



Elementary Division, Grades 3-5

Ernest Bowen deSilva Elementary, Hawai'i Island

I & S Bracelets

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Executive Summary

Checklist Charms creates a product that is a bracelet with a checklist. It is stylish and helps you to remember everything without having to be told. We think Checklist Charms is a good idea because it can make students' lives easier by a second. We think it will be successful because it is an original idea and a way to fashionably make people's lives better.

The Business

Our company name is I and S Bracelets. Our mission is to make students' lives easier by the second. The vision for our company is that we would like to eventually help people all over the world remember the little things that might get left behind. Our goal is to help students remember what they need to do. We would like to help students not to leave stuff behind and we would like to save people time.

The Product or Service

We always forget our equipment whenever we need to go to practice. We waste tons of time trying to find our things. It drives our parents crazy! We created this product so we would no longer be late for practice. How Checklist Charms works is it is a bracelet with plain beads that you can draw the things that you want to remember on with a marker. The bead can be cleaned with rubbing alcohol. Once you are done you can put on new things that you might forget.

Marketing Plan

Our target market is elementary school students and their families. Our product is a bracelet that students can personalize. Students can decorate the beads on the bracelet with up to 5-7 tasks or items that they want to remember. We plan to package our product in clear packaging so that students can see their Checklist Charms when they receive it. Checklist Charms will be sold for \$10. The closest product that we found to ours were personalized bracelets we found sold on Etsy. We found another company, CaramelGalaxyStudio, selling something similar for \$7.50. CaramelGalaxyStudio sells a beaded bracelet that only has one reminder on it that cannot be personalized once it is purchased. The reminder is a word, not pictures. We think that our product is unique. We will attract customers by advertising it on social media. Customers can purchase Checklist Chams directly from I & S Bracelets by direct messaging our company.

Finance

Our startup costs are \$49. This would allow us to make 10 bracelets. With our startup costs, we would purchase 1 container of white clay for \$13, 1 spool of craft wire for \$11, 1 package of gold beads for \$15, and 10 boxes to package our product for \$10. The cost per unit is \$4.90. To start our business, we will use money from our personal savings. Ivory will contribute \$24.50 and Summit will contribute \$24.50. By selling our product for \$10, we would make a profit of \$5.10. We will use the profit to make additional products until we have enough money to pay the startup costs back to ourselves. We plan to sell 35 units per week. Our estimated number of unit sales for the first year is 1820. This means we would bring in \$18,200 in our first year. It would cost

us \$8,918 to produce 1820 units of Checklist Charms in our first year. So our estimated profit after the first year would be \$9282.