



# MoodLab

a JA Company

<https://moodlab-ja.web.app/> <https://moodlab.vercel.app/>

## Business Advisors

Mr Ricky Nip  
Ms Abbie Tang

## Link Teacher

Mr Lim Hon Kwan

# ANNUAL REPORT

## 2025-2026

FROM



Christian Alliance S. C. Chan Memorial College  
宣道會陳瑞芝紀念中學

# CONTENT PAGE

1. Cover Page

2. Content Page

3. Executive Summary

4. Statement of Financial Accounts

5. Technological Innovations & Achievements

8. Review of Members' Development

9 Company Membership & Organisation Structure

10. Special Activities & Engagement

Appendix 1. Use of AI

# EXECUTIVE SUMMARY

## Our Mission

*‘To eliminate misunderstandings and build an inclusive, harmonious intergenerational ecosystem through shared interactive experiences.*


## MoodLab Products

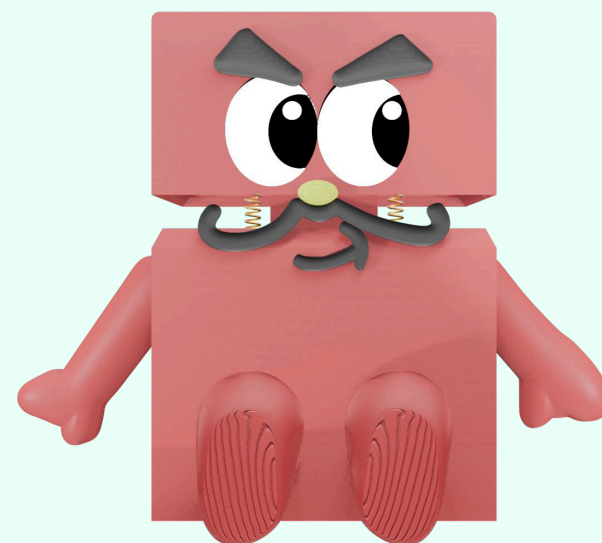


### Family Fun Battle

家庭久Fun戰

An interactive game featuring over 50 deep questions with 96 cards designed at breaking cross-generational gaps and fostering deep connection.

 Designed by MoodLab in Hong Kong



### BlaBla Keycap

●●●●

Specialised mechanical buttons designed for lie detection and relief your pressure with the 4 available colours and characters, and a symbolic "BlaBla" sound effect.

 Made in Hong Kong



### Emotion Keycap

●●●●

Tactile mechanical keycaps designed to provide calming sensory stimulation and manage emotions with the 4 available colour options and 6 MoodLab IP series.

 Made in Hong Kong

All products are designed by MoodLab, and Copyright 2025-2026 MoodLab Designers.

The Chill Family and The Emotion Figures are intellectual property of MoodLab designers.

## \$ Summary of Financial Results

<b>Total Revenue</b>