



embracelet

it's ok to not be ok.



JA NORCAL COMPANY REPORT
2021-2022
JEFFREY BRAY AND PROLOGIS TEAM



EXECUTIVE SUMMARY

MISSION STATEMENT

Embracelet aims to aid our community in the struggle against stress by creating a product that provides our customers an outlet to fidget in high pressure situations.

PRODUCT DESCRIPTION

Our Embracelet provides customers a way to de-stress and relax through our bracelet and community safe-space. The bracelet has a total of 8 beads, each of which can be rotated so that the customer can fidget with the bracelet while being discreet. The beads can be moved up and down the bracelet as a method of fidgeting and calming down stress. The Embracelet comes in Amazonite and Sodalite. Once customers purchase a bracelet, or donate, they gain access to our website's plethora of features which include an online journal, calming playlist, and daily inspirational text messages.



COMPANY PERFORMANCE

Tasked with the challenge of starting a company virtually, we worked effectively together to identify a core issue in our community and develop a solution. Embracelet has given us the opportunity to grow as individuals and hone in on our different interests and passions within the realm of business.

FINANCIALS OVERVIEW

Embracelets Sold: 214

Revenue: \$1,376.07

Breakeven: 97 units (4/2/2022)

Expenses: \$629.37

ROI: 101%

Donations to GMHO: \$112.01

Gross Profit: \$887.70

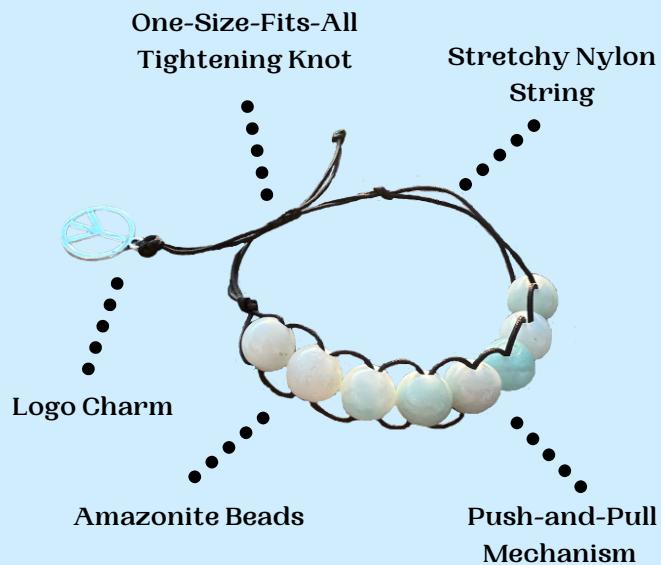
Net Profit: \$634.69



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INNOVATION



FEATURES

The Embracelet is a stress-relief fidget bracelet, utilizing a **push-and-pull mechanism** to act as a fidget, aiming to relieve stress in its user. Individuals feeling anxious, nervous, or restless, who are inclined to make small movements now have an outlet to do so with the Embracelet, with our product serving as a distraction in any over stimulating environment. To cater to all customers, our product was designed using the **one-size-fits-all** approach, eliminating the need for the bracelet to be manufactured in multiple sizes. In addition, Embracelets come in two crystal types: **Amazonite**, known for its soothing effect on the nervous system and **Sodalite**, known to provide balance in the body.

MARKET IDENTIFICATION

Being raised in the Bay Area, our team has been exposed to the transformation of our classmates from bubbly, cheerful kids to anxious teenagers. According to our findings, 75% of high school students have experienced some form of acute stress during their adolescent years. 38% of adolescents have been diagnosed with some sort of anxiety disorder. This inspired us to conduct a study of our peers, and the results confirmed our hypothesis and reinforced the need for the Embracelet. This analysis enabled us to define a distinct market, quantify prospective demand, and identify potential customers: **teenagers, working adults, and students.**

