

Booder
Company

Annual Report 2021/2022

„First choice for transgender boys“

Teacher: Dagmar Bohuňková
Mentor: Heinrich Homola
Czech Republic 



01 - Executive summary

Making Life Easier for Transgender People.

A booder is a binder that helps transgender boys tighten their breasts to cover their feminine features.

„I've been waiting a long time for someone to come up with this, great idea and well done“
MUDr. Hana Fifková
Sexuologist, psychotherapist



A word from the CEO

Introducing the entrepreneurial journey to a better life for transgender people, our JA student company Booder Company from the Czech Republic. The journey has not been easy, transphobia in Czech Republic is high, even sometime within our team, but despite the challenges, we have overcome and learned to work together, the teamwork continues to be incredible and support of our transgender clients makes all what we do worth the fight. Our student company has given us the opportunity to gain new experiences, friends, and allies. I am sure that our experience of solving a trans community issue has broadened the mind of our team, our school and the Czech Republic.



Our success

Innovative product

Feedback processing

Customer satisfaction

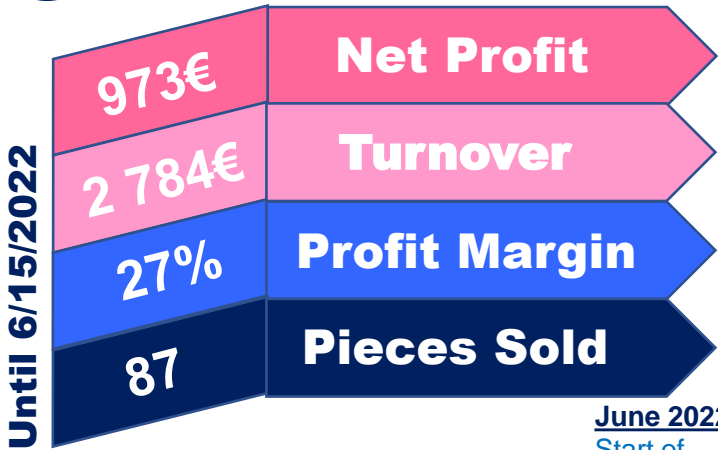
Strong team

Profitable business

Awareness of 400 000 people



Financial summary



Key milestones

02 – Problem & Solution

Over 35 Million Young Transgender Boys Around World Experience Hell Every Day.



Problem

There are roughly 35 million transgender boys in the world (over 36 000 in the Czech Republic), who face hardships and transphobia at home and at school on a daily basis. For trans boys, for example, visible breasts cause great pain and suffering from dysphoria, and, worst of all, bullying. These issues can culminate in severe psychological problems that sometimes even end up in suicide. In the Czech Republic alone, as many as 321 transgender boys committed suicide. For sure, this is an alarming signal for missing support.

<https://www.bbc.co.uk/news/uk-scotland-51452487>

Suicide is all too common in transgender community - BBC

Trans woman Emily Frood talks about the difficulties encountered by her community.

We learned all that thanks to our classmate, Christian. He not only helped to build the awareness of this problem within our school, but is also a powerful influencer for transgender people in the Czech Republic.



Solution

This is why we decided to develop a binder, which will be functional, easy to use and comfortable to wear, and affordable.

Furthermore, quality counseling and mental health support for transgender youth, as well as counseling for parents of transgender youth, needs much stronger awareness built-up.



Chris's story

„I came out as transsexual when I was 13 after I came out to myself when I was 10. It wasn't an easy time. But what bothered me the most was the visible female side of my body-Breasts. There was no website in the Czech Republic offering binders (bands that tighten the breasts), there was nothing to tighten the breasts with. One day I stood in front of the mirror and wondered how difficult it would be to perform the surgery myself. But I never did it. I started to tighten with a tape, which caused large scars on my back. When we ordered my first binder from abroad, it cost a lot of money, which was not easy with our financial situation. At that time, my mother and I were living alone, so for the next few months we had to economize for example I consumed rice and bread very often. I really missed some support here, someone who understood the situation I was in and who I could turn to.“



„Finally, someone has started to help this part of the population, fingers crossed.“

Ladislav – 19 years old

Our Research Showed us How to Beat the Competition.

