

RECYCLED SOUNDS

2018 ANNUAL REPORT
JABC STEMINISTS COMPANY PROGRAM
SPONSORED BY ARROW TRANSPORTATION



RECYCLED SOUNDS

RECYCLEDsounds.BLOG
[@RECYCLEDsoundsKAMLOOPS](https://www.instagram.com/RECYCLEDsoundsKAMLOOPS)

Table of Contents

President's Message	Page 3
About Us	Page 5
Mission	Page 5
Goals and Milestones Reached	Page 6
STEM+inists	Page 7
How It Works	Page 8
Production	Page 9
Marketing	Page 10
Sales	Page 11
Finance	Page 12
Financial Statements	Page 13
Meet the Executive Team	Page 14
Organizational Chart	Page 15
Recognition	Page 16





President's Message

When JABC's Steminists after-school Company Program started on February 28, 2018, we were ten girls strong. We were all passionate and inspired to start a business together, and grateful for the doors that the program would open for each of us.

Over the first few weeks of the Steminists program, we lost 60% of our membership. These were tearful goodbyes, but understandably, many of the girls just couldn't balance the Steminists on top of their part-time jobs, sports, clubs and schoolwork. This type of program attracts smart and ambitious girls, and that presented unexpected and potentially program ending challenges.

With so many people leaving and work piling up, morale was low and our anxiety was high. We were all wondering if we could pull this off. But instead of caving under the pressure, the four of us banded together, and in the process, discovered leadership skills in ourselves and each other that we didn't know we had.

Leadership for us was about keeping each other focused and motivated to keep going. We found our way out of a tight spot to start seeing the fruits of our labour and the incredible sense of accomplishment and energy that comes with it. It required us to be transparent, truthful and vulnerable with each other. I thought leadership was a skill you either have or don't have. But through this experience, we all agreed that leadership is a tool that is developed more and more each time a situation calls for it, and you rise to the occasion.

Through JABC's Company Program, we have learned first-hand that leadership is not just a title. It's about vision, caring and collaboration.

Through that collaboration, we not only reached but exceeded our goals. We were also the proud recipients of the 2018 Ledcor Regional Company of the Year Award, earning \$3,000.00 toward our university education. I invite you to read in more detail about the milestones we reached on page 6 of this report.

There's one milestone in our entrepreneurship journey that really stands out for me. Despite being very impressive, it's not that our final share value on June 30, 2018, was \$454.90 per share, but rather that our hard work and determination to succeed in the face of adversity is reflected in the astounding shareholder return on investment of 2,274%.

Recycled Sounds would not have been possible without JABC, funding from Arrow Transportation, and the many mentors, subject-matter experts and community members who lifted us up every step of the way. We rise by lifting others and we are on our way toward shattering glass ceilings.



ALIA SANDEMAN-ALLEN

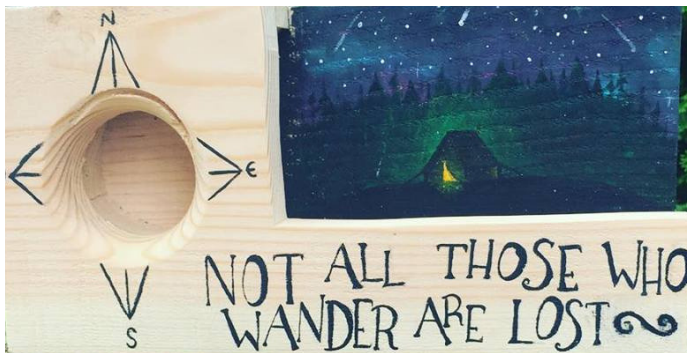
President and CEO

About Us

Recycled Sounds is the product of a JABC Steminists Company Program giving girls hands-on experience in STEM (Science, Technology, Engineering, Math) and entrepreneurship.

Over five months, and with community and mentor support, the Steminists created our own student startup in Kamloops, British Columbia.

Recycled Sounds is owned and operated by four ambitious young women striving to promote women pursuing careers in STEM, business and leadership where we are disproportionately underrepresented.



Mission

Recycled Sounds strives to enhance the listening experience of eco-friendly cost-conscious consumers through an innovative speaker and smartphone accessory engineered from recycled wood.

Goals

Recycled Sounds set the following production, sales and marketing goals:

1. Design, build, package and sell 100 units at \$25 each by June 30, 2018.
2. Present business pitch at Kamloops Innovation Centre on May 8, 2018.
3. Set up pop-up shop at Brewloops Block Party on May 26, 2018.
4. Set up pop-up shop at the Kamloops Farmer's Market on June 2, 2018.
5. Present business pitch to Daybreak Rotary on June 8, 2018.

