



Ecoessential

Eco-friendly and biodegradable daily essentials

ANNUAL REPORT

2021-2022



Junior Achievement of South Florida

NSU University School
3375 SW 75 Avenue
Fort Lauderdale,
Florida 33314

2021-2022 Junior Achievement Officers

Kayla Bigelman
Roni Saiegh
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Advisors: Sonja Houston & Paul Silitsky

Mission Statement

Ecosentials provides individuals a convenient way to improve their self-care while drastically benefitting the global environment with minimal effort.

Product Line

- Daily Essentials Pouch
- Customized Daily Essentials Pouch
- Plantable Pencil
- T-Shirts and Hoodies
- Subscription Refills
- Reusable Utensils



The **Ecosentials Daily Essentials Pouch** was the first product of the Ecosentials line. The idea originated after a board member shared their concern about plastic pollution in the environment. After researching, we sought to create a product that guided individuals in achieving a more convenient and sustainable lifestyle.

Product Overview

Over 8 million pieces of plastic enter the ocean daily (sas.org). This horrific number inspired our team to create a product that could bring awareness to this environmental challenge. Ecosentials has been able to minimize the common perception that achieving an eco-friendly lifestyle is difficult. Ecosentials is a gateway to the eco-friendly and biodegradable lifestyle. Our company provides a wide assortment of products that enables anyone to protect the environment with minimal effort.

Summary Statement

When developing Ecosentials, we recognized the importance of including a variety of daily necessities, while promoting environmental sustainability. People are constantly traveling near and far; therefore, Ecosentials meets the needs of our target consumers: students, travelers, children, adults, and more. Our company makes the lives of individuals more convenient while educating them on the importance of living a more sustainable lifestyle, beginning with Ecosentials.

Additionally, we wanted to raise awareness of plastic pollution globally. As a result, we successfully initiated an international campaign, #EcosentialsIsGlobal, to share the importance of reducing plastic pollution in the environment. Ecosentials' dedicated team, with the help of Junior Achievement, has collaborated alongside major corporations and retail clients such as TJ Maxx, Home Goods, Burlington, Marshalls, Bank of America, and City Furniture.

Total Revenue	\$22,882.57
Total Cost of Goods Sold	\$8,114.32
Gross Profit	\$14,768.25
Charitable Contributions	\$2,953.66
Net Profit	\$11,814.59

Table of Contents

Cover Page	
Executive Summary	1
President's Letter to Shareholders	2
Marketing	3
Operations/Supply Chain	4
Sales & Customer Service	5
Leadership	6
Financial Performance	7
Conclusion	8
	9

PRESIDENT'S LETTER

Dear Shareholders,

What a wonderful year it has been! Ecosentials started operations in October 2021, and we embarked on an invaluable business learning experience. After initially developing the Daily Essentials Pouch, we then decided to expand our target audience by offering customization for the pouches and selling Ecosentials Plantable Pencils, T-Shirts, Hoodies, and Reusable Utensils. Once we established our plan, we set out to raise capital. With your support, we sold all 75 shares of stock at \$10 per share within 8 hours! This initial capital and funds from pre-sale orders allowed us to manufacture the Ecosentials line of products and distribute to consumers worldwide.

Despite having created and commissioned a product in unprecedented times, we have contributed to our environment by removing 1,140 pounds of waste from the world's oceans. We not only promoted sales of our product but also drove environmental change that would last a lifetime.

The prosperity achieved through Ecosentials has allowed us the opportunity to give back to future generations through Junior Achievement of South Florida and TeamSeas. Junior Achievement of South Florida promotes and grants K-12 students the opportunity to become entrepreneurs and will receive 10% of our profits. TeamSeas is a foundation devoted to reducing plastic pollution in oceans, rivers, and beaches and will receive 10% of our profits. Both organizations align with Ecosentials' social responsibility to improve the environment for future generations.

We are humbled by the trust you have placed in Ecosentials. All 75 Ecosentials shareholders represent your belief in our mission. We are now proud to report to you that with a 1,475.3% return on investment, the total shareholder equity has increased to \$157.53.

Thank you for your support!



Kayla Bigelman
Chief Executive Officer, Ecosentials

Shares Issued	75
Earnings Per Share	\$157.53
Shareholder's Equity at \$10/Share	\$750
Dividend Payable	\$11,814.59
Return on Investment	1,475.3%

MARKETING

Target Audience

Ecosentials is designed for individuals interested in helping the environment while maintaining convenience.