Our Testing and Prototypes Showed us How to Be the Best Binder for Transgender Boys.



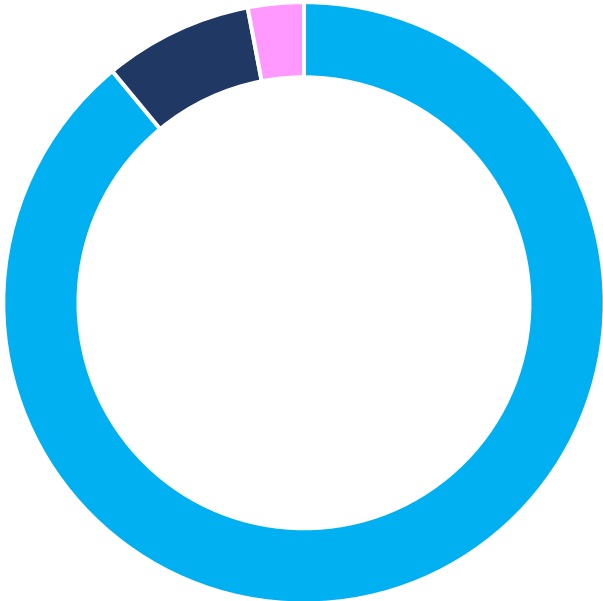
Survey

At the beginning of the process, we created a marketing survey, from 1026 respondents from the transgender community, 89 % told us they would be interested in our product.

89 % are interested

8 % are considering

3 % aren't interested



Along with this, we also asked the following questions: what is their experience with competing binders, with the Czech healthcare system in relation to this issue, what would they change, etc.

Once we understood the problems of transgender boys who are starting to grow breasts, we understood that the solution is in the binder: We bought those available on the market, but they had a number of faults. Either the products are too expensive (imported from the US), they are uncomfortable to use (zippers and rivets) or are simply of poor quality (imports from China).

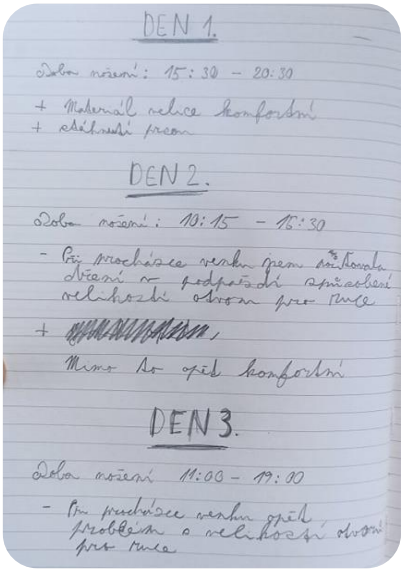
Competitive binder with problematic fastening



That's why we created a solution that easily pulls over your head, but still provides a strong binding function.

We made 8 prototypes which we sent to the transgender boys and asked them to test for 2 to 3 weeks. We spent 1 hour with each of our volunteers discussing how to improve our BOODER. Based on their feedback and suggestions, we knew how to design a competitive BOODER.

A sample of the diary in which each of our testers wrote every day with the BOODER prototype



We started the production of our BOODER, which until then was a completely unique binder on the Czech market and was head and shoulders above all competing products.

04 – Product & Production

Development to Perfection - Our BOODER WORKS!

The BOODER (BOObs+binDER) is an elastic tightening belt for covering the bust of transgender boys (so-called binder).

„Your product really works, my son has started using it and is feeling much better.“
Marcela – 42 years old



Elastic

Anti-allergenic

Without complicated fastening

Machine washable

More comfortable

Cheaper

Sizes:
XS, S, M, L, XL

From 90% viscose
and 10% elastane

In black and
white colour

	Easy to use	Product quality	Comfortable to wear	Price
Binders from Asia	😊	😞	😞	😊
Binders from U.S.	😞	😊	😊	😞
Booder	😊	😊	😊	😊



Production

Since the prototypes were sewn by amateur tailors, in homestyle, they did not meet our high quality requirements. Hence, we decided to have them made by professionals. We approached & tested several sewing companies and finally established cooperation with the Prague based company JA-MA, delivering the necessary perfection for our products.



