



Team members:

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Founded:

November 2023 (Year 1)
Arden Hills, MN

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Visit us at:  @relataspace |  relataspace | <https://relataspace.square.site>



Executive Summary

Mission Statement

At Relataspace, we aim to combat the isolating effects of screen use by fostering authentic human connections through our innovative card game and promoting meaningful in-person interactions.



Product Description

Relataspace is an original card game designed to inspire social connection and spark conversation by using real-life situations everyone can understand and bond over. The game contains relatable prompts gathered from asking people everywhere: “What is the most awkward situation that you’ve ever encountered?” Players choose what they’d do and also guess what others would do in scenarios by choosing from multiple-choice answers or opting to share their own.

Summary Statement of Relataspace Performance

From developing the best question prompts to expanding our outreach, Relataspace has faced many obstacles rolling out our product to the public. Through creativity and perseverance, we were able to learn to work together to overcome these hurdles and have helped to spread awareness about mental health. We’ve also seen early successes in placing at the JA North Pitchfest/COY and launching a successful Kickstarter campaign.

Financial Summary

Total Revenue \$2280	Individual Units Sold 89	Breakeven 29 units	Capital Stock \$400
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Total Profit \$1391.20	Return on Investment 248%
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Opportunity



Problem

With our world becoming increasingly revolved around devices, the Relataspace team has experienced firsthand how screens have **failed** to strengthen connections, and are instead bringing us apart. The U.S. Surgeon General reports adolescents spending 3.5 hours per day on social media alone. Zooming out, the average American spends a staggering 7 hours on screens daily. Excessive screen time has been linked towards detrimental mental health effects, and devices are replacing time that could instead be put into meaningful in-person interactions.

Target Market

We decided to target parents and teachers as we've found that they are more dedicated to the cause of mental health and can help reach high school and college students, who make up over 31 million people in the United States. Our market size is around \$30 million, taken from the conversation-starter section of the \$5.19 bn overall card game market size in the U.S.

WHY WE MADE THIS

(to get people off their devices to spend more time together in-person)

THE AVERAGE AMERICAN SPENDS 7 HRS A DAY ON SCREENS, WITH OVER 2 HRS ON SOCIAL MEDIA.

TEENS AVERAGE 3.5 HRS A DAY ON SOCIAL MEDIA

THOSE USING SOCIAL MEDIA FOR 2+ HRS A DAY HAVE DOUBLE THE ODDS OF SOCIAL ISOLATION AND POOR MENTAL HEALTH

FOR AGES 15-24, IN-PERSON TIME SPENT WITH FRIENDS HAS DECREASED BY NEARLY 70% IN THE PAST TWO DECADES

LACK OF SOCIAL CONNECTION NEGATIVELY IMPACTS WELL-BEING

WHO WE ARE

4 MOUNDS VIEW HIGH SCHOOL STUDENTS CONCERNED ABOUT HOW OUR CULTURE OF SCREEN & SOCIAL MEDIA USE IS CONTRIBUTING TO POOR OVERALL HEALTH

Our Solution

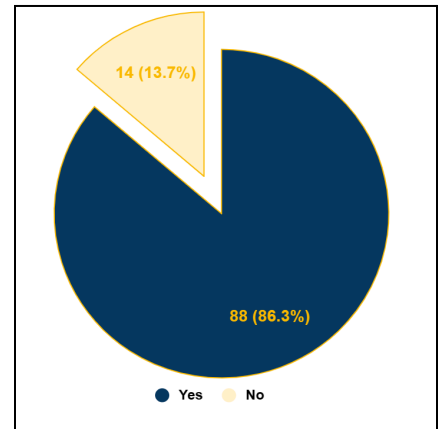


Value Proposition

Relataspace's collaborative relatable card game features fifty-five cards, with creative prompts that utilize humorous perceived similarities to help people regardless of their background bond over life's shared small moments.