Milestones Reached

Recycled Sounds was able to meet and exceed all of our production, sales and marketing goals. Additionally, we celebrated the following milestones:

1. Signed contracts with two retail partners to sell Recycled Sounds speakers on consignment in their storefronts.
2. Mentored by Joy Factory Films to produce a video for JABC's Company of the Year competition.
3. Winners of the 2018 Ledcor Regional Company of the Year Award that recognizes excellence in teamwork and cooperation, creativity and innovation, profitability and viability, and outstanding planning and operation of a JA Student Company.
4. Mentored by Shaw TV and Women's Online Network to film and produce a documentary about our story that will be released in early 2019.
5. Interviewed by CBC Radio, KamloopsMatters.com and Kamloops This Week newspaper. Our pre-recorded CBC interview ([link](#)) was rebroadcast across Canada!



STEM+inists

Advocating for gender equality in Science, Technology, Engineering, and Math

In Canada, women represent the majority of university graduates, but only 39% of STEM grads are women, compared to 66% in other programs.

Women are also underrepresented in the boardroom. In 2016, one-fifth of board seats were held by women (up from 10.9% in 2001!), but 45% of companies listed on the TSX had no female board members.

Stats Canada has reported that having more women in STEM-related programs and jobs can be directly linked to a country's competitiveness and prosperity. Despite the benefits and girls' interest, less than 4% of girls are mentored to go into STEM-related careers. These numbers need to change.

Through JABC's STEM-focused Company Program, we are working with female mentors working in STEM careers, business and leadership to bring our ideas to life.



How It Works

Recycled Sounds naturally amplifies the sound from your smartphone

Follow these easy steps to watch videos hands-free or to turn up the volume on your favourite songs:

1. Play a video or song using your smartphone app.
2. Place your smartphone horizontally with the speaker side in.
3. Enjoy! It's really that easy.

Recycled Sounds speakers were designed to accommodate all types of smartphones, cases and in-use charging. They are water-resistant and made sustainably from recycled wood.



Production

It took repeated attempts to perfect the engineering and science behind our reclaimed wood speakers. We borrowed the science from Thomas Edison's phonograph to amplify the sound through a graduated hole in the front of the speaker. We worked with an acoustic engineer and mechanical engineer to experiment with wood density, sound wave pathways and angles to achieve a loud and clear sound amplification speaker design.

The finished product was met with high customer demand. Sales exceeded inventory on the first week following the launch. We built each unit ourselves, so producing enough speakers to keep up with sales was a challenge.

Our biggest lesson learned was in offering customized art for a small fee. This value-add was popular with customers and helped to drive sales, but created large backlogs of custom speakers to be painted and delivered.

Our goal was to produce 100 units, and we exceeded that goal with a final production total of 110 speakers.

All aspects of STEM were incorporated into Recycled Sounds speakers:

- Science - Soundwave amplification, properties of wood, recycling
- Technology - Website, social media, filming, communication tools
- Engineering - Product design specifications
- Math - Accounting, payment processing



Marketing

The idea for Recycled Sounds came from our collective desire to watch Netflix in bed on our smartphones hands-free. We were holding our phones, but our arms would get tired. We would prop them against books, but the angle wasn't right. We loved the idea that we could combine hands-free binge watching of our favourite shows with an aesthetically pleasing look and amplified sound using STEM.

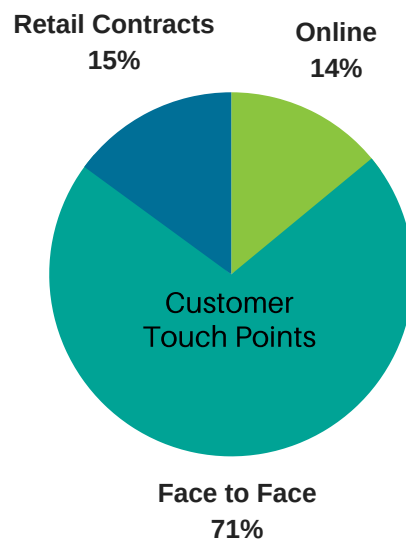
Our target market is 18-35 year old hip professionals who purposely pay more for sustainable products thus "voting" for a greener planet with their dollars. Our customers use social media and want to be a part of something greater than themselves. They enjoy collecting experiences, not things. Our product is perfectly "Instagramable", locally sourced and #builtbygirls. Our customers get to be a part of the global womens' movement with their purchase. Customers aren't just buying a speaker; they are supporting equality, challenging gender roles and opening doors for girls and women.

Our best marketing outcomes that translate into sales are face to face interactions with our customers, where we can leverage our story as eco-conscious Steminites and young female entrepreneurs.