05 – Marketing & Customer Journey

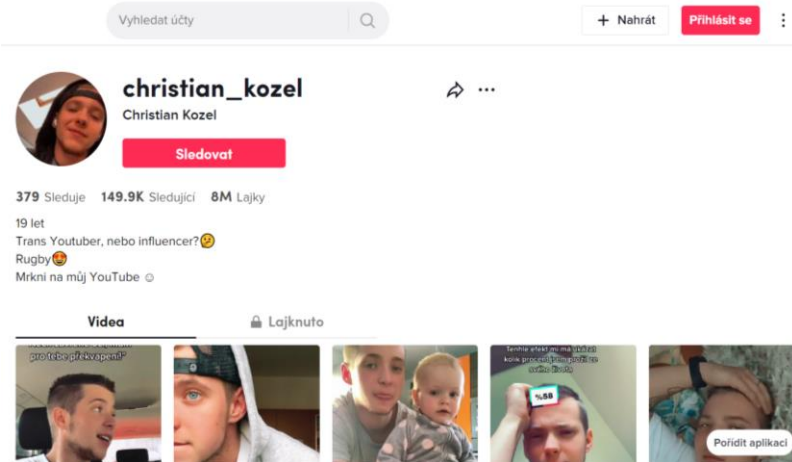
Given that Booder's Target Group Are Digital Natives Strong Marketing and Digital Sales Channels Were Indispensable

„Thank you so much for the psychological support“
Denis – 14 years old



Chris and his role as an influencer

Chris is a classmate of ours who is going through this journey, and he introduced us to this issue, gave us a detailed insight into this group and allowed us to understand the issue properly. Along with that he manages our social media, since he is a transgender Influencer and shares his story publicly, he has helped us with visibility, his following is mostly made up of transgender people.



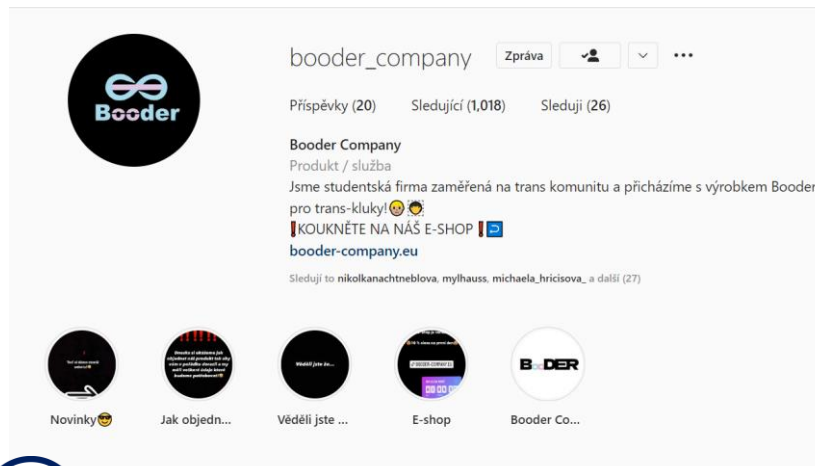
Target group

Our target group is young transgender boys, of which there are over 36,000 in the Czech Republic. Worldwide, there are about 35 million people.



Instagram, TikTok

We operate on social networks, mostly on Instagram and Tiktok, where we have over 3 thousand followers. On our social media we provide not only a look inside our company, but also online help for transgender people where they can write to us anytime and our team is always happy to help them. Along with that we do an awareness campaign where we show the issue of Transsexuality, how to solve some problems, what professionals to see or what to do as first steps in transitioning