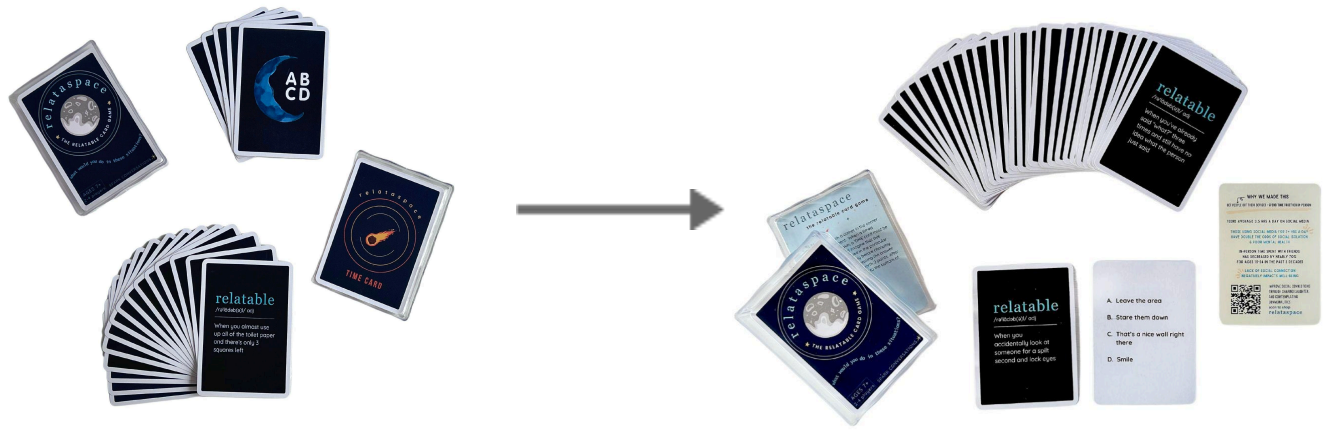
Product Development

We first conducted a market research survey to confirm that people were interested in buying our card game. With the majority of people expressing interest in our idea as shown in the chart to the right, our team brainstormed together over a hundred relatable situations and went through them one by one. Next, we took a group vote to decide which ones we preferred. Our favorites were taken to create our prototype deck of cards, which contained Relatable Situation cards, ABCD cards, Time cards, and instructions. Thirty decks were ordered for our prototype shipment and tested with family, friends, as well as focus groups to receive product feedback. From this, we were able to make numerous improvements to the game—adding a new scoring system for points,





clearer instructions, a larger font size, and obtaining a more secure box to store the cards. Additionally, we eliminated the Time cards for better gameplay, and also asked others for their input on what awkward situations they'd faced in their everyday lives, incorporating them into our final version.



Prototype Design

Final Version

Gameplay

The youngest player goes first by drawing a Relatable card and reading the situation out loud. They then flip the card over and read out the 4 multiple-choice answers on the back. Players ask themselves what would they do in that situation and choose a corresponding A, B, C, or D Answer card in their hand face down on the table. If a player has an answer that isn't included, they can share it after the round ends. All players take turns guessing what the first player chose and explain their reasoning. The first player finally reveals their answer and explains why. Those who guessed correctly get 1 point each. The players then continue going around guessing the other player's answers until all have been revealed. The game can also be played informally with each Relatable card used as a conversation starter!

HOW IT WORKS

1. DRAW A CARD FROM THE RELATABLE DECK AND READ OUT THE SITUATION

relatable

/rəˈlɪdəb(ə)l/ adj

When you answer a question with the word "maybe"

2. READ OUT THE 4 ANSWERS ON THE BACK

A. I actually have no idea

B. I'm slightly leaning towards yes but am still unsure

C. I actually mean no but don't want to say it

D. I didn't hear what you said so this is a safe answer

3. PLAYERS CHOOSE WHAT THEY'D DO, AND LOCK IN THEIR ANSWER BY PLACING AN A, B, C, OR D ANSWER CARD FACE DOWN IN FRONT OF THEM

answer cards

4. EVERYONE TAKES TURNS GUESSING WHAT THE FIRST PLAYER CHOSE AND WHY

5. THE FIRST PLAYER REVEALS THEIR ANSWER



Scoring System

We've created two versions of the game for scoring. The first is the competitive game where each person adds up their individual score. The player with the highest score wins. The second is the cooperative game where players add everyone's score together to get a cumulative group score. The higher the cumulative group score, the better you know each other!