SARAH BAUGHAN

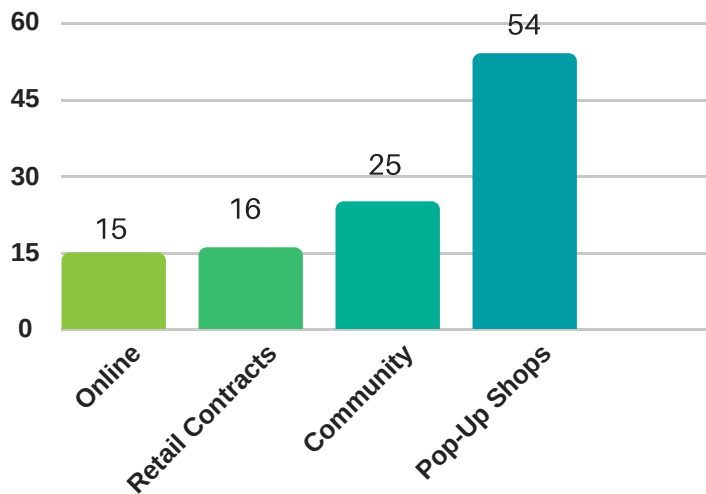
Vice President, Marketing



Sales

Between the product launch on May 8, 2018, and liquidation at June 30, 2018, Recycled Sounds made sales within the following sales channels:

1. Online - Orders submitted through our website, Facebook and Instagram
2. Retail Contracts - Sales through our retail partners, Far+Wide and The Art We Are
3. Community - Sales to friends, family and community contacts
4. Pop-up shops - Sales generated at business pitches and booths at the Farmer's Market and Block Party



Our best sales were generated at the four pop-up shops where we interacted directly with our customers.

*Tasia
Linguist*

TASIA LINQUIST

Vice President, Sales

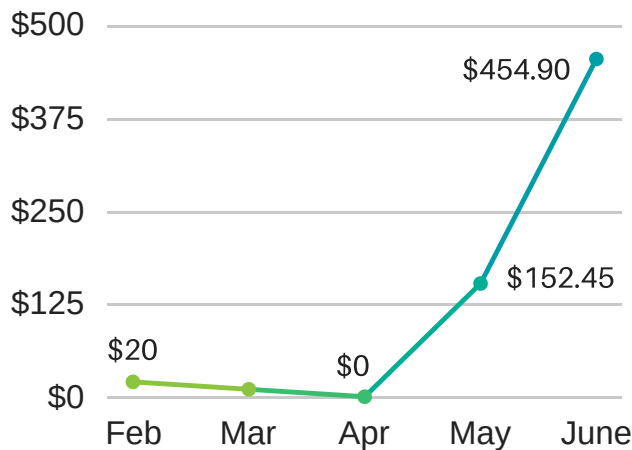


Finance

Recycled Sounds is structured as a self-funded partnership with equal shares assigned to each of the four partners. Each partner invested \$20.00 toward start-up costs which were heavily scrutinized to minimize our risk and maximize profits.

With our main materials sourced from reclaimed and recycled wood, we kept our expenses under a thousand dollars (\$977.33). By exceeding our sales goal by 10%, we generated \$2,796.91 in revenues.

Our shares value rose from \$20.00 to \$454.90, a 2,274% shareholder return on investment.



When our net income and the \$3,000.00 Ledcor Regional Company of the Year cash award were distributed, each shareholder received a disbursement of \$1,204.90.

ROHKEYA DIAOU

Vice President, Finance and Production



Financial Statements

RECYCLED SOUNDS INCOME STATEMENT			
FOR PERIOD ENDING JUNE 30, 2018			
Revenues			
	Sales - direct sales	\$2,661.82	
	Sales- retail contacts	\$135.09	
	Total Sales		\$2,796.91
Less: Cost of Goods Sold			
	Materials	\$174.64	
	Packaging	\$113.66	
	Total Cost of Goods Sold		\$288.30
Gross Profit			\$2,508.61
Less: Other Expenses			
	Bank Fees	\$46.44	
	Marketing/Promotions	\$245.36	
	Shop/Market Fees	\$130.00	
	Other/Miscellaneous	\$267.23	
	Total Other Expenses		\$689.03
Net Income (or Loss)			\$1,819.58
RETURN ON SHAREHOLDER'S INVESTMENT			
FOR PERIOD ENDING JUNE 30, 2018			
	ALL SHARES	PER SHARE	
Original Shareholder's Investment	\$80.00	\$20.00	
Net Income (or Loss)	\$1,819.58	\$454.90	
Return on Investment	\$1,739.58	2274%	
DISTRIBUTION REPORT			
FOR PERIOD ENDING JUNE 30, 2018			
Cash Available for Distribution			\$1,819.58
Scholarships & Awards			\$3,000.00
Number of Shares in the Company			4
Cash Available per Share			\$1,204.90

Meet the Executive Team

Winners of the 2018 Ledcor Regional Company of the Year Award

We're just a couple of girls from a small town who believe that we can change the world by increasing representation of women and women of colour in STEM, opening doors for more women to pursue careers and education in STEM, business and leadership.