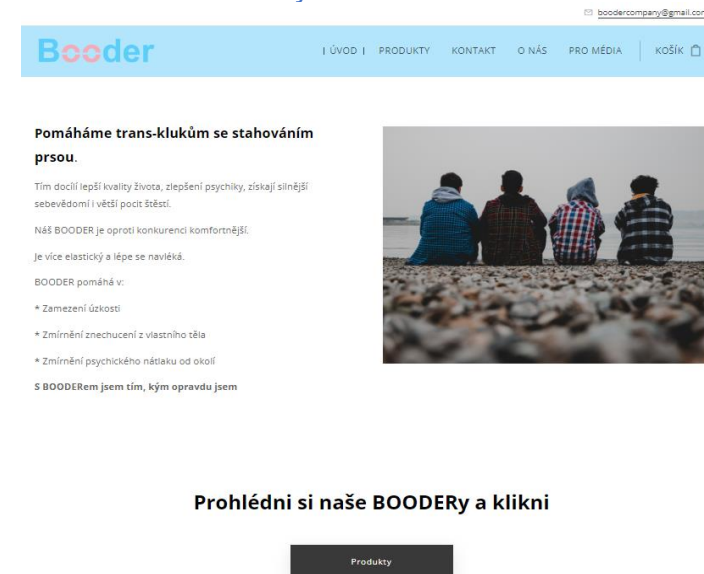
Customer journey - communication

Our most important communication channel is Instagram, where our customers can learn about us the most. We also link our TikTok here and vice versa. From all social networks it is easy to click through to our website, where our customers can then shop from the comfort of their own home.



E-shop

We own an e-shop, which is our only portal for selling our goods. When ordering the goods, the customer can simply select the size and color required. Our website also provides useful links to redirect the customer to our social networks where they can contact us.



Prohlédni si naše BOODERy a klikni

Produkty

06 – Promotion

Leveraging Our Influencer Chris and Social Media to the Maximum Resulted in a Boom in Sales and Awards



Campaigns

One of our first campaigns were awareness videos on our social networks & YouTube, which have been a huge success with more than 400 thousand views.

Along with this, we organize awareness-raising campaigns in secondary schools where we present on the issue of transsexuality. Lectures have already taken place in 7 schools and we are now in contact with other schools.

One of the other campaigns we are preparing is in conjunction with "Brum and his friends", where we want to show children that not being normal is normal.

We have also agreed to cooperate with the Prague Pride festival where we will perform during the holidays.

We are currently establishing cooperation with OZP (one of the largest health insurance companies in the Czech Republic).



Media outputs

We have achieved 8 mass - media publications, including "Deník Právo", Czech Radio "CR 2", the online magazine "Smysl v práci" and an interview for SCIO - Perpetuum, the largest non-governmental educational organization in the Czech Republic.



Influencer marketing

We contacted several influencers from the Czech and Slovak Republic from the transgender community who expressed interest in collaboration. They will become ambassadors of our company and will test our products to achieve the highest quality.

„You're great, we all support you in class.“

Eliška – 17 years old



Successes in competitions

1st place-National SIR Finals

Best Student Company of the Year
- National Final - JA CZECH

TOP 10 in the
Solve for Tomorrow competition

1st place marketing - JA EXPO

2nd place Team spirit - JA EXPO

3rd place best presentation - JA EXPO

3rd place best Innovation - JA EXPO

3rd place
Social Entrepreneurship - JA EXPO



Numbers and followers

Total views of our videos: 400 000

Total number of followers: 3500

(Facebook- 200, Instagram - 1100, Tiktok - 2200)

BOODER Company is Financially Healthy and Profitable.

The aim is for transgender men in Central Europe to have a better and more comfortable breast belt at a lower price and with better quality material. At the same time to have a healthy and profitable business.

„Finally, you can easily buy a quality binder here in Prague.“
Christian – 16 years old

Profit and loss statement 6/15/2022	
Revenue	
Sale of products	€2 784
Miscellaneous income	€272
Total revenue	€3 056
Expenses	
Variable cost	
Purchase of materials	€522
Matufacturing 3rd party	€661
Packaging	€24
Stock finished product	€60
Total variable cost	€1 268
Gross profit	€1 788
Fixed cost	
Administration	€67
Website	€60
Marketing	€395
Personnel cost	€293
Total fixed cost	€815
Total expenses	€2 083
Net profit	€973