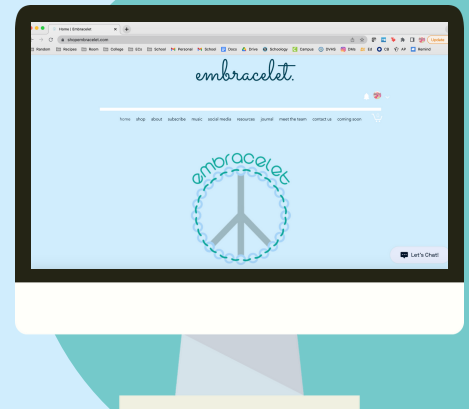
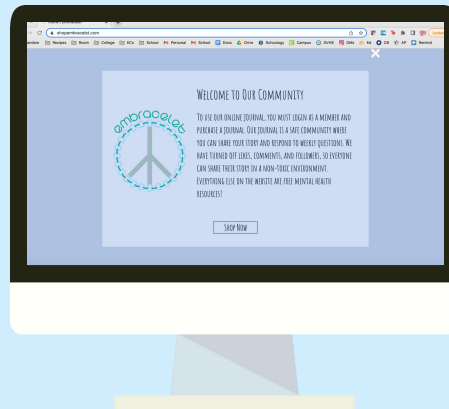
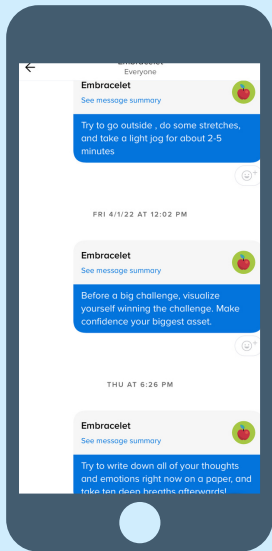
PRODUCT DEVELOPMENT

We began strategizing potential solutions to lessen the load that we all face after it was seen this was an issue close to our hearts. We intended to prioritize the quality of our product from a durability and cost aspect, keeping the key issue in mind. When it came to selecting materials, we went through a lengthy interactive process in which we tried out a variety of beads and threads. We finally settled on the design we have today after numerous models. Our product is made in-house by team members, with materials purchased from online suppliers. This form of manufacturing allows us control over output. Following minor roadblocks, we were able to create a mini assembly line in which specific members specialize in particular sections of the manufacturing process.

TECHNOLOGY

WEBSITE FEATURES

With the purchase of an Embracelet comes customer-only features including a built-in journal forum and a blog space. To any individual visiting our website, however, we offer a music playlist filled with relaxing, warm music and even more so, a free subscription service providing daily inspirational and motivational messages.

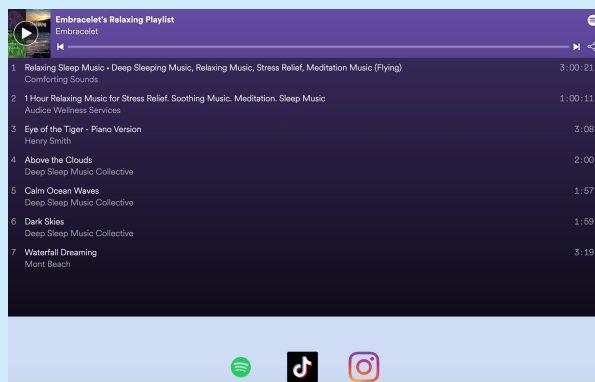


Daily messages are sent through the Remind app once a customer inputs their contact into our website.

subscribe for daily motivational messages.

first, please download the remind app if you haven't already, once you enter your name and phone number, you will be sent a confirmation message to your phone number from our remind. once you confirm it's your number, you will get daily inspirational messages every morning!

[Let's Chat!](#)



An hours-long playlist filled with calming music.

