



**A JA COMPANY**

# **BATTERY DROP**

**2023 ANNUAL REPORT**

***HELP US RECHARGE THE ENVIRONMENT***

**SCHOOL:** GLENOAK HIGH SCHOOL  
CANTON, OHIO  
**TEACHERS:** AMANDA DE FAYS AND MIKE NIEPORTE  
**VOLUNTEER:** KELLY RANDALL

**JUNIOR ACHIEVEMENT OF NORTH CENTRAL OHIO**

**\$3,003.45**  
In Sales (as of May 1)

**109**  
Units Sold

**65.3%**  
Gross Profit Per Unit



## TABLE OF CONTENTS

- 1 - Executive Summary
- 2 - Innovation
- 3 - Leadership & Organization
- 4 - Financial Breakdown
- 5 - Marketing & Sales
- 6 - Marketing Strategies
- 7- Social Responsibility
- 8 - Lessons Learned & Team Accomplishments

# EXECUTIVE SUMMARY

## Our Problem

On average, it is estimated that 3 billion batteries in the United States are improperly disposed of each year. Wrongly disposed batteries contain toxic metals that contribute to water, soil, and air pollution. The global battery market is expected to grow at a compounded annual growth rate of 15.8% from 2023 to 2030 which means more batteries are being thrown away, therefore putting our planet at risk. Our company wants to bring awareness to this issue and to create a product that both educates and solves this issue.



## Our Mission






Recharging the environment one battery at a time through proper recycling of household alkaline batteries.

## Our Product: The Battery Drop

The *Battery Drop* is a 6"x12" cylinder with a specially designed wrap that educates our users on the benefits of battery recycling. Our *Battery Drop* product has an attached battery tester to ensure users get the maximum life out of their batteries before recycling them in our unit. When the *Battery Drop* unit is full, users simply scan the QR code on the wrap which allows users to locate their nearest e-recycling center to dispose of their batteries properly.



# Our Product & Innovation

BATTERY DROP	OTHER BATTERY RECYCLING BINS
 A removable battery tester so that you can check your charge of your batteries	✗ NO BATTERY TESTERS
 A QR code on the bin to find your nearest e-recycling center	✗ NO INFO ON WHERE TO RECYCLE
 Information on bin about healthy recycling habits	✗ DOES NOT INFORM CONSUMERS ON HEALTHY RECYCLING HABITS
 We offer a community giveback for schools	✗ QUALITY BINS RANGE ANYWHERE FROM \$60-\$120
 Great and affordable price	✗ NOT HOME FRIENDLY
	✗ NO COMMUNITY GIVEBACK
	✗ MOST CONTAINERS NOT MOISTURE FREE



## 4 - DISPOSE OF THEM AND HELP RECHARGE THE ENVIRONMENT

### Safety First!

Through our product development research and our conversations with the Stark-Tusc-Wayne Recycling Center, it was clear that we needed to make adjustments to our product. To ensure a safe customer experience with our product, we added **"For Use Only With Household Alkaline Batteries"**, **"KEEP OUT OF REACH OF CHILDREN"** and **"STORE IN A DRY PLACE"**.