Price calculation

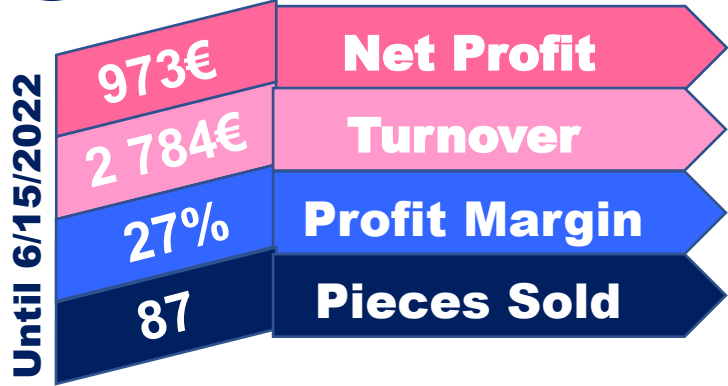
The pricing of our product was supported by an analysis of our customers, costs and competitors.

Production cost per piece	
Material	€6,00
Manufacturing 3rd party	€7,60
Packaging	€0,28
Total	€13,88

Selling price	
Booder	€32,00



Financial summary



Balance Sheet 6/15/2022			
Assets		Liabilities	
Fixed assets		Owners' equity	
Buildings and machinery	€0	Deposits in business assets	€512
Current assets		Undistributed profit	€973
Claims	€0	Other sources	
Stocks (material, product)	€60	Bank loans	€0
Cash register	€444		
Bank account	€981	Liabilities (short-term - supplier)	€0
Total assets	€1 485	Total Liabilities	€1 485

08 – Management

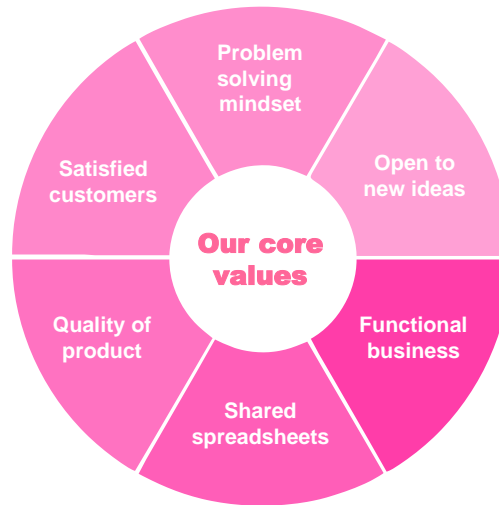
From Dysfunction to Co-operation



Daniel - CEO: At the beginning of our company, I was very pleasantly surprised to be trusted by my colleagues and elected president of the company. It was a really big challenge for me, for which I was not prepared at all. Over time I got used to it and learned how to communicate with colleagues, external companies and customers. I believe that I will use the knowledge I have acquired in my future business.



Chris - Vice President: As VP, I was in charge of teamwork and HR. In the beginning of the company, communication within the team was very difficult and caused a lot of problems. My job was to make that communication more effective and to manage the social networks, which I have a lot of experience with. As the President's right-hand man, I gained a lot of experience in leading a team and interacting with other members. Another great experience for me was working together and being a leader. I enjoyed working on this project, which was not easy, and I am glad for the experience.



Václav - Head of Marketing Department: I became the head of this department mainly because of my interest in creating graphics, videos and promotional materials. Some of the successes of our department include the filming and publication of our advertising spot, which has now been seen by over 50,000 people. Another success is a great feedback from our customers. I was pleased with the high number of our website's and social media's visits. I have learned how to communicate with the media, specifically giving interviews to magazines.



Jakub - Head of Production Department: I became the head of the production department thanks to my responsibility, diligence, communication skills and willingness to cooperate with other people. I learned how to plan the quantity of materials and how to organize the whole production process. Managing the production department was sometimes challenging, but I gained a lot of valuable experience. I have also learned how to communicate with the team and assert my opinions.



Václav - Customer Service: I've always been very communicative, so I was happy to take care of our customers when creating the organizational structure of the company. I have always enjoyed my work as a result. There are quite a lot of customers, so I am happy to have a colleague in the department. My main task is to communicate with customers - we communicate during the purchase and when asked different questions by customers. Working in our company is personally fulfilling and I have gained a lot of experience through it.

