

Stress Less Incorporated

2016

Mission

Our mission is to reduce the amount of stress we see in the community.

Vision

Our vision is to see Fidgeties in classrooms and workplaces across the state of Minnesota.

Product

Our product, Fidgeties, are various types of stress balls we handcraft ourselves. The difference between them are the contents we put in the ball that include rice, slime, and flour. The ball is supposed to be squeezed and worked by the fingers to help reduce stress and muscle tension.

Innovation

When we first started Stress Less Inc., we made Fidgeties containing rice, slime, flour, and orbeez. Orbeez are little balls made of several molecules joined together that expand when added to water. After making a few orbeez balls, we noticed that even though they felt the best out of all the other balls made out of different materials, they didn't last long at all. My team decided to make a unanimous decision to stop making the orbeez balls because it was a waste of time to make them when they would break later on in the day or the following morning.

Marketing and Sales Strategies and Methods

Stress Less Inc. is made up of students at Como Senior High. We all have good relationships with our school staff and peers we see everyday; it is easier to pitch and sell a product to someone who knows your personality and innovative. Also, teachers would gladly help their students by buying products from them, and we have that advantage being highschool students. Our company knows how stressful life can get because of everything that goes on our plates, that is why our target audience are high school students. Fidgeties are very mobile and easy to carry around in a backpack or purse. Students can easily use them during tests or while doing homework to help them remain content.

Leadership and Organization

From the geko, Stress Less Inc. handed out roles for every member of the group. We anointed a president right away, someone who is very organized and determined to grow this company. The president started by making a list of everything that needed to be done followed by their due dates, brainstorming with the other members about different marketing strategies we could possibly use, and creating an estimate for the price of the product while figuring out how much it cost to make.

Learning Experiences and Future Application

This company has always been taken seriously. In beginning, it seemed like it would be an easy task to gather supplies, sell, and make money. Now, after many weeks of the *JA company program* experience, we now know how much labor and hours need to be put into a company to really make a success out of it. The members of Stress Less Inc. will continue to make this company grow, and take the gained determination from this experience and put it to other tasks in life.