# Leadership & Organization

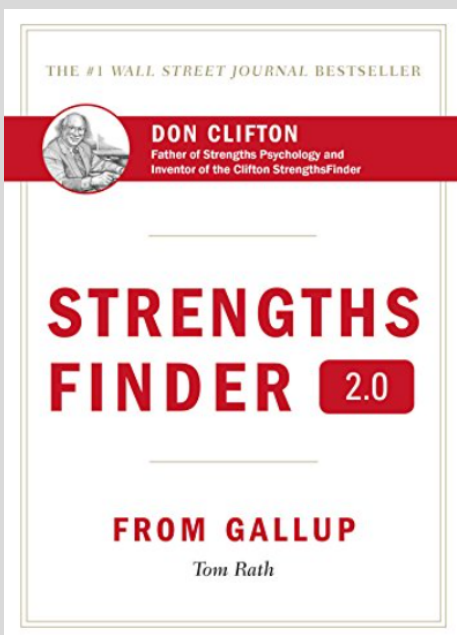


## COMPANY CULTURE

As a company, we tried our best this year to take a **team-first** approach and always come together to make tough decisions. Our company **motivates** each other by celebrating accomplishments. Whether it's buying lunch for achieving sales goals or celebrating our outstanding employee of the month, we believe that motivation is the key to success. We operated by using a horizontal management structure to maximize coordination and flexibility between company members.

**ENCOURAGING**  **COMPETITIVE**  **COMRADARY**

**"If everyone is moving forward together, then success takes care of itself."**  
~Henry Ford



### Focusing on Our Strengths

Each of us possesses many talents and strengths - as well as many areas of weakness. We believe that success comes from identifying those things that each person does well, and does not work to highlight areas of improvement. To identify our strengths, each member of our company completed the **Strengths Finder 2.0** by Don Clifton. This exercise has allowed us to develop our strengths to maximize efficiency and not devote time to fixing our shortcomings.

# Financial Breakdown

<b>SALES REVENUE</b>	<b>TOTAL REVENUE*</b> <small>*(W/PRIZES &amp; GRANTS)</small>	<b>NET PROFIT</b>
<b>\$3,003.45</b>	<b>\$5,753.45</b>	<b>\$4,360.19</b>
<b>TOTAL UNITS SOLD</b>	<b>AVERAGE SELLING PRICE</b>	<b>COST PER UNIT</b>
<b>109</b>	<b>\$27.50</b>	<b>\$9.53</b>

<b>Battery Drop</b>	
<b>Balance Sheet</b>	
<b>FOR DATE ENDED May 1, 2023</b>	
<b>Assets</b>	
Cash	248.31
Checking Accounting	2,500.49
A/R – Award Money	1,750.00
Finished Inventory	120.00
<b>Total Assets</b>	<b>\$4,578.80</b>
<b>Liabilities</b>	
Sales Tax Payable	178.61
<b>Total Expenses</b>	<b>\$178.61</b>
<b>Total Owner's Equity</b>	<b>\$4,360.19</b>

<b>Battery Drop</b>	
<b>Income Statement</b>	
<b>FOR DATE ENDED May 1, 2023</b>	
<b>Revenue</b>	
Sales	3,003.45
Award Money	2,750.00
<b>Total Revenue</b>	<b>\$ 5,753.45</b>
<b>Expenses</b>	
Cost of Goods Sold	1,038.71
Sales Tax Payable	178.61
Advertising Expenses	135.94
Loan Interest Payable	40.00
<b>Total Expenses</b>	<b>\$1,393.26</b>
<b>Total Net Profit</b>	<b>\$4,360.19</b>

## Investing in Our Future

The profits we have earned will be reinvested to take Battery Drop to the next level. We will be continuing to spread our mission of battery recycling by scaling up to capture business-to-business bulk sales while continuing to reach our original business-to-consumer market.

## Break Even Point

With a fixed cost of \$9.53 per unit to produce, our breakeven point is calculated to be 14 units.



We received a \$1,000 award from the judges at Stark Tank, an annual competition in our region for youth entrepreneurs through Strengthening Stark.

## Return on Investment

With a pitch day loan of \$600 from Junior Achievement of North Central Ohio (at 5% interest), our company generated a profit of \$4,360.19\* - that's an ROI of 727%!

\*(including net profit and award money).