Consumer Target Market

- Students/Teachers
- Office Workers
- Environmentalists
- Travelers
- Teens/kids
- Adults

Business-to-Business Target Markets

- Retail Stores
- Airlines
- Corporate Offices
- Car Dealerships
- Schools

"In our school community, everyone loves their Ecosentials. My lifestyle has improved so much since I incorporated Ecosentials into my life.

- Ilan Arias (NSU University School Student Government Representative)



Competitive Advantage

No competitor delivers eco-friendly like Ecosentials.

- Our **convenient**, on-the-go carrying pouch makes carrying individuals' necessities **effortless**. It is the perfect size to fit into a backpack, briefcase, purse, glove compartment, or center console in a car.
- The sustainable pouch **eliminates the struggle** of searching for something to carry your everyday essentials while helping the environment.
- Our dedication and commitment ensure that every Ecosentials product meets **high quality and sustainable standards** that are unrivaled.
- A **subscription plan** is available to replenish pouch products such as soap, toothbrushes, pens, and hairbrushes on a weekly, monthly, or yearly basis.
- **Pouch customization** is offered for consumers ranging from children to large corporations.
- Ecosentials models **ethical business practices** by donating 10% of its profits to TeamSeas to reduce plastic pollution globally.

Marketing Research

Our team conducted research on over 250 consumers in our target demographic worldwide. This helped us understand their daily necessities and how to build a relevant business with a higher chance of garnering success. We used the data from our research to influence our price, product, promotions, locations, and overall branding strategies.

Marketing Strategy

Product: Biodegradable, eco-friendly, recyclable, 100% natural and zero waste are all key product design elements incorporated into the product line. We made sure to incorporate a clean and natural aesthetic with bamboo and cork as common materials for our products. The product name, Ecosentials, combines two of our main principles; eco-friendly and daily essentials.

Source: Each product has been carefully curated from hand-selected manufacturers that share a passion for improving the Earth's environment. We emphasize our diverse manufacturers from India, China, and the United States to further support our global mission of reducing plastic pollution worldwide.

Price: Our pouch is priced at \$24.99. This price originated after surveying our target audience of consumers resulting in 76% responding that they would be willing to spend \$21-\$26. For corporations, we initially marketed our products to retail stores, airlines, hotels, and car dealerships. Wholesale pricing is offered for larger quantities and customized orders to share our mission on a larger scale.

Social Media and Marketing Analytics

Almost 50,000 individuals reached.

Instagram @Ecosentialsshop
TikTok @Shopecosentials
LinkedIn @Ecosentials

Marketing Strategy (cont.)

Promotions: We launched various social media advertising campaigns on Instagram, TikTok, and LinkedIn reaching over 50,000 individuals. #EcoessentialsIsGlobal and Zero Waste were our most popular promotions that helped promote our product and message to larger audiences across the globe.

#EcoessentialsIsGlobal was introduced to bring awareness to plastic pollution as a worldwide issue while connecting with audiences worldwide. We received and reposted photos of our customers traveling globally with Ecoessentials, promoting their eco-friendly and sustainable lifestyles worldwide. This promotion encouraged others worldwide to begin their own eco-friendly lifestyle. Additionally, some members used this opportunity to hand-deliver Ecoessentials across the globe to minimize shipping costs and supply chain issues.



Salt Lake City, UT Galapagos Colombia

ZeroWaste focuses on programs to educate individuals while promoting a healthy lifestyle by reducing plastic usage and helping the planet. With this promotion, we reached over 6,000 students ranging from grades K-12 and educated them on plastic pollution and what it does to the environment. Each of these students pledged to do their part by contributing to the removal of over 1,140 pounds of plastic from our oceans.

SUPPLY CHAIN

Sourcing: Each of the ten products in the Ecoessentials line required extensive research to ensure the best quality to meet consumer needs. The team conducted research to find ideal manufacturers that exemplified our vision of high quality and prompt delivery times. To do so, shipping by air was most logical versus by boat to avoid delays. After a selective process of evaluating samples, delivery speed options, and reliability, we ultimately selected manufacturers that most aligned with our brand objectives and goals as a company.

Quality Control: Securing high-quality products was our first priority. Extensive background checks for each manufacturer helped ensure our confidence in partnerships with reliable sellers that would deliver quality goods on time. After narrowing our search to 1-2 candidates per product, we ordered samples to create prototypes and select final products to meet consumer needs and satisfaction.

Assembly/Production: Production line operations incorporated all team members who assembled components of Ecoessentials Daily Essentials Pouches. Continuous and efficient production was enforced for all. Ecoessentials takes pride in the implementation of quality control methods. Dedicated members were trained to review every product packaged and sold. This helped develop strong consumer confidence and trust in our brand as they made the switch to a more sustainable lifestyle.



Challenges: We faced many challenges while sourcing and manufacturing our products including but not limited to:

Supply Chain: Due to challenging supply chain operations, we initially struggled to ensure the timely delivery of high-quality products. We overcame this by selecting domestic partners and shipping international products by air. Although more costly, this was the most effective and efficient way to ensure product arrivals.

Distribution: Initially, we struggled to implement a strong distribution plan to deliver the products sold. Our team successfully overcame this by implementing a sound plan including systems, checks and balances, and multiple options for pickup or delivery. This helped build higher consumer satisfaction.

SALES

RETAIL PRICING

Plantable Pencil	\$2.99
Reusable Utensils	\$6.99
Subscription Refill	\$9.99
T-Shirt	\$19.99
Daily Essentials Pouch	\$24.99
Customized Essentials Pouch	\$27.99

WHOLESALE/CORPORATE PRICING

For corporate and wholesale, all sale prices are negotiated based upon quantities requested and customization desired.



SALES STRATEGY

Direct Sales: Our sales team of 85 students is trained and incentivized to meet monthly goals. Monthly prizes and recognition were important while tracking sales through our website's "Who referred you?" feature at checkout. A "Top Sales Fellow" award will be given at the end of the year to the member who sold and contributed the most. Our student sales team generated **48% of total site orders**.

SALES PROMOTIONS

- Media Promotions **discounts** helped Ecosystems generate increased sales and consumer awareness.
- Our appearance on Steve Nudelberg's The Daily Huddle podcast generated exposure to over 23,000 viewers resulting in a 110% spike in site traffic and increased corporate sales interest over the following 3 day period. Viewers used the code "**HUDDLE10**" for 10% off at checkout for this promotion.
- We ensure that all customer concerns are addressed with an incentive if needed.



SALES CHANNELS

- In November 2021, we initiated a **soft launch** that generated almost \$4,000 in pre-order sales.
- Launched in January of 2022, our **website**, www.shopecosentials.com, is our primary sales channel which generates over 80% of total sales. Improvements are constantly made to improve it through consumer feedback to optimize transactions and relationship management.
- **Trade shows and boutique sales** generated over \$3,500 in sales.
- **Etsy and Pinterest** are the newest additions to our sales and marketing platforms.



Pictured: Steve Nudelberg, Marc Nudelberg, Kayla Bigelman (CEO), Roni Saiegh (CSO), Sonja Houston (Advisor)

Leadership & Corporate Structure

Ecosentials is extremely proud of its strong founding team of Executive Officers.

Ecosentials identified its leadership team through a rigorous selection and election process. The senior management team - CEO, CMO, CSO (Chief Sales Officer), CFO, CSCO (Chief Supply Chain Officer), and COO (Chief Operating Officer) - fulfilled their traditional roles and a wide variety of business responsibilities based on interests, past experiences, and passion for business entrepreneurship.



The Ecosentials executive team has successfully integrated members of the JA Fellows club to help with production, assembly, events, and a variety of other business experiences. Members of JA Fellows meet weekly, working as sales representatives for Ecosentials. JA officers have grown immensely while learning how to lead others to help achieve company goals and maximize business performance.



Our CEO, **Kayla Bigelman**, guides the Ecosentials team through her extensive business experience and her proven leadership skills.



Our CFO, **Dylan Liberty**, accurately measures and records all financial data, given his math excellence, organization skills, and background in Finance.



Our CMO, **Noam Altman**, is known for his interpersonal communication skills and abilities to understand the customer to achieve business goals.



Our CSCO, **Elliot Perel**, demonstrates creativity and flexibility in order to bring our vision into life while overcoming any hurdles.



Our CSO, **Roni Saiegh**, brings strong communication, organization, and persuasive skills with his background in leadership and sales.



Our COO, **Jonathan Feinstein**, leads the execution of the organizational strategy established by the executive board and effectively communicates with the executive team and all employees.

FINANCIAL PERFORMANCE

Ecossentials has seen robust growth financially over the past 7 months. The company has generated total gross revenue of \$22,882.57. This included \$11,804.57 which was from 413 units sold directly to consumers. An additional \$8,078 (350 pouches) were from corporate bulk orders by Bank of America and a \$3,000 (200 pouches) wholesale order from TJ Maxx, Marshalls, HomeGoods, and Burlington. This represents a total of 963 pouches and other products from our line.