Branding & Content

Our team designed our logo and cards with deep care and thought, creating original content. We decided on a space theme since we wanted our game to symbolize that it was a safe space where people could relate to and share personal experiences of awkward situations found in their everyday lives. Also, the space theme makes the card game more fun and entertaining as it ties everything together.

Innovative Business Strategies

Currently, we are focusing on DTC sales and have targeted schools as many parents and teachers are looking for ways to get adolescents off their devices. However, we've recently started reaching out to retail stores to try and get our products on their shelves. To get things started, each member of our team bought one share of stock for \$100 generating \$400 for startup capital, which was used for our prototype shipment of thirty decks. However, with a small shipment for our prototype order through makeplayingcards.com, our manufacturing costs averaged \$13 a deck with each being sold for \$18. As we moved to the final version of our game, we pivoted to a new manufacturer, Kylin to lower our costs to \$5 per deck for a shipment of a hundred decks. We decided to set up a Kickstarter campaign in February in which we garnered \$1652.



Marketing & Sales

Competitive Analysis

Our competition consists of other icebreaker and conversation starter games that are in the market. However, most of the time these games (TableTopics, We're Not Really Strangers, Talking Point) use cards that utilize open-ended questions, which usually lead to lackluster responses and uncomfortable situations. We also noticed that conversation starter-type games were usually a hit or miss with there being a likely chance that people would find difficulty in relating to the prompts. Whereas our game is a combination of both appropriate for meeting new people and also for getting to know those that you already know better! Taking note of posts sharing relatable moments gaining high traction on social media, our game adapts to the Gen Z mindset with interesting situations that many people have personally experienced!



WHAT MAKES US DIFFERENT

WHEN WE LOOKED AT OTHER CONVERSATION-STARTER GAMES, SOME THINGS THAT PEOPLE DIDN'T LIKE WERE...



- TOPICS FEEL CONTRIVED
- THERE ARE FEW FUNNY TOPICS
- QUESTIONS MAKE YOU UNCOMFORTABLE
- NOT THE KINDS OF THINGS TEENS TALK ABOUT

WITH PROMPTS LIKE THESE, WE WEREN'T SURPRISED:

who is your favorite teacher and why?

what is your biggest lie?

how does going to school make you feel?

how many texts do you send in a month?

OUR GAME:



FUN, RELATABLE REAL-LIFE SITUATIONS EVERYONE CAN UNDERSTAND AND BOND OVER

Have you ever accidentally locked eyes with someone? What would you do? What would others do?

Competitive Advantage

Our game's originality and relatability create a completely unique experience for every player. Our prompts utilize perceived similarities which has psychologically been shown to help people form friendships and feel closer to one another. We also provide the option of multiple-choice answers instead of open-ended responses as in many get-to-know-you games, which helps to avoid lackluster responses and discomfort by not putting people on the spot while still sharing each other's personalities. By bringing players into a comfortable, fun environment, everyone can easily warm up each other as they laugh over our humorous, hand-picked situations! Being a card game, our game is also easily transportable and can be played with anyone, anywhere.

Marketing

Direct-to-Consumer: Numerous marketing efforts have been made to promote awareness of excessive screen usage and increase sales. For students, we gave presentations to spread awareness and distributed posters at our school, on outdoor kiosks, and on residence hall bulletin boards across the University of Minnesota campus. We also promoted our products in high school e-newsletters, and have advertised in four community co-op grocery stores known for supporting local small businesses.

For a broader audience, our current focus is primarily through social media. We've established a website and e-commerce store, as well as running a successful Kickstarter campaign. Our online presence on Instagram and Facebook was maintained by our marketing director, who shared product information and raised awareness about mental health. We also relied on word of mouth by speaking with teachers and personal contacts to spread the word.

Business-to-Business: We've built a prospect list of 122 retailers within the Twin Cities region of Minnesota and intend to begin conducting cold outreach in Q2 of 2024. We intend to target game cafes, toy stores, gift shops, and coffee shops as key B2B partners.