Create

First Name

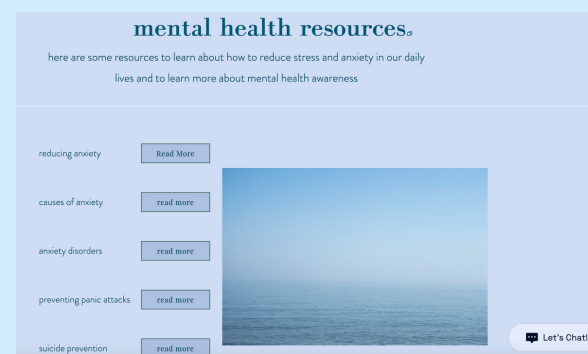
Last Name

Email *

WRITE A MESSAGE

I LOVE MY EMBRACELET.

Customers can create their own journals or answer weekly prompts offered by our team.



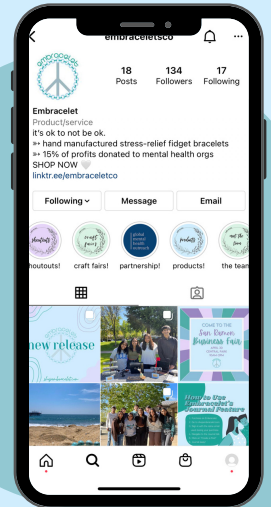
A variety of mental health awareness resources are directly linked.



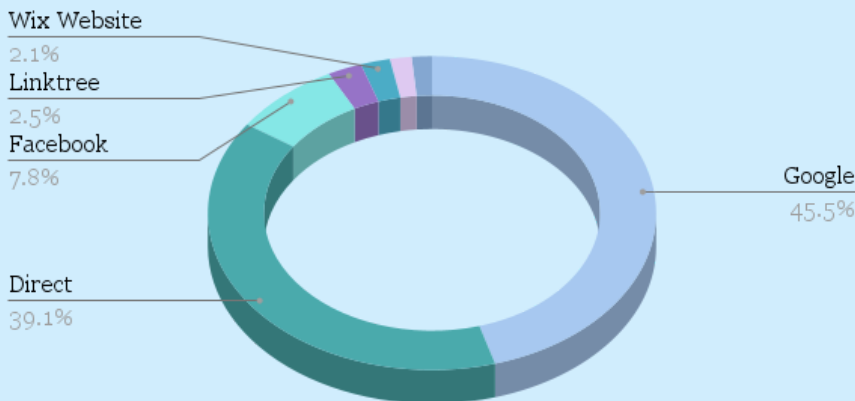
MARKETING

MARKETING STRATEGY

- Partnered with well-known organizations
 - Global Mental Health Outreach Program
- Social Media
 - Frequent posts on Instagram
 - Posted on TikTok
 - Utilized marketing budget to purchase professional ad spaces
- Non-digital forms
 - Networked with local media contacts to be featured in the Dougherty Valley High School's award-winning newspaper



Embracelet Engagement Sources



TARGET AUDIENCE

Our company's main demographic was teenagers and young adults around the **ages of 15-24**. With Embracelet, we hope to give them this bracelet and a safe community where they can gain support from other teenagers.