# Marketing & Sales



BATTERY-DROP-JA.SQUARE.SITE



@BATTERYDROP.JA



@BATTERYDROP.JA



# OUR TARGET Market



**GAMERS**



**FAMILIES**



**ENVIRONMENTALISTS**

## IN DEPTH SALES LOOK

The majority of our sales were in-person sales, as our target market was easily captured after a quick sales presentation. We learned that people are passionate about recycling efforts, but did not understand the need to recycle alkaline batteries. Realizing our success with in-person sales, we scheduled many face-to-face selling events in Stark County and Summit. In total, we sold 54 units in person at the following market places:

- Hartville Marketplace
- Akron Home and Garden
- Akron Northside Marketplace (YEI)
- Unity at the Community
- Plain Township Rotary
- Plain Township School Board Meeting
- GlenOak Freshman Orientation Night



# Marketing Strategies & Customer Feedback



OUR SOCIAL MEDIA POSTS



## Why should you recycle batteries?

Swipe Left →



A JA COMPANY



**BATTERY-DROP-JA.SQUARE.SITE**

## Market Research

Our market research consisted of posting surveys through our social media and directly getting consumer feedback.

These surveys help to guide our decisions regarding our wrap designs, company logo, product selling price, and venues to best reach our target customer base. Our company truly realizes the importance of utilizing this market research to help us best meet our company goals.



Mike L.

*"I had NO idea that you could recycle these batteries. This is awesome!"*



Amy G.

*"For only \$30 you can buy a Battery Drop and be one step further with saving the environment!"*



Angie M.

*"I love my Battery Drop! It's functional and stylish - and makes a great gift!"*



# SOCIAL RESPONSIBILITY



## OUR GIVEBACK PURPOSE

Informing others about the need to properly recycle batteries to keep them out of landfills has always been at the heart of our mission. We feel that if we



15

1 donated to a local classroom for every 15 sold!

193

Touch points created with our battery recycling message!

## Did You Know?

On average, each Battery Drop holds over 400 batteries! This year we have helped save over 43,000 batteries from going into landfills in our community alone!

## PLANTING THE SEEDS EARLY

Our company has partnered with 7 classrooms in Stark County to present them with their own Battery Drop, making a touch point of 193 students. During these visits, we spent time in the classrooms to talk about the impact that each of them can make by bringing in their household batteries to be recycled. By involving a younger audience, we feel that we can help make a big impact by reinforcing healthy recycling habits at a young age.

In total, we are donating \$210 of products, but more importantly, helping our youth to make good decisions for the environment!





# Lessons Learned & Team Accomplishments



## TEAM ACHIEVEMENTS

- Regional Junior Achievement 2nd Place Overall, Social Impact & Best Presentation
- Stark Tank - 3rd Place Finish
- Meeting with established battery recycling company Cirba Solutions
- Attending various sales calls meetings with local leaders
- Testifying at the Ohio State Capital Building regarding JA Funding
- Participating in grant writing
- Meeting with the Plain Local Rotary and converting into sales
- Stepping far outside of our comfort zones
- **Cutting down our communities battery waste!**



**ALEX LAIRD**  
FINANCE

"If you don't know your numbers, you honestly don't know your business. I learned the importance of knowing them at all times, and that the small details are super important."

"I experienced firsthand how to run a business, and gained valuable knowledge. I had studied business since my freshman year, but I never could have learned these lessons without this experience. It brought it to life."

**BRYSON HILL**  
CEO



**ELI LAUGHMAN**  
VP

"Good management and good communication throughout the team is a key part of the success of any organization. It takes a lot of trial and error to find the right recipe for both."

"Having a feel for inventory and supplies at all times is super critical. We worked hard to strike a balance with our suppliers, to keep adequate inventory on-hand, and to not over purchase."

**OWEN MARKS**  
SUPPLY CHAIN



**BRADLEY MULL**  
SALES

"Figuring out how to best sell our product was a fun discovery process. We spent a lot of time finding the best method of sales as we reflected back on each sale and made adjustments."

"You could have the coolest product, but if customers don't know about it, it won't sell. It was an adventure for me experimenting with different marketing strategies to best connect with our target market."

**JIMMY ARRIGO**  
MARKETING

