



**RELAXIVIBE**



**2021  
2022**

**COMPANY  
REPORT**

**PFIZER  
Collegeville, PA**

**JUNIOR ACHIEVEMENT  
of Southeastern PA**

# EXECUTIVE SUMMARY

## The Problem:

According to the National Institutes of Health, **nearly 1 in 3** of all adolescents ages 13 to 18 **experience an anxiety disorder** (1). Especially during this post-pandemic period, people are feeling stressed to return to their routines and interact with others in person. We found that **fidgeting helps** with anxiety, ADHD, and OCD “to improve focus, calm stress, and even increase levels of dopamine” (2). However, many fidgets are **banned in schools** across the country due to their distracting nature (3). We created **Relaxivibe** to allow people to quietly and fashionably find peace within themselves and combat stress and anxiety by using the **Fidgelet**.

## Our Product:

The Fidgelet is a **custom-designed, one-size-fits-all, fashionable** fidget bracelet with **various textured beads** that the customer can **quietly roll, slide, or squeeze** to improve focus and calm stress (2) **discreetly** without distracting others.



## Community Impact:

Through our partnership with the **LiveWell Foundation**, an organization that provides free mental health services to those in need, we were able to help even more people find peace within themselves through our 10% monetary donation and co-promotional efforts.

## Our Growth:

Looking back on our journey, we're proud to see how far we've come and all the pivots we made that led to our success. From making additional premium-priced Fidgelets out of surplus prototyping materials to maximizing hand deliveries, we were able to **increase our Return on Investment from 340% to 427%**. We know the lessons we learned will continue to impact our lives and futures. It brings us great joy to know we were able to help people find peace within themselves and **calm their vibe**.

Charlie Yang, Relaxivibe President

## Our Mission

To help people find peace within themselves.



## Company Performance

Relaxivibe successfully sold **236 Fidgelets**, generating **\$3,666** in revenue. This achieved a **427% ROI** for shareholders and a **10% monetary donation** to the LiveWell Foundation.

## Financial Results



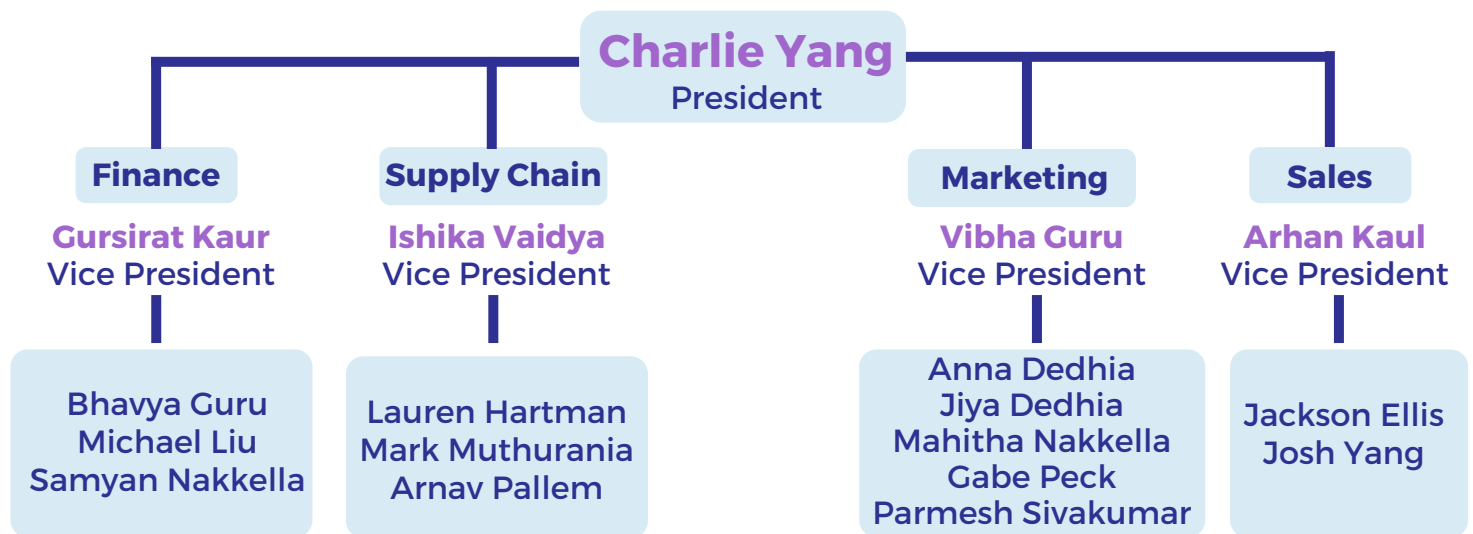
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 2: <https://www.psych.com/fidgets-anxiety-adhd-ocd>  
 3: <https://www.washingtonpost.com/news/answer-sheet/wp/2017/06/01/schools-are-banning-fidget-spinners-calling-them-nuisances-and-even-dangerous/>

