buy-to-Donate program. Our multi-channel strategy **maximized our exposure** and effectively drove sales, **completely selling out** of all 190 books.

Sales Channels



Competitive Advantage

As high school students, we were able to relate to children and understand the experiences they've been through. This allowed us to better communicate and ultimately tailor the book for a younger audience. To set ourselves apart from our competitors, our book included **four original stories** focused on important social issues.

Each story was paired with our unique, interactive **3-2-1 system**. This system included 3 conversation starters, 2 facts, and 1 activity to encourage meaningful conversations between kids and adults. This served as a launching point for adults to educate children about important "real-world" topics and foster ongoing dialog.

Charitable Partnership

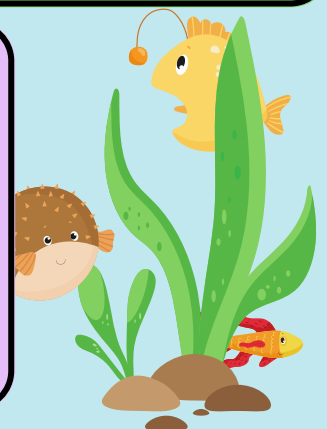
Through our partnership with Mighty Writers, we expanded our target market with our innovative **Buy-to-Donate program** and also donated **10% of our total proceeds**. The Buy-to-Donate program accounted for 26% of our sales and allowed customers to purchase a book for donation to Mighty Writers. This sales outlet opened us to **a new market of customers** who might not fit our intended audience of caregivers and educators of 5-10 year olds, but want to support our mission. Customers were additionally motivated to purchase our product after learning about our 10% donation.



This partnership played a principal role in boosting overall sales.

Customer Service

We provided our email and social media handles for customers to contact us so that we would be able to **quickly answer questions** and **resolve issues** related to payment and delivery information. In addition, confirmation emails and/or text messages were sent to confirm customer orders and provide delivery updates.



Social Impact

Mighty Writers

We supported Mighty Writers' mission to improve youth literacy by **donating funds** to support their programs and putting books in the hands of their beneficiaries through **the Buy-to-Donate** program. This partnership will support **thousands** of children in and around the Philadelphia area.

Youthful Thinkers donated

\$267

50 Books

We received great feedback from customers on the positive impact the book has had in realizing our mission to expand kids' worldview.

Bulk Sale to School District

To support their DEI strategy, the West Chester Area School District purchased 45 books for their 11 elementary school libraries. This bulk sale will reach almost **12,000 students annually.**

11
libraries

~12,000
students

"This is a wonderful book! The conversation starters, facts, and activities that accompany each story are great ways to get students involved in learning more about the world around them."

Elementary School
teacher

"I didn't realize my kids weren't aware of all of these topics. This book opened my eyes and theirs to these important issues!"

Parent of a 7 &
10 year old

"This book has been an awesome way to start conversations with my son. The stories have been wonderful in creating awareness of such important topics."

Parent of a 6
year old

Increasing ROI

We innovated cost effective choices that minimized spending and maximized revenue.

Reducing Supply Costs

We began by researching and contacting 8 different print vendors to get quotes. We chose California-based Printivity, negotiating a 20% discount, which allowed us to stay **within budget** without compromising on **quality**. This reduced the cost of goods by 48%.



Reducing Delivery Costs

After analyzing costs and customers' locations, we **pivoted** from shipping the majority of our orders to hand deliveries. By shipping only 12% of orders, we reduced the estimated shipping expense by 83%.



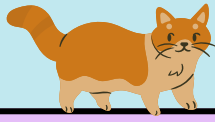
Estimated ROI
297%



57% Savings

Actual ROI
471%





Financials



Overview

Each copy of *You, Me, and the World* was priced at \$20.00 and cost \$5.04 to print and ship. This price point allowed our company to maintain a high profit **margin of \$14.96 per book**. We sold 190 books which generated **revenue of \$3,720 after transaction fees**. We **donated 10% of our total profit, \$267**, to Mighty Writers, resulting in a net profit of **\$2,405**.

Capitalization and Investors

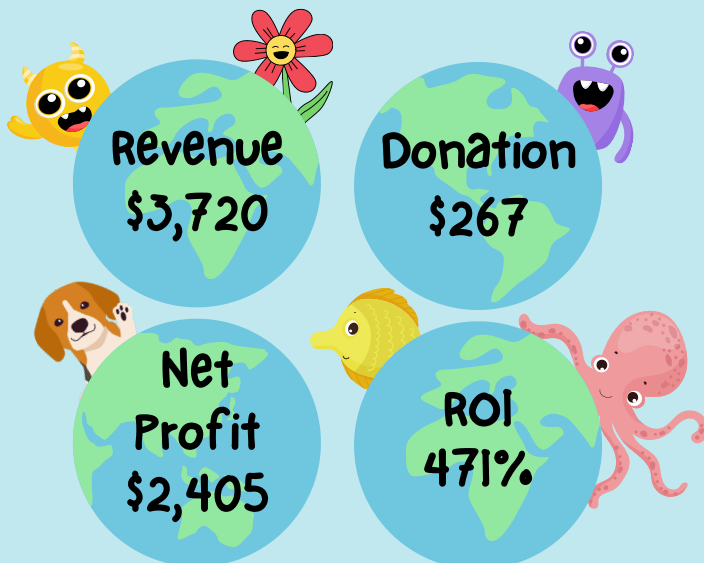
The initial capital was raised by inviting shareholders to invest in our company. We sold **100 shares at \$5.33 per share to raise \$510.69** (after accounting for transaction fees). Our company had **22 shareholders**. We held a presale of our book which brought in the **additional capital** that we needed.