To quote a great Steminist, Maya Angelou, "our mission is to not merely survive but to thrive and to do so with passion, compassion, humour and style."



Sarah Baughan,
Vice President,
Marketing

Rohkeya Diaou,
Vice President,
Finance & Production

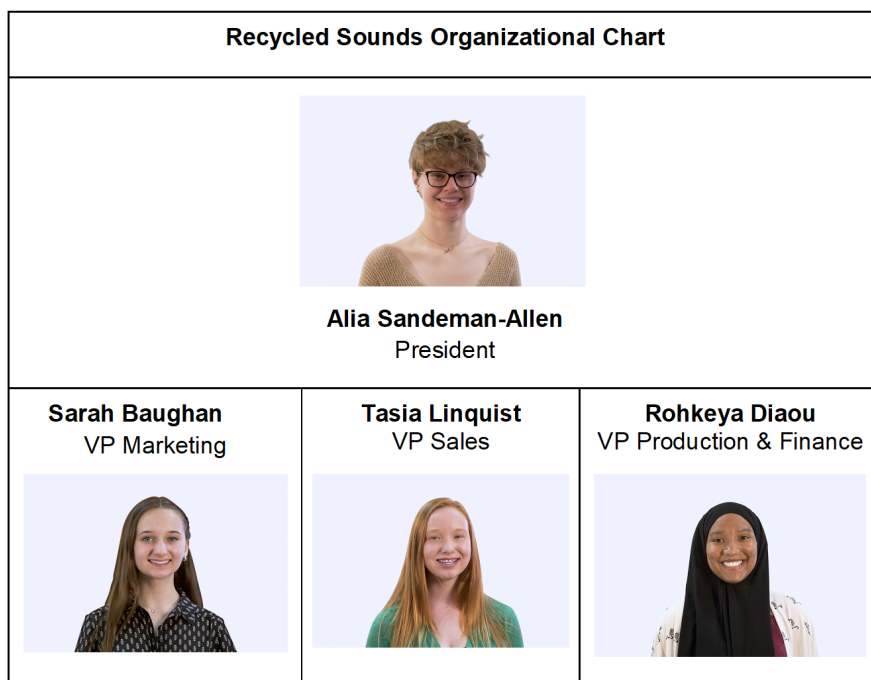
Alia Sandeman-Allen
President

Tasia Linquist
Vice President,
Sales

Organizational Chart

Partners:

- Alia Sandeman-Allen - 25% ownership
- Sarah Baughan - 25% ownership
- Tasia Linqvist - 25% ownership
- Rohkeya Diaou - 25% ownership



Mentors:

- Jackie Charles, CIO, Arrow Transportation
- Kara Wright, JABC Program Manager
- Kristi Hallam, Mechanical Engineer, Rocky Point Engineering
- Hope Mikal, Marketing Coordinator and Filmmaker, Joy Factory Films
- Beth Quirie, Community Builder, Kamloops Innovation Centre
- Cassandra Brake, Financial Advisor, Sun Life Financial
- Brianne Sheppard, Co-owner of Far + Wide
- Callie Duncan, Co-owner of Far + Wide
- Dana Foster, Producer, Shaw TV and W.O.N
- Leah Card, Partner, Fulton and Company
- Jayne Rossworn, Lawyer, Ink LLP
- September Kuromi, Owner, Social Fire Consulting
- Mike Miltimore, CEO, Riversong Guitars

Recognition

We would like to thank our mentors and the many helping hands behind the scenes that made Recycled Sounds possible.

A heartfelt THANK YOU to our mentors Kara, Jackie, Hope, Bri, Calli, Kristi, Cassandra, Beth and Dana. Thank you, Mike, September, Leah and Jayne, subject matter experts who helped us solve critical problems. Thank you to the many companies, committees and community members who supported us including Arrow Transportation, JABC, Far + Wide, Kamloops Innovation Centre, Riversong Guitars, Kamloops Pride Committee, The Art We Are, Daybreak Rotary and Makerspace.

Because of all the work you've done, opportunities that we never could have dreamed of have opened up for us. This experience has given us an immeasurable amount of hands-on experience. We wouldn't be where we are without all of you. Thank you for encouraging us to reach higher to shatter glass ceilings. It means so much that you've invested so much time to help us achieve our goals, learn about business, become Steminists and call ourselves Vice Presidents and President with confidence.