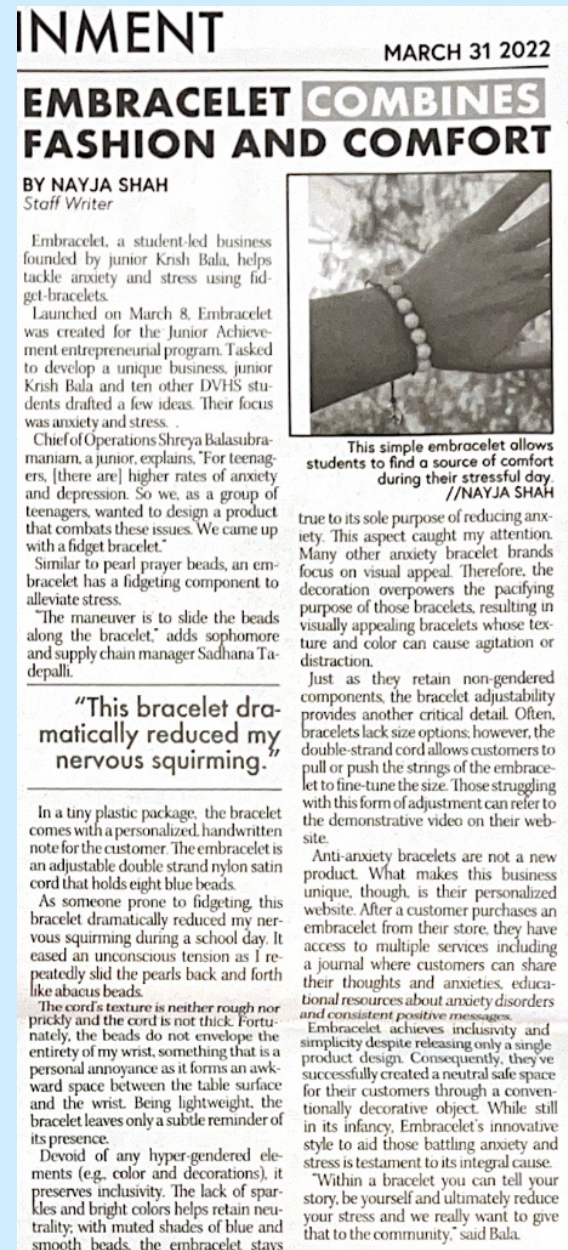
MARKETING CAMPAIGNS

Our company gained a lot of traction through **social media platforms** such as Instagram, LinkedIn, and TikTok. We made posts surrounding our product features, company partnerships, and locations where we were selling.

COMPETITIVE ADVANTAGE

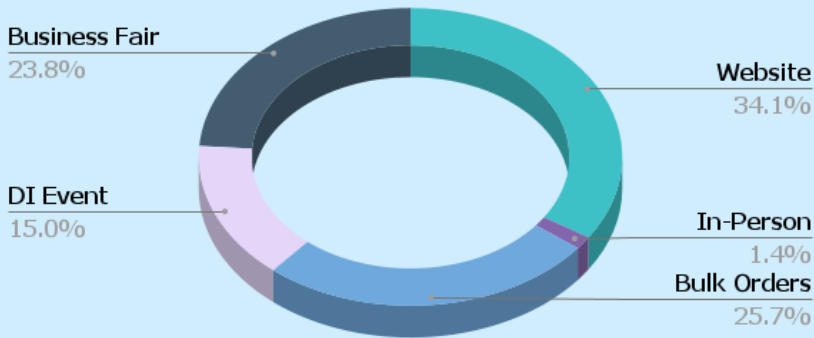
Our competitive advantage is the fact that our company doesn't just provide bracelets, but an online platform with resources directed towards helping people that are struggling with their mental health.

We used this to its fullest potential in our marketing campaigns. **Embracelet is not just a product, it is a community.**



SALES

Types of Orders



BULK ORDER PRICING

Number of Units	Price per Unit
1-4	\$6.99
5-9	\$6.50
10-14	\$6.00
15-19	\$5.50
20+	\$5.00

BULK ORDERS

Although the Embracelet has a retail price of \$6.99, to encourage large orders we formed a bulk pricing system.

EVENTS

To bring our product to larger audiences, we participated as vendors in numerous fairs. Our team attended the **2022 Junior Achievement Marketplace**, where we found success in our sales and perfected our elevator pitches. More so, our CEO had the opportunity to travel all the way to LA to be a vendor at the **Destination Imagination's California state tournament**. This event was where we became aware of the fact that our target audience was not just teenagers, it was individuals of all ages, as everyone faces stress and anxiety in their daily lives. Our biggest success, however, was the **San Ramon Children's Business Fair** in late April. Team Embracelet debuted our newest bracelet color, Sodalite, and we **sold out** of both colors in mere hours. Our company is always on the lookout for more events.