Financials

Overview: Our MSRP is \$18.00 and our COGS per game unit is currently \$5.33 - yielding a gross profit margin of 70% on direct-to-consumer sales. Relataspace has sold 89 units, earning \$2,280 in revenue since inception. Relataspace's breakeven point is 29 units.

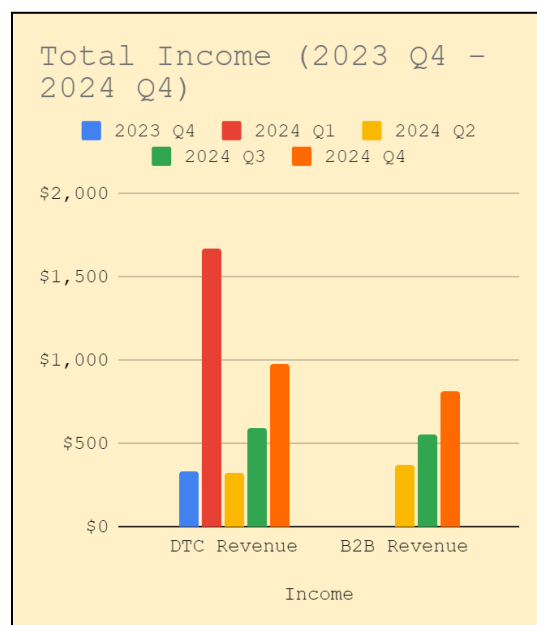


Our average wholesale price is \$10.80 per game unit - yielding a gross profit margin of 49% on B2B sales with retail partners. Based on conservative growth assumptions, we project reaching \$5,637 in revenue by the end of year 2024.

Capital: Each member of the Relataspace team bought one share of stock for \$100, generating \$400 for start-up capital. Relataspace also received \$550 in seed funding from the JA-Pitchfest Competition resulting in a total start-up fund of \$950.

Return on Investment: With the founder's initial investment of \$400 and a profit of \$1391.20, Relataspace's ROI is 247.8%.

Assumptions: In May 2024, we plan to initiate our B2B sales by partnering with one retail store, offering bundles of 10 decks at 40% markup, resulting in a wholesale price of \$10.80 per deck. Simultaneously, for our DTC sales through our website, we project selling 5 decks in April 2024, with a monthly growth rate of 25%. Based on these projections, we anticipate selling an additional 120 decks by the end of 2024, with 28 decks sold in December 2024.



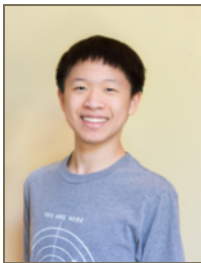



Relataspace Profit & Loss (P&L) by Quarter

	2023 Q4	2024 Q1	2024 Q2	2024 Q3	2024 Q4
Income					
DTC Revenue	\$335.00	\$1,670.00	\$509.52	\$595.51	\$979.87
B2B Revenue	\$0.00	\$0.00	\$231.12	\$482.77	\$715.25
Total Income	\$335.00	\$1,670.00	\$740.64	\$1,078.28	\$1,695.12
Cost of Goods Sold					
Game Materials	\$95.99	\$271.97	\$267.25	\$424.10	\$709.90
Total Cost of Goods Sold	\$95.99	\$271.97	\$283.23	\$457.47	\$759.34
Gross Profit	\$239.01	\$1,398.03	\$457.41	\$620.81	\$935.78
Expenses					
Shipping to Customer	\$17.00	\$0.00	\$0.00	\$0.00	\$0.00
Kickstarter Fee	\$0.00	\$82.60	\$0.00	\$0.00	\$0.00
Website Domain Fee	\$0.00	\$0.00	\$15.00	\$15.00	\$15.00
Charitable Donations	\$52.95	\$115.20	\$75.68	\$89.33	\$146.98
Total Expenses	\$69.95	\$197.80	\$90.68	\$104.33	\$161.98
Net Income	\$169.06	\$1,200.23	\$366.73	\$516.49	\$773.80