Break Even and Units Sold

Based on the fixed expenses, our **break even point was 6 units** which equated to \$120.00 in sales. We sold **190 books** which resulted in **\$3,720 in total revenue**.

Liquidation

During liquidation, 10 books were held back for display purposes and in case of quality issues. We **compensated** company members, **reimbursed** expenses, and **distributed** returns to shareholders.



Balance Sheet (Pre Liquidation)

Assets

Cash	\$1,300
Online Square Account	\$2,930
Total Assets	\$4,230

Owner's Equity + Liabilities

Capital Stock	\$510.69
Profit	\$2,405
Other Liabilities	\$1,315
Total Liabilities and Capital	\$4,230

Statement of Activities

Total Revenue (190 units sold) \$3,720

Expenses

Wages	\$34
Production Costs	\$877
Packaging and Shipping	\$136
Charitable Cash Donation	\$267
Total Expenses	\$1,315
Net Profit	\$2,405

Break-Even Analysis

Fixed Costs	<u>\$89.77</u>
Bulk Supplies	\$55.87
Wages	\$33.90
Contribution Margin	<u>\$14.96</u>
Revenue Per Product	\$20.00
Variable Costs Per Unit	\$5.04
Break Even Point	6 units

Book value of stock (upon liquidation)

Capital Stock	\$510.69
Retained Earnings	\$2,405
Shares Outstanding	100 shares
Book Value Per Share	\$29.15
ROI	471%

Learnings

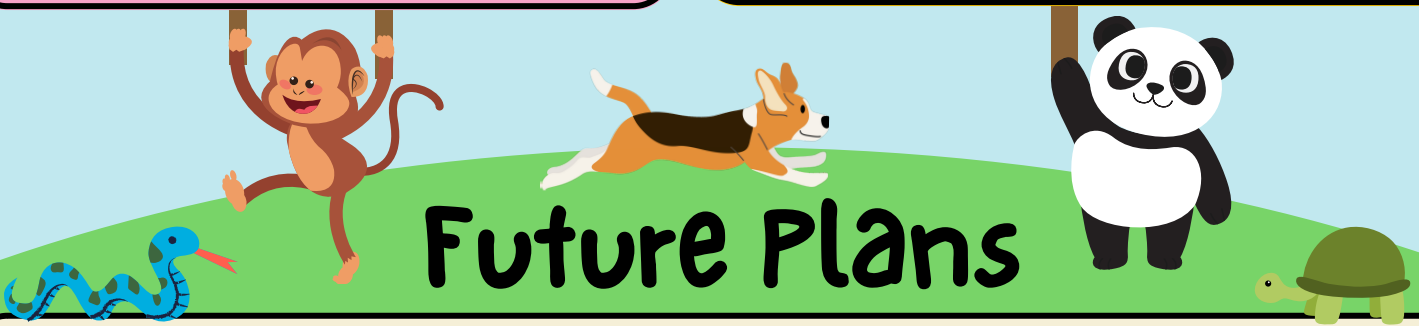
Delegation and Prioritization

We learned that **delegating responsibilities** within our company was crucial for effective collaboration and productivity. By assigning specific tasks to members, they became more invested in Youthful Thinkers' success. Since

Supply Chain took on the responsibility of creating our book, they needed to delegate tasks such as identifying a printer to the Finance department. By distributing the workload, we ensured that **critical path tasks** were accomplished on schedule and company goals were achieved. These important skills will help us succeed in school and in the workforce.

Creating a Book

We faced the challenge of **authoring, illustrating, and publishing** a children's book without prior experience. In the book creation stage, we developed sensitivity and a deeper understanding of our topics. For example, when writing about poverty, we had to make sure that our story was not demeaning to impoverished people while also not ignoring how helping impoverished individuals is important. This was done by seeking out feedback and perspectives from fellow company members as well as outside consultants. This left us with a **quality product** in the competitive children's book market and **important skills** to take into our futures.



Future Plans

Increase Sales Outlets

Going forward, we would expand to **more mainstream locations** including online and brick-and-mortar bookstores. This would increase our reach within our target market and our brand credibility as consumers would see our products in trusted locations. We would also focus on additional bulk sales to school districts and libraries to boost our impact.

Introduce New Products

To grow our business, we would expand and diversify our products by **writing more books** to address new topics and delving further into our current topics. We also aspire to offer additional offline options to encourage conversations between people, such as trivia games, conversation starter cards, and resources for educators. This will help us continue to introduce real world topics to young children and **initiate meaningful discussions**.

Work With Publishers

We would develop our business by partnering with a publishing company. This would allow us to work with professionals who can help us produce our books on a larger scale. Additionally, a publisher would help us **expand our reach** within our target market. Overall, this will help us to grow our business and further our mission.



By growing and creating products for youth by youth, Youthful Thinkers will continue to expand children's worldviews and initiate meaningful conversations.