Team Embracelet at the 2022 Inaugural San Ramon Children's Business Fair

PARTNERSHIPS AND DONATIONS

Our team realized that we wanted to make a more profound impact in the field of mental health awareness. This is why we partnered with Global Mental Health Outreach to **donate 15% of our profits** to them while they promoted our product to their audiences. We also allow **direct donations** on our website, in support of the National Alliance On Mental Illness (NAMI), America's largest mental health organization.



FINANCIAL PERFORMANCE

RAISING CAPITAL

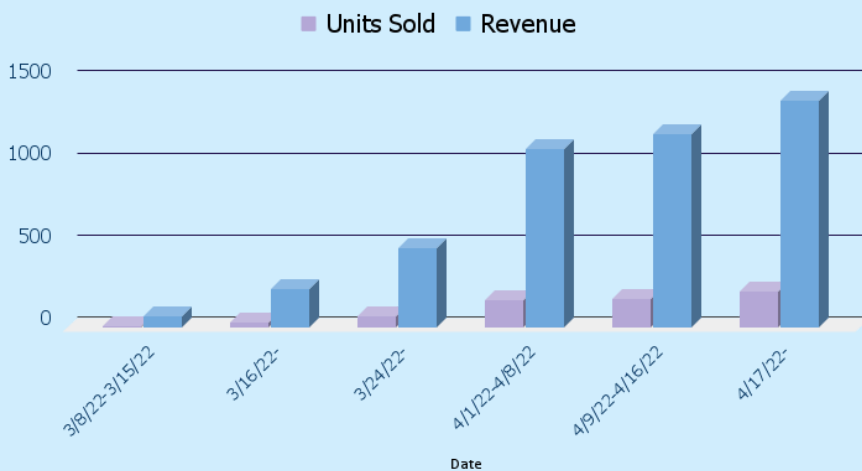
Our team of 10 members decided to have equal equity in the company. We collected \$60 from each person, leaving each person in the company with a 10% stock in the company (\$360 in the capital).

SETTING PRICE-POINT

The unit cost of one Embracelet was about \$2.07. The cost of shipping one Embracelet was about \$0.48. The explicit cost per one bracelet would add up to \$2.55. Since we are manufacturing the bracelets ourselves and are sending the bracelets through the postal service, we figured out that there are implicit costs that we must address. We priced the amount of manual labor per one bracelet at about \$2.00 and other shipping costs at about \$0.50. When we added both implicit and explicit costs together, we got a total cost of \$5.05. We didn't want our economic profit to be \$0, even though our accounting profit would be around \$2.50,

Revenue	\$1,367.07
Variable expenses	\$424.55
Packaging Expenses	\$54.82
Total Variable/Packing Expenses	\$479.37
Gross Profit	\$887.70
Website	\$77.00
Fixed Costs	\$73.00
Total Fixed Costs + Website Cost	\$150.00
Total Expenses	\$629.37
Donations to GMHO	\$112.01
Profit Before Donations	\$746.70
Net Profit	\$634.69

Units Sold and Revenue Per Week

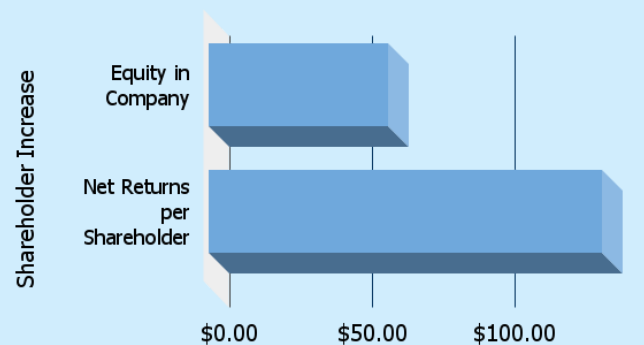


We also surveyed people around our neighborhood and our school, and we got a general price range of around \$6.00 to \$8.00. We finally selected a **price point of \$7** if purchased on the website and \$6 if purchased in person. This resulted in an accounting profit of \$4.50, and an economic profit of \$2. We felt this to be healthy approximate considering customers could also access several resources on our website.