„I was afraid to go to school, I was a target of ridicule. I feel much better now, thank you.“

Christian – 14 years old

09 – Challenges

We Shall Overcome

We have faced challenges from the very beginning, not only because of the great controversy over the topic itself, but also because of the mentality of classmates. Therefore, the biggest problem was communication, both online and at school. These were really tough times for our company and class.

Another big problem was and still is coordination in preparing and sending orders. Not only due to irregular deliveries of BOODERS from our tailor supplier, but also because of our e-shop: Due to a bad investment at the beginning of the company, we had to create an e-shop on the free Webnode platform. Due to the limited capabilities of this platform, we had to use a complex ordering system in which we did not see the contact details of the order. However, we quickly solved this problem by launching an improved e-shop on another platform.



We also struggled with the lack of motivation of some classmates in the company, who were annoyed that the work interfered with their free time. But at the end of the day, we managed to grow together into a reliable and functioning team.

„ You are amazing.“
Anna – 18 years old

09 – CSR

We Are Not Only a Member of the LGBT+ Community



Lectures:

Our awareness campaign also includes lectures on the topic of transsexuality in primary and secondary schools. These lectures are very popular. At present, 7 lectures have already been held and the interest is still growing.



Donate:

We donate half of our profits to the Infant Center. We are very much looking forward to the visit of the orphanage and we are glad that we can help in this way.



10 – Future outlook

Booder Company Has Only Just Started. We Are Countinuing to Grow and to Expand

„ It's very cool what you're doing, we're rooting for you.“
Filip – 21 years old

Production improvements

To meet the rapidly growing demand for our product, we are looking for more efficient and better production lines to deliver our products faster as soon as possible (August 2022). Next, we want to make padded boxers and swimsuits (August 2022) to combat dysphoria and support transgender boys' mental health, so they can feel better.

We intend to produce a personalized BOODER (September 2022) with selectable colors and binding strengths.

We will continue to help transgender guys by improving our BOODER with a better fit and comfort



	INCOME (EUR)		EXPENSES (EUR)		PLANS FOR THE FUTURE
1.year	Pieces sold (#)	300	Variable cost	4 164	Personalized BOODER according to customer's wishes - fabric, colors, strength, sizes, new product (swimming wear), fully-fledged E-shop
	Revenue per piece	32	Fix Cost	2 700	
	Total revenue	9 600	Reserve	100	
	Estimated profit	2 636	Total cost	6 964	
	Profit margin	27%			
2.year	Pieces sold (#)	380	Variable cost	5 548	Price increase, expansion to Slovakia, expansion of range of products for the trans-community
	Revenue per piece	33,5	Fix Cost	2 900	
	Total revenue	12 730	Reserve	600	
	Estimated profit	3 682	Total cost	9 048	
	Profit margin	29%			
3.year	Pieces sold (#)	500	Variable cost	7 650	Expansion of range of products for the trans-community, expansion into EU countries, price increase
	Revenue per piece	34,5	Fix Cost	3 100	
	Total revenue	17 250	Reserve	1 200	
	Estimated profit	5 300	Total cost	11 950	
	Profit margin	31%			

Expansion

We will go beyond the borders of the Czech Republic to Slovakia (September 2022) and later to Central Europe (2023) to help transgender boys in these countries as well.



We would like to thank especially:

Dagmar Bohuňková	- Our best teacher
Heinrich Homola	- Our mentor
Věra Nejedlá	- Deputy Head of our school
Vlasta Vondráková	- Deputy Head of our school
Robert Rychetský	- Our English teacher
Jon Ziegler	- Our English teacher
Radmila Kopřivová	- Our IT teacher
Jakub Mareš	- CEO JA-MA
Matěj Kapošváry	- CEO Shopsys
Mark Anderson	- Marketing director UNYP
Juwana Jenkins	- Senior Coach, MBA Program
Anna Bohuňková	- Mental support

„First choice for transgender boys“

Visit our
websites:

SCAN ME



Booder Company



Booder_company



boodercompany



**STŘEDNÍ
PRŮMYSLOVÁ
ŠKOLA
DOPRAVNÍ, a. s.**



JA Czech
A Member of JA Worldwide