Organization & Management

Our leadership team consists of four driven high school students. We assigned roles based on individual interests, strengths, and work experiences that were identified during peer interviews. We used communication tools: Slack, Google Classroom, and Zoom in addition to regular in-person team meetings(3hrs/week) at school during the week and at our local library on the weekends. We also scheduled individual team meetings with our mentor for challenges that we encountered. We took turns keeping meeting minutes and organizing shared company documents. Together, we've learned invaluable skills in communication and teamwork. By collaboratively working through challenges, we've learned how to effectively work together, complete tasks efficiently, and give each other constructive feedback. We've also gained entrepreneurial experience and this great learning journey of developing our own company has inspired us to want to pursue business in our future careers.

<p>Lennox Tan CEO, Sales and Marketing Manager managed team, ran meetings, set schedules, created pitches, called stores, edited all work, Kickstarter</p>	<p>Sorelle Tan COO sourced manufacturers, product design, digital content creation, posters/flyers, packaging/shipping</p>	<p>Isabella Shi Director of Marketing created and managed social media accounts, school sales & advertising</p>	<p>Sidharth Sharma CFO managed budget & company bank account, accounting, online store</p>
			

Reflection

Challenges

Gameplay: In our prototype, we encountered challenges with the complexity of our rules and scoring system. Our incorporation of 'Time cards,' designed to enhance gameplay by adding strategic depth, unfortunately, proved confusing to customers. Additionally, we'd only provided a collaborative scoring system without any incentive to score higher scores. In response to valuable customer feedback, we have undertaken significant revisions, introducing a more intuitive scoring system and refining our rules to ensure clarity. These adjustments aim to enhance the overall gaming experience and address the concerns raised by our player base.

Creation: In designing our game, our goal was to craft scenarios that resonate with a broad audience, not just our own age group. We realized early on that our target demographic was only a small portion of the overall player base, so we made a conscious effort to create situations that people from different backgrounds and age groups could relate to. While we initially may have focused on scenarios specific to our age group, we quickly adjusted our approach to ensure inclusivity by creating experiences that appeal to a wider audience. Our aim is to provide an engaging and entertaining gaming experience for players of all ages and backgrounds.



Manufacturing: For our first set of decks, each unit cost us \$13.00 to manufacture, resulting in a modest net income for the company. We decided to transition to a new manufacturer, yielding significant cost savings, as we were able to produce each deck for only \$5.33. Additionally, our new manufacturer provided sturdier and more secure packaging, enhancing the overall presentation and protection of our product.

Future Plans

B2B Sales: Initially focusing on DTC sales to validate Relataspace’s proof of concept, we now intend to shift our sales efforts towards B2B by engaging in cold-calling campaigns within our local area. By directly reaching out to these establishments, we aim to expand our distribution network and increase the accessibility of our product in brick-and-mortar locations.

Marketing: We will intensify our marketing initiatives across our social media platforms to drive more traffic to our website. Leveraging the reach and engagement potential of platforms like Facebook, Instagram, and TikTok, we seek to enhance brand awareness and generate leads that can translate into sales.

Product Expansion: Now having established a version of our game that contains generally relatable situations, aimed at having as many people as possible to have experienced them, we plan on the creation of topic-specific versions of our game. These versions would contain situations only people that engage in certain activities would be able to relate to (i.e. School Edition, Relationship Edition). This way players can create even stronger connections over more specific similarities.

Our Impact

“Hi! I was part of your kickstarter and want to congratulate you on an awesome product! Our family pulls it out every once in a while and it’s the perfect game to quickly reconnect and have a few laughs. I’d like to gift one to a couple family members.” - Shoma Hokanson

“Hi - I bought a pack of your cards at the JA North Company of the Year event & just wanted to pass on that I took the cards to a restaurant with my family & we had a great time just just reading the situations & responses and guessing what each other would do in each of the situations. Just thought I'd let you know since often when we go out to eat as a family, several people will be scrolling their phones while they're waiting for their food to arrive or waiting to order. Your cards made for a much more engaging - and entertaining - meal! Best of luck with your product - I think it's a really fun idea! ” - Karen Busack