EQUITY AND INVESTMENT GROWTH

Break-even point	97 units
Date we crossed break-even	4/2/2022
Profit	\$634.69
Revenue	\$1,367.07
Expenses	\$629.37
GMHO Donations	\$112.01
ROI	1.01

Returns per Shareholder



Each of the ten stocks in the company was priced at \$60, as each of these stocks grew to \$136.71. This means that the net return per stockholder was \$76.71. In total, we sold **214 units**.



LEADERSHIP & ORGANIZATION

Embracelet boasts a strong founding team of executive officers.

Embracelet identified their corporate leadership through the democratic method of holding general elections. After delivering their skill sets and past work experiences, team members were elected to executive positions by a majority vote. Seven officers make up the executive board, and individual roles within different departments were assigned to the rest of our team members based on their aptitude and interests. Embracelet operates with 6 departments: **management, sales, marketing, finance, supply chain, and technology.**

Maintaining **seamless communication** was Embracelet's primary concern when it came to upholding company structure. For the entire company, biweekly meetings were held, with meetings on Tuesday hosted over Zoom for an hour and meetings on Saturdays taking place in-person at a public park. The company's efficiency and effectiveness heavily benefited from this hybrid environment of **virtual and in-person collaboration.** Weekly announcements, tasks, and minor roadblocks could all be delegated via Zoom, while larger group and individual projects, as well as serious issues, benefited from face-to-face discussion. Moreover, our team relied on Slack for any other updates, information, or communication.

LEARNING EXPERIENCES & FUTURE APPLICATION

Our marketing department first assumed that our target audience would be teenagers, as previous data revealed that 31% of adolescents feel overwhelmed or stressed, and 38% have been diagnosed with an anxiety disorder. Upon execution, however, our company members recognized we had made a notable error in our expectations, with adults making up the majority of our customer base rather than teenagers. We found that this product is relevant regardless of age thus allowing us to learn assumptions will only get our company so far as we can never fully predict the appeal of a product in the market and we are unable to entirely narrow down our potential market. Below are the feedback and testimonials from some of our customers:

"I appreciate what you guys are doing and I'm rooting for you all"

"Great cause."

"It is brightening my mood!"

"Helped me get through 4 hours of my Zoom call this AM"

"You are more than just a bracelet."



NEXT STEPS

Following the current momentum of Embracelet in which we have an influx of orders from friends, family, connections, and those who connect with our cause, we aim to continue this momentum by participating in upcoming business fairs to market and reach a wider audience of potential consumers. Mid-may, our team be a vendor at the Maker Market of the Dougherty Valley Festival of the Arts. Embracelet is also in the works of a collaboration with the Youth Advocates For Change organization, where our company will be creating custom embracelets for their brand.

Another future goal for Embracelet is creating new products that are centered on the same push-pull mechanism to help combat stress because we understand that not all potential customers would be comfortable wearing a bracelet, so we would like to take this opportunity to expand to new products with the same fidget method. Based on the feedback we've heard from our customers, we also aim to launch new colors of the Embracelet and perhaps, new personalized charms along with our logo.



THANK YOU

Thank you to Junior Achievement for providing us with this opportunity to create a fully-operating company. With the lessons and the guidance JA has offered to us, the members of Embracelet will be sure to thrive in the business world and overall, gain a better understanding of entrepreneurship and financial literacy.

A very special thank you to our wonderful team of mentors, Mr. Jeffrey Bray, Mr. Austin Brewin, Ms. Kiana Ocean, and Ms. Meredith McCreary who have always been our biggest fans encouraging us to follow our instincts. Without their guidance, we would not have been able to bring Embracelet to where it is today.

Thank you to all of the mentors and guest speakers who took the time to attend our meetings and give us insightful advice that aided in the development of our business. Your unwavering support has allowed us to continue to improve and grow throughout the course of our journey with Embracelet.

~ Embracelet Team