# LEADERSHIP & ORGANIZATION

Relaxivibe was led by the president and organized into four departments led by vice presidents in a primarily **virtual environment**. Leaders were **elected by members** based on the **demonstration of leadership skills** in the weeks prior to elections. Company members had opportunities to showcase their skills by managing ice breakers, teaching entrepreneurial concepts, and leading pitch teams to brainstorm product ideas. Each department assigned **liaisons** to convey and receive information from other departments. Especially in a virtual setting, liaisons allowed for **effective interdepartmental communication**, resulting in a connected and informed company. We also kept team members motivated and informed by beginning each meeting with **departmental updates** to celebrate milestones and discuss cross-departmental ideas, issues, and strategies.



## Core Values

From the founding of Relaxivibe, we instilled core values within our company to **ensure high performance and accountability** among members through a company contract. As a company, we **brainstormed important principles and values** to promote a **positive company culture** for maximum productivity. This contract set important guidelines regarding team contributions, openness to new ideas, and ownership of our work.

## Motivation

We motivated our employees through **delegation and ownership**, assigning them important responsibilities and roles. Each VP had a backup who led and managed departmental tasks when needed. In addition, a majority of the company members were also **Relaxivibe stockholders**, which further motivated them to work towards financial success. We also **increased compensation** for employees who took part in the production process.

## Collaboration & Communication

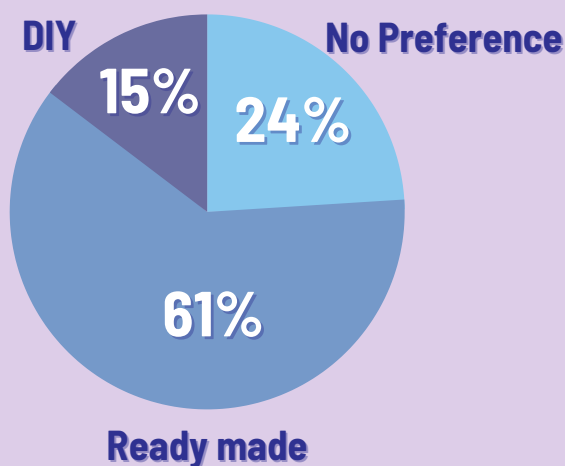
In the virtual format of the program, **collaboration and communication** were essential. We mainstreamed all of our communications and business operations through **MS Teams** to keep company members informed at all times and organize our documents. At the beginning and end of company-wide meetings, all departments **shared their upcoming and completed tasks** to track progress and **address dependencies**. Also, the leadership team conducted separate meetings to **ensure all company goals were being met** and operations were on track.

# INNOVATION: OUR PRODUCT

Despite the therapeutic benefits of fidgeting, many fidget toys can be loud and **distracting** and have even been **banned from schools**. We set out to thoughtfully design a fidget that allows for different **fidgeting motions**, provides various **tactile sensations**, is used **quietly** without disturbing others, and is worn **discreetly** as jewelry. Through an iterative design process, we innovated to develop a unique product that met these goals.

