

1. Division 5th grade
2. School Name and Island: Ala Wai Elementary, Oahu
3. Company Name: Go Fish Go
4. Date: 9/12/22

Executive Summary

Our product is a multi-purpose robot toy fish which will clean the Ala Wai canal with Genki Balls and use a net to pick up trash. It is called Go Fish Go. The fish goes into the canal and we use a remote controller to swim the fish in the water. The fish will drop genki balls to clean the canal and it has a net to grab trash. The fish has cameras and a light. The remote has a screen where you can see trash and what's in the canal while you drive the fish. We think our project is a good idea because it can help the environment. Our school is near the Ala Wai canal and we want to help the community by keeping the canal clean. The product looks like a toy and it's a fun way to help the canal because it can help the community and keep the canal clean.

The Business

Go Fish Go is the name of our company. The 2 Go's came from that it is a business that we hoped would "go and go" to success. The fish came from the animal we are trying to help by cleaning the canals/rivers/lakes/oceans. Our mission is to clean the environment and help the earth to get cleaner and better. Our company wants to create a product that is helpful and fun to use. We want people to be excited about cleaning the earth and keeping it clean. We want our company to be a successful company that will be recognized as a company that helped to clean the world. One day we hope to have stores in Japan and Waikiki and a website to buy online when they are far away from it. Soon we would like to make more products like drones in the sky to drop genki balls. Why are they flying? They do so if there are sharks or other sea life in the water then neither the drone or animals will be damaged.

Company Objectives

1. Be a popular, successful company
2. Help our community and clean the environment
3. Inspire people to keep the environment clean

The Product or Service

We got our inspiration because we have been studying sustainability in school. Every year our school does a genki ball toss to help clean the Ala Wai. This inspired us to create a

product that will clean the canal and not hurt any fish. We thought a fish robot would be an easy way to clean the canal. Our product is a multi-purpose toy underwater drone. It will be used as a toy and used to clean water. Our competitors are companies who are making robots to clean the environment like Bebot robots.

Marketing Plan

Our customers will be kids who want to play with a game and people who care for the sea animals and also the people in our community that want to clean the Ala Wai. To market our product we will make different types of ads or commercials. We can advertise by making a website, app, and making social media accounts for the business. Then other people around the world can shop online and buy our product.

Go Fish Go works by a remote control that will move the fish submarine underwater. There is also a camera that will allow you to see underwater on a screen on the remote. It has 2 nets that can come on and off. One will be for the gengki balls and one will be for collecting trash but the basket will be rotatable. There are many different types of ways to control this fish. In the manual there is shown a way to go slow, fast, medium, and random is a challenge. There is a basket that holds the garbage which can also drop gengki balls. Our product will be in a box with a clear window and some information in the back of a box like how other products are when you buy something off a shelf. Our product is great because it has these features like cameras, controls, drones, and a net to pick up trash then to clean it and so on with gengki balls. It is very helpful and fun. It's like if chores were fun. Our product is different because it can go underwater instead of just floating or on land.

We will sell it for \$64.99. Our product is less than our competitors. Our competitors are selling their products for usually over 100.

We will attract customers by using Ads such as youtube commercials. Also, we will pass out flyers at toy stores, and also we will broadcast a skit with information about our product to our school. We will sell it in Hawaii starting with our friends and family and school, but soon we will get an online shop to go everywhere.

Finance

It will cost around \$1300 to start up our business. We decided on this price because it costs \$42.50 to make each unit. We multiplied that by 20 because that's how many we will make in our first batch which would be \$850. We need about \$250 for advertising so we decide on \$1300 so we have a little extra just in case.

We plan on getting the funds for this by starting a go fund me and winning the money hopefully. Our friends and family will donate. Once we get enough money we could get our product on social media then people can order it. Also, we would also ask our school to donate the Gengki balls to us for free for our first batch of products. This makes our start-up cost cheaper.

Item	Cost	Cost per Unit
Underwater Rc Drone	\$25.47	\$25.47
Adhesive	\$6.99/.84 fl oz	\$3.50
Genki Balls	\$0.25	\$0.25
Net	15.99/ 12 nets	\$1.33
Basket	11.99	\$11.99
	Total	\$42.54

4. Profit: How much will your profit be per unit?

Our profit will be 22.45 per unit.

Sale	Cost per unit	Profit per unit
\$64.99	\$42.54	\$22.45

GoFishGo

We will make 20 units on our first sale. That will make us \$449 profit. We will use this money to make more products. Will donate some of our profit to school to support them in making more Genki Balls. Our profit is not very much, but we hope to inspire people to keep the Ala Wai Canal clean.

In the first year we want to sell 30 units every month, that will give the company, and us, \$8082.00 a year.