

# TALK BLOX

"Building conversations, block by block."



## COMPANY REPORT 2023

### LEADERSHIP:

Shruti Kale - Chief Executive Officer  
Samia Ahmer - Chief Sales Officer  
Aditi Nanda - Chief Marketing Officer  
Sanjana Badami - Chief Supply Chain Officer  
Krish Bala - Chief Financial Officer  
Sadhana Tadepalli - Chief Operating Officer

### ADVISOR:

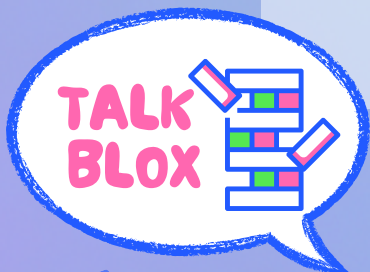
Mr. Adam Cipriano

### SCHOOLS:

Dublin High School, California High School,  
Dougherty Valley High School, Carondelet High School

### LOCATION:

Dublin & San Ramon, California (JANorCal)



# EXECUTIVE SUMMARY

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## OUR MISSION

Talk Blox aims to foster a sense of community and build stronger relationships and new connections, by getting to know those around you.

## PRODUCT DESCRIPTION

Talk Blox is a collaborative block-based game, where players are challenged to remove blocks from a 3x3 tower and can choose to answer or pass unique, fun questions and challenges that correspond to the block removed. Answering these questions encourages players to get out of their comfort zone in an effort to further build stronger relationships and develop closer bonds with other players.

## COMPANY PERFORMANCE

Due to the lack of connection in the digital age and the existing after-effects of the COVID-19 pandemic, we realized that we need to make time to live in the real world, and bring back real-life connections. We settled on a product that could help people build stronger bonds with one another in an engaging and accessible way. Throughout the process of developing our product, we came across our biggest issue, which was creating and assembling the game together, from scratch. By learning to solve these issues through creating systems, plans + processes, we were able to progress with Talk Blox to create a successful company.

## FINANCIAL SUMMARY

Talk Blox Sold: 61 Units  
Total Revenue: \$1004

Breakeven : 26 units  
Net Profit Before Donations : \$534.62

2ND  
OVERALL

BEST  
COMPANY  
REPORT

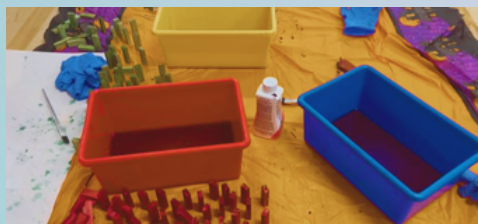
# INNOVATIONS

## PRODUCT DEVELOPMENT

We **locally sourced** the various components of our game: the blocks, dye, & stamps. Our team tested different dyeing-efficient methods to create our vibrant colors. We numbered each block with stamps, and packaged them into a hand-assembled 8x11 box, making it a portable and on-the-go game. All the questions in our pamphlet are **thought of by our team**, and the pamphlet is designed by our members as well. Meeting frequently to create games **maximized the amount of product we sold** through **delegating tasks** and working in a mini assembly line.



Dyeing our Blocks!



Getting ready to Stamp!



Our Packaging!

## GAMEPLAY

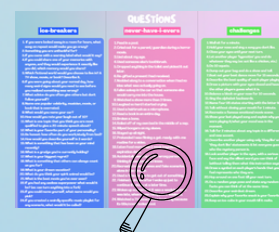
Players aim to create the tallest tower, while answering questions and completing challenges. Taking a block from the main 3x3 tower and answering its corresponding question grows your personal tower and **acquaints you with fellow players**, while skipping a question gives others the chance to “steal” that block/question, answer it, and use it to make their tower taller. Once the main 3x3 tower collapses, the player with the tallest personally-built tower wins the game!

## PURPOSE + DIFFERENTIATION

The **rise of technology** has replaced many crucial, in-person social interactions. To address this, Talk Blox showcases the perfect combination of **encouraging conversation** and **building connection**. Unlike other games in the market, the three games within Talk Blox were the most efficient and unique way to bring people together. Talk Blox makes it exciting to reflect upon nostalgia or learn something new about someone, but also gives players the space to be creative when building their towers. Personally thinking of the gameplay, the concept, and how to execute our idea with what components, makes Talk Blox **100% original & never-seen-before**, one of the many factors that sets it apart.

23

Pink Block #23



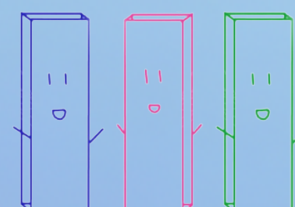
Starter Pack Pamphlet

23. Woken up scared that it was a weekday and I was late, when it was really just a weekend.

Question to Answer!

## COLLABORATIONS

We wanted Talk Blox to make a **further impact** which led us to **donate 10%** of our profits to **UNICEF**. The United Nation Children's Fund aims to provide humanitarian aid to children worldwide, a mission that Talk Blox, looking to **aid future generations** in forming real-world connections, firmly stands behind.



# MARKETING

## THE PRODUCT

'THE TALK' consists of:

- The Starter Pack pamphlet, made up of 72 unique Never-Have-I-Ever, Challenge, and Ice-Breaker questions corresponding to a number and color with each block, designed and created by the Talk Blox team.

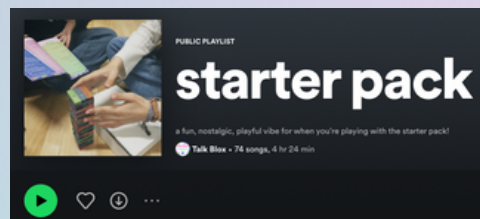
'THE BLOX' consists of:

- One set of 72 mini (24 blue, pink, & green each) blocks, hand-dyed and stamped & numbered by the Talk Blox team.

Each game also comes with a [straw](#) to aid in pushing out blocks, and a sticker with a [QR code](#) to our [Linktree](#).



A look inside our Talk Blox sets.



The perfect playlist for a fun game!

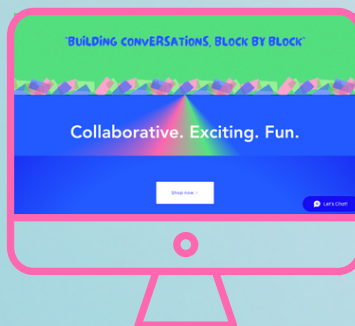
## MARKET STRATEGY



Identified & surveyed our target audience to develop specific product features tailored to their responses.



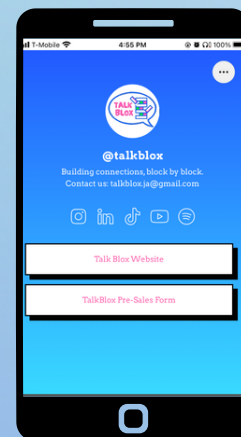
Created a website, set up our e-commerce store and created a company Venmo for efficient transactions.



Increased engagement through social media platforms & email campaigns to organizations and our community,

## MARKET IDENTIFICATION

Isolation due to excessive phone usage can lead to higher levels of social anxiety, making it harder to form real-life connections, and this harmful cycle can be detrimental to their well-being. With Talk Blox, players can form real world, meaningful connections with each other, keeping them off their screens while staying entertained. Our team conducted a survey asking friends, family members, mentors, and people around us the likelihood of them playing the game. Based on the results, we collectively decided that our target audience would be quite broad and vary from middle school kids to adults. However, as the issue of phone usage directly impacted Gen Z the most, Talk Blox was marketed specifically towards this demographic.



Talk Blox Linktree, from QR code

## COMPETITIVE ADVANTAGE

**THREE-IN-ONE:** The Starter Pack pamphlet includes 3 different types of questions: Never-Have-I-Ever, Icebreaker, and Challenges, holding the value of 3 separate games, all in 1, all developed to be unique and engaging, by our very own team.

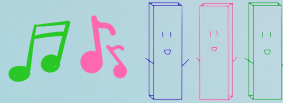
**AFFORDABILITY:** Competitor board games cost \$20-30, making our price of \$18.00 more attractive to customers.

**HAND-MADE:** The blocks are hand-dyed and stamped by our team, adding a personal touch, furthering interpersonal connections.

**WEBSITE:** We provide a backstory to our game and fun virtual elements through our website, like our "Starter Pack" Spotify playlist to enjoy while playing Talk Blox!

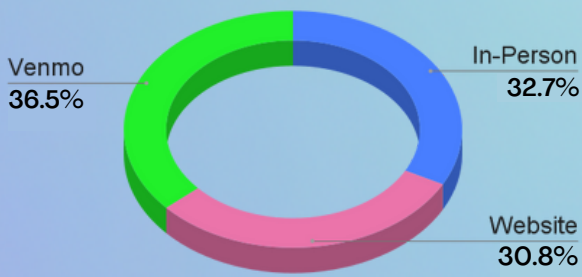


Talk Blox proudly taking part in the 2023 Acton Children's Business Fair!



## CHANNELS

To reach a greater audience than our friends & family, Talk Blox participated in craft fairs such as the [Acton Children's Business Fair](#) where we made numerous sales. It was an exciting moment as [we saw our product come to life](#) and reach inquisitive strangers while making a few new friends ourselves, spreading our message of boosting interpersonal connections. We utilized [our SquareSpace website](#) where information about our product connected directly to our commercial page, allowing customers to buy a Talk Blox set in [one simple step](#). By adding additional [Venmo and In-Person sales options](#), we opened up the market of Talk Blox to all kinds of people, from all age groups- younger kids without credit cards, elders unfamiliar with website functioning, and more- staying consistent with our message of [universal accessibility](#).



Types of Sales

## SALES METHODS

IN-PERSON	ONLINE
<p>Pitched to:</p> <ul style="list-style-type: none"><li>• Schools</li><li>• Friends &amp; families</li><li>• Extracurricular programs</li><li>• AT&amp;T center</li><li>• After-school facilities like Safari Kids (in-progress future partnerships)</li></ul>	<p>Organized online sales through:</p> <ul style="list-style-type: none"><li>• <a href="#">E-commerce</a> via our website: <a href="http://www.talkblox.co">www.talkblox.co</a></li><li>• <a href="#">Social media accounts:</a> @talk.blox on Instagram, @talkblox2023 on TikTok, and Talk Blox on LinkedIn.</li></ul>

## CUSTOMER SERVICE

To maintain strong customer bonds and accommodate all purchases, we provided [online shipping & in-person deliveries](#). We individually organized and packaged each box & provided a [QR code sticker with our information](#), in case customers lost or damaged their physical pamphlets. Through this, we used technology in a constructive manner, allowing the life of Talk Blox to be eternal, beyond the physical pamphlet.



Our first set- the beginning of an incredible journey!

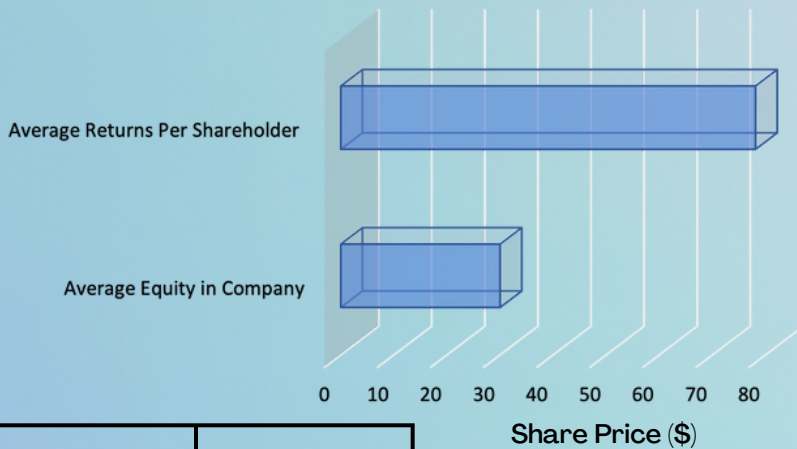


# FINANCIAL PERFORMANCE

## CAPITAL & FINANCIAL TRENDS

Our team members decided to have **equity in the company**, so we collected \$30-\$50 each, providing us with about \$330 in start-up capital. With this, we **ordered our initial round** of 40 block sets as well as dyes, stamp pads, custom stickers, and boxes. The average stock of each stockholder in the company was \$30, as each of these stocks grew to \$73.74, making the **net return per stockholder about \$43.74**.

### Investment Growth



<b>Revenue</b>	<b>\$1,004</b>
Variable Expenses	\$254.13
<b>Gross Profit</b>	<b>\$749.87</b>
Website	\$76
Fixed Costs	\$139.25
Total Fixed Costs	\$215.25
<b>Total Expenses</b>	<b>\$469.38</b>
<b>Donations to Charity</b>	<b>\$53.462</b>
Profit before Donations	\$534.62
<b>Profit after Donations</b>	<b>\$481.16</b>

Break-even point	26 Units
Profit	\$481.16
Revenue	\$1,004
Expenses	\$469.38
<b>ROI</b>	<b>145.80%</b>
<b>Units Sold</b>	<b>61 Units</b>

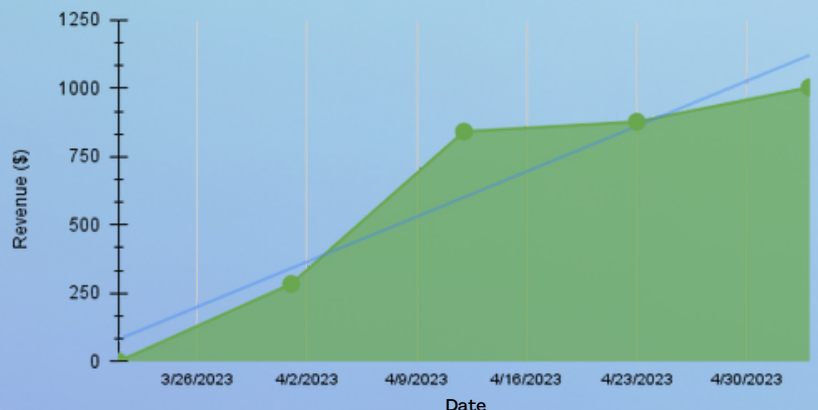
## PRICE POINT & BREAKEVEN

The unit cost of one Talk Blox set was \$4.28 and our calculated shipping was \$2, making the explicit cost per Talk Blox set \$6.28. By addressing **implicit costs** such as manual labor and after surveying potential customers, we found that a desirable price range of around \$15.00 to \$20.00 was **desirable** for our game. We took this into account when **selecting our price point of \$18**, giving us an average net profit margin of \$11.72 & our **breakeven point 26 units**.

## ANALYSIS

Talk Blox has **sold 61 Talk Blox sets** (as of 5/4/23), making our total sales **revenue \$1004** and net profit totaling \$534.62 before donations. We plan to **participate in additional craft fairs** and pop-ups, develop **new features** and **expect even more profit** in the future, furthering our mission of creating more connections.

### Sales Revenue Over Time



# LEADERSHIP

## COMPANY STRUCTURE

Talk Blox conducted **general elections** to establish our leading officers for each of the 6 departments. Following the **presentation of their interests, skill sets, and prior work experiences**, team members were selected in being a part of a department. Each employee was given tasks that best fit their interests.



One of many Talk Blox meet-ups to make our company a reality

## COMMUNICATION

We **used a myriad of resources** to keep up communication, including Zoom, Slack, iMessages group chats, as well as in person meetings. Using various communication platforms ensured **all members were able to equally participate** and contribute to activities. Team meetings were conducted for 2 hours every week in which we **collaborated** in overcoming problems, **reviewed** each department's progress, as well as **created goals** for future weeks of the program.

## ORGANIZATION

Mentor

Adam Cipriano

CEO

Shruti Kale

COO

Sadhana Tadepalli

### Marketing

Aditi Nanda

Marketing

Addi Rohrer

Marketing

Melania Severns

Marketing

Kennedy Shea

Marketing

Tobi Hogan

- **Created & managed** our **social media** accounts like Instagram & Tik Tok.
- **Designed** our game pamphlet.

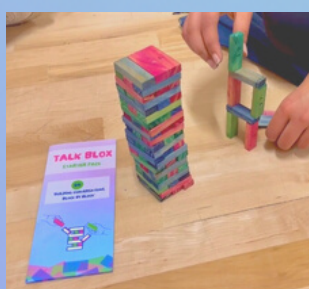
### Sales

Samia Ahmer

Sales

Gabe Ramirez

- **Researched** craft fairs.
- **Reached out** for **bulk sales**
- **Created** effective **itches**.



### Supply Chain

Sanjana Badami

Supply Chain

Carsten Ristow

Supply Chain

Serra Marie Inouye

- **Found** manufacturers.
- **Explored** various options for **best quality** in all components of Talk Blox: blocks, dyes, stamps, and even a high-quality printer for our game pamphlet.

### Finance

Krish Bala

Finance

Sahil Sandasani

- **Created** an **initial budget**.
- **Made** a **Venmo** account to add our initial **investments**.
- **Kept track** of all expenses and purchases.



# FUTURE APPLICATION

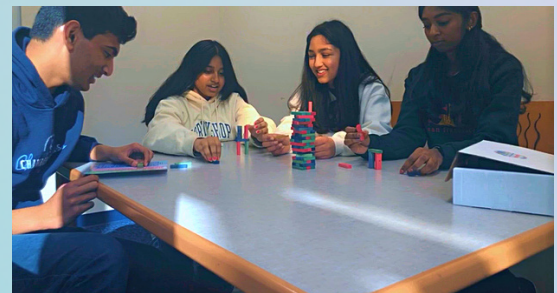
## OVERCOMING CHALLENGES

TEAM	ISSUE	SOLUTION
Finance	Didn't have a singular bank account where our money could be stored.	Created a temporary Venmo to collect money and purchase goods.
Supply Chain	Painting each block with dye was tedious and took too long.	Researched dunk-dyeing & adapted a time-efficient assembly line process.
Marketing	Designing an appealing/informative pamphlet that can fit in a small box.	Formatted a tri-fold pamphlet to include in each Talk Blox game.
Sales	Bulk sales to many schools and organizations were tough to acquire.	Pivoted to different sales strategies such as participating in craft fairs.

Like any strong company, we were taught that **challenges are essential to development**. We learned that when we put all of our heads together to find the most efficient solution, we can make tremendous progress.

## FUTURE PLANS

- Increase the lifespan of Talk Blox by pushing out a **second edition** of questions so that customers can **continue to play** using the same blocks, keeping Talk Blox timeless.
- Continue to sell Talk Blox at **craft fairs** to boost the **interpersonal connections** we build with our customers.
- Make **bulk sales** in partnership with **companies and after-school programs**- the places we see Talk Blox best fitting.
- Look into potential investors interested in expanding Talk Blox with us.



## FROM OUR TEAM

As students of the JACP, the entire Talk Blox team was given the opportunity to work from ideation to execution of a business idea. We've come together and determined that **success is about** learning lessons of **teamwork, pivoting, and building entrepreneurial skills** that we can apply to our lives outside of this program. The most **important** thing to us, is about making an **impact**- we've brought countless families, classmates, and strangers together and **helped to create real relationships & connections**, all through Talk Blox. We are **grateful** to Junior Achievement NorCal for **providing us with this opportunity** to take part in this program. With many lessons learned, our team has been able to persevere and build this company from the ground up. We are **excited to continue our journey** and build even more conversations, **block by block**. Thank You!