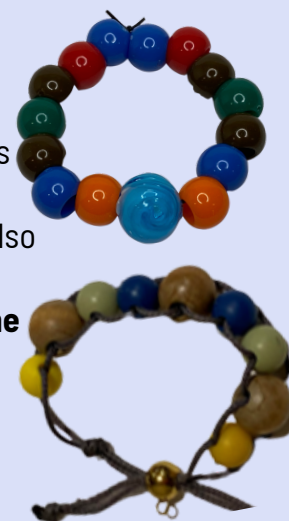
## Customer Insights

Initially, we envisioned our bracelet as a **DIY kit** as we thought that the act of making a bracelet would be satisfying and calming. However, we learned from our market research that customers wanted a **"ready made"** bracelet rather than a DIY kit. This allowed us to design a more **intricate bracelet**.



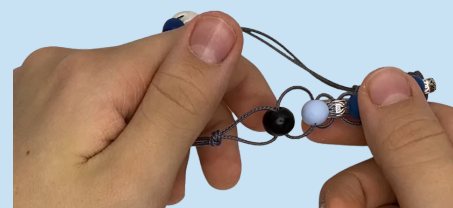
## Prototyping & Testing

We iterated through **multiple prototypes** to reach our goals, researching options and making adjustments to improve the aesthetics, noise level, and functions of each design. We tested different cords, beads, color schemes, and closure systems. This **iterative design process** allowed us to identify and address potential quality issues and select materials that could withstand constant fidgeting. We also achieved the goal of our bracelet being "one size fits all" to **streamline production and sales** and serve more customers.



## Final Product

After a thorough prototyping process, we achieved our goals and created The Fidgelet, a **custom handmade bracelet with an innovative, unique design**. This design allows for the beads to both roll and slide back and forth, providing different **fidgeting motions**. Alternating sound-dampening silicone beads keep the fidget **quiet**. We also maintained our **calm branding** with a wave charm and soothing colors. In order to disguise the Fidgelet as a bracelet, we chose beads that can be used for fidgeting and are aesthetically pleasing. Each of the beads provides **different tactile or fidgeting elements** allowing customers to effectively calm their vibe!



# INNOVATION: PROCESS & STRATEGIES

## Maximizing ROI

We constantly challenged ourselves to maximize profits through innovation. By expanding our product line and maximizing hand deliveries, we **increased our ROI to 427% vs our initial estimate of 340%** which was based on the original Fidgelet and shipping to 50% of our customers.

### Limited Edition Bracelets

One major innovation was the development of our limited edition bracelets. To **minimize waste and increase our product choices**, we used surplus prototyping materials to make limited edition bracelets in various colors. We successfully sold the limited editions for premium prices of \$17 and \$20. The addition of the Limited Edition Fidgelets comprised about **30% of our gross sales** and greatly contributed to increasing our ROI.



### Maximizing Hand Deliveries

Initially, we estimated that we would ship half our products. However, in order to increase profits, we **challenged ourselves to minimize shipping costs**. To do this, we pivoted to focus on contactless hand deliveries. To increase efficiency, we used a system to ensure company members only delivered within a 20-minute radius of their homes. In the end, we were able to hand-deliver 75% of our sales, reducing shipping costs by 66% from our original estimate.

## Production & Distribution

Given the intricate design of our final product, as well as our limit to only 6 hours of in-person time per month, we took the following steps to innovate a production process that ensured **consistency and quality within a hybrid working environment**:

- Created a **step-by-step video tutorial** that included quality checkpoints to make sure all bracelets followed our standards.
- Pivoted our plans for production days to focus on **in-person training and quality**, rather than high output, to leverage our limited in-person time.
- Implemented an **organized system** to track material kits and finished products distributed to company members. This system allowed us to complete production with no inventory loss.
- Conducted a centralized **final quality check** after bracelets were manufactured, prior to distribution.
- Distributed 236 Fidgelets via **hand deliveries, porch drop-offs, and the postal service**.



# MARKETING STRATEGY

## Market Research

From our market research, we learned about the **high value our target market places on the aesthetics** of the bracelet, choices of beads, and subtle color schemes. Also, we learned that the **market would pay more (~\$15-20)** for a Fidgelet disguised as a bracelet than existing fidgets due to its aesthetics, mechanism, and included charitable donation. Our final prices accounted for product costs, as well as shipping and tax.



## Social Media

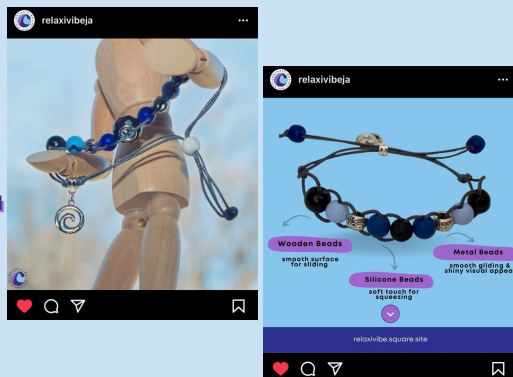
To reach both older and younger demographics, Relaxivibe's primary method of marketing was through **Instagram, Facebook, and TikTok**. We created both educational posts explaining the benefits of Fidgelets, and trendy posts, such as memes, to increase post shares and reach a wider audience. We also **collaborated on posts with our charitable partner**, the LiveWell Foundation, to further our reach to the organization's supporters.

**1200+**  
Impressions

**2300+**  
Views

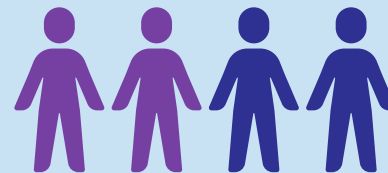


@relaxivibeja



## Target Market

Relaxivibe focused on advertising the Fidgelet towards **middle school, high school, and college students**, as our market research indicated that they were most interested in fidgets and more susceptible to stress and anxiety.



The Fidgelet was also advertised to **parents of younger children and elementary students**, as fidgets offer increased focus and concentration for those with ADHD and OCD.

## Competitive Advantage

Though there are many other fidgets on the market, the Fidgelet is unique due to its discreet and silent nature. The weave design of the bracelet and sound-dampening beads allow for noiseless fidgeting while other fidgets such as 'Pop Its' and fidget spinners are loud and distracting. Also, the **duality of the Fidgelet as a fidget and a fashionable bracelet** disguises its fidgeting abilities to remain discreet. The Fidgelet is also an all-in-one fidget that provides various sensory experiences and caters to several preferences unlike other fidget tools.

### Other Fidgets

- ✗ noisy
- ✗ distracting
- ✗ limited fidgeting options

### The Fidgelet

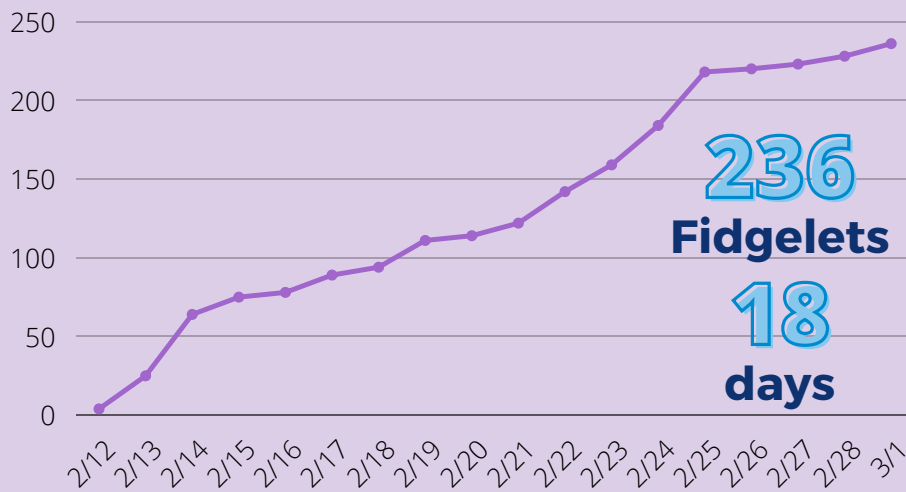
- ✓ quiet
- ✓ discreet
- ✓ various sensory options

# SALES STRATEGY

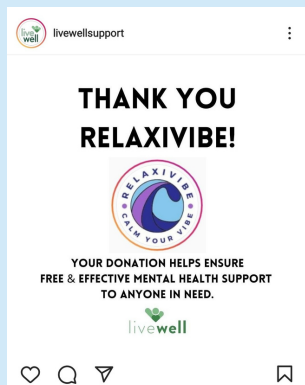
## Sales Methods

We focused our efforts on direct sales, using our website to track all orders and inventory. The sales and marketing departments collaborated to develop sales scripts to help company members **share the benefits of the Fidgetet with potential customers**. Another effective sales tactic was leveraging the branding of our Limited Edition Fidgetets' short time period of availability. This created a sense of urgency in customers to purchase the Limited Edition Fidgetets while available. Through our direct sales efforts we achieved a steady rate of sales, leading us to **sell out of our inventory of 236 Fidgetets in just 18 days!**

## SALES OVER TIME



## Charitable Partner



To further our mission and give back to the community, we developed a relationship with the LiveWell Foundation, **donating 10% of our profits (\$255) to their organization**. The LiveWell Foundation empowers people with depression to transform their lives through free and effective peer support and skill-based education. Our **common missions helped us to make a difference in the community** and made our company more appealing.

## Customer Service

In order to make customers' experience with Relaxivibe as enjoyable as possible, we maintained excellent customer service. The majority of sales were made through personal connections; therefore, **many customers had direct access to company members** who could assist with any problems or questions. Additionally, **our website had our company email and social media accounts** so customers could easily contact Relaxivibe about any concerns. Through our open communication, we reached out to customers for feedback on our Fidgetets.

"I love the different beads. It feels good using it!"  
- 9 year old with anxiety, OCD and ADHD

"I can't wait to share these beautiful and functional gifts with my family."  
- Parent

"I love this! I bought extra to help my students."  
- High school suicide prevention counselor

# FINANCIAL PERFORMANCE

## Balance Sheet (Pre Liquidation)

Assets	
Cash	\$4,040
<b>Total Assets</b>	<b>\$4,040</b>
Owner's Equity + Liabilities	
Capital Stock	\$509
Profit	\$2,300
Other Liabilities	\$1,231
<b>Total Liabilities &amp; Capital</b>	<b>\$4,040</b>

## Statement of Activities

<b>Total Revenue (236 units sold)</b>	\$3,666
Expenses	
Tax, Wages, Postage	\$363
Cost of Goods Sold	\$613
Charitable Cash Donations	\$255
Square Fees	\$135
<b>Total Expenses</b>	<b>\$1,366</b>
<b>Profit</b>	<b>\$2,300</b>

## Break-Even Analysis

<b>Fixed Costs</b>	\$34
Marketing Fees	\$0
Wages	\$34
<b>Contribution Margin</b>	<b>\$10.46</b>
Revenue per product	\$15.53
Variable costs per unit	\$5.07
<b>Break Even Point</b>	<b>3.3 units</b>

## Book Value of Stock (Upon Liquidation)

Profit	\$2,300
Capital Stock	\$509
<b>Total Owner's Equity</b>	<b>\$2,809</b>
Number of shares of Stock sold	100
<b>Book Value / Share</b>	<b>\$28.09</b>

## Overview

We sold each original Fidgelet for \$15, and our Limited Edition Fidgelets at \$17 and \$20 each. The average cost per product was \$5.07, which resulted in a **63% profit margin**. **Selling 236 products** generated a **revenue of \$3,666**. After expenses and our **monetary donation of \$255** to the LiveWell Foundation, **our total profit was \$2,300**.

## Break-Even Analysis

We determined our price based on market research feedback and our total expenses per Fidgelet to include material costs, online transaction fees, and shipping fees. We calculated the variable costs assuming 50% of our products would be personally delivered and the rest shipped. After including employee wages and marketing fees, our **total fixed expenses were \$34.13**. With these expenses, we determined we needed to sell 6 Fidgelets to break-even. After adding the Limited Edition Fidgelets and **shipping only 25% of our orders**, the **break-even point decreased by 33% to ~4 Fidgelets**.

## Capitalization & Return on Investment

We sold **100 shares of stock** at a price of **\$5.33 each**. We raised a total of **\$509.21 of capital** from selling shares after accounting for Square transaction fees. We used this capital for materials, shipping, advertising, and employee compensation. We had expected a 340% return on investment. However, due to our innovative strategies to maximize ROI, we generated a **profit of \$2,300** upon liquidation and **achieved a return on investment of 427%**.

## Liquidation

During liquidation, 10 Fidgelets were held back for competition and to resolve any potential customer issues. We **compensated each company member**, reimbursed all expenses, and **distributed the returns** to all shareholders based on a \$28.09 per share basis (as calculated based on our ROI). We also donated 10% of our profits, \$255, to the Live Well Foundation, to give back to our community.

**236**  
Fidgelets Sold

**427%**  
ROI

**\$2.3k**  
Profit

**\$3.7k**  
Total Revenue

**63%**  
Profit Margin

**\$255**  
Donations





# LEARNINGS & FUTURE PLANS

## Learnings

### Calculated Risk

We learned the importance of risk-taking when considering the best way to utilize our surplus materials from prototyping, which did not match our original color scheme. We also needed to buy additional materials in order to use these supplies. We took the **risk to invest** in these supplies; **expand our color schemes**; as well as **charge a premium price** for these limited edition products, considering that scarcity would potentially increase demand. From this, we learned the value of **taking calculated risks** to improve both our products and financial performance by acting on the opportunity and considering the effect on stakeholders. Limited edition bracelets were extremely popular among customers and accounted for **30% of our sales** and contributed to increasing our ROI from **340% to 427%**.



### Communication

As a company, we learned the **importance of making sure all departments were in agreement and aware of all business operations** and decisions to improve efficiency. During weekly meetings, we allotted time for each department to **update the entire company on important information** and held leadership meetings to discuss upcoming goals and plans. Especially when leaders were away, communication to backup leaders was critical to ensure operations continued and goals were being met. These skills will be essential when working with teams at school and in the work force in the future.



### Ownership

We also recognized the **importance of giving each member specific responsibilities** to aid in productivity, ideation, and motivation among all members. Delegating responsibilities allowed the leaders to focus on larger and cross-departmental tasks, and allowed members to **take ownership** within the company. This enabled **maximum productivity in our departments**. For instance, Supply Chain members were able to oversee each step of production and Marketing members fulfilled their responsibilities for social media content, allowing for regular posts on our platforms. In the future, when we lead larger teams and are members of large corporations we will delegate and take ownership of responsibilities to aid in efficiency and ensure each member is adding value.



## Future Plans



### Customization

We plan to make our products more personalized to our customers by allowing them to customize their Fidgelets. Customers would be able to select between different beads, wiring, and designs. This would allow customers to **order bracelets that are unique to them**. This expansion would result in an increase in sales, more marketing opportunities, and a potential to charge higher prices for customized products.



### Expand Sales Outlets

In order to increase sales and our profit margins, we plan to **expand sales outlets to online platforms** such as Amazon and Etsy, **brick and mortar stores**, and **mental health organizations**. Most of our sales were to personal contacts placed through our website. Expanding into these outlets will **increase our visibility** and consumers' confidence when seeing our product in familiar venues. The in-person sales locations will also allow customers to interact with our bracelet to experience its benefits firsthand.



### Add Product Lines

We plan to **expand our line of Fidgelets** by creating a Fidgelet with an aromatherapy component to appeal to our customers' sense of smell. We also plan on **adding new product lines**, such as Fidget necklaces and mindfulness activity journals. Through these additional product lines we would be able to help provide additional methods for customers to **find peace within themselves**.

**At Relaxivibe, we strive to help individuals find peace within themselves.  
Join us in our journey and calm your vibe with Relaxivibe.**