BANK OF AMERICA 

TJ-maxx

Marshalls

HomeGoods

Burlington

Our initial expenses were \$4,320.08 for 500 pouches. We reached our break-even point after selling 189 pouches. Ecossentials raised \$750 in capital by selling 75 shares for \$10 each in less than 8 hours. High-margin Ecossentials pencils, soaps, and T-Shirts were sold individually to help break even at a faster rate. Moreover, being financially responsible was crucial for our company. We incorporated various checks and balances to ensure valid and reliable reports in all areas of our company. This included daily tracking of sales, weekly reports of receivables and payables, and developing a strong relationship with our bank.

Ecossentials' "Zero Waste" marketing promotion led to a 550 unit (minimum) corporate sales deal with Bank of America, TJ Maxx, Marshalls, HomeGoods, and Burlington.

Our philosophy of helping the environment has granted us additional meetings and negotiations with companies such as Royal Caribbean, the Miami Dolphins, City Furniture, Delta, Sotheby's, Palm Beach Auto Group, and more. We hope to continue closing deals and helping the earth one pouch (and products) at a time!

 DELTA

 Royal Caribbean
INTERNATIONAL

CITY
FURNITURE



PROFIT AND LOSS STATEMENT

Total Revenue	\$22,882.57
Pre Sales	\$4,241.45
Shareholders Investment	\$750.00
Website Revenue	\$4,065.49
Square Space Revenue	\$1,662.39
Venmo Revenue	\$1,085.24
Corporate Sale Revenue	\$8,078.00
Wholesale Revenue	\$3,000.00
Expenses	
Cost of Goods Sold	
Supplies and Materials	\$3,568.32
Corporate and Wholesale Material	\$4284.50
Total	\$7852.82
Operating	
Website	\$210.00
Marketing	\$51.50
Total	\$261.50
Total Expenses	\$8,114.32
Gross Profit	\$14,768.25
Gross Profit Margin	64.5%
Charitable Contributions	
Junior Achievement	\$1,476.83
#TeamSeas	\$1,476.83
Total	\$2,953.66
Net Income	\$11,814.59
Profit Margin	51.6%

CONCLUSION

LESSONS LEARNED

Price: Investing time and money was crucial when producing the Ecosentials line. Through some setbacks and even more successes in our financial performance, we learned the importance of maintaining relevance to our past customers as they are the most likely to return. Through the initiation of campaigns and obtaining consistent client feedback, we continued to receive a constant flow of sales.

Delivery Process: Our most common form of delivery was the "Pick-Up" option available for local customers. We established a strategic process of identifying the exact date of pick-up and alternating team members to deliver the package to maintain control of all inventory and ensure customer satisfaction. For orders that require shipment, we learned the importance of developing a strong shipping system that identified the critical steps in our timeline. This included packing orders securely and tracking each package daily to assure they arrived in a prompt manner.

Miscommunication: Communication was a strong connecting point amongst team members. Prior to establishing a strong communication system, agreement and decision-making were challenging. However, we learned the importance of scheduling daily meetings with the executive team and sharing a to-do list with a timeline to ensure each member and their committees understood their responsibilities. This strategy led to our successful development of worldwide campaign initiatives, team coordination, a successful commercial, and more.

Social Responsibility: Ecosentials' emphasis on educational welfare guided our decision of donating 10% of our profits to Junior Achievement of South Florida. An additional 10% of our profits will be donated to TeamSeas' to reduce plastic pollution in our environment.



FUTURE POTENTIAL

Kayla- Starting, managing, and promoting Ecosentials allowed me to realize my passion for business. Junior Achievement has truly motivated me to implement my knowledge and experience into the companies I plan to establish. I am eager to see what the future holds.

Roni- Founding Ecosentials has truly emphasized my love for business and excites me for my future as an entrepreneur. This experience has taught me proper communication, responsibility, networking, and so much more.

Noam- The Junior Achievement Fellows experience has opened my eyes and brought out the public speaking in me. Moreover, it has inspired me to pursue my future in business.

Dylan- The Junior Achievement Program has taught me how difficult it is to start a company from scratch. I learned how to raise capital by selling shares and how to be financially responsible on a tight budget. I hope to use this knowledge in my college and career interest.

Elliot- Speaking to manufacturers, sourcing, and distributing products have taught me that business is the correct path for me. I am ready to see what the future holds once I set out into the world of business on my own.

SPECIAL THANKS

We want to thank our sponsor, Mrs. Houston, and our volunteer mentor, Mr. Silitsky for the time and effort they put into guiding our team. We are so beyond grateful for their unconditional support in helping to create and operate the Ecosentials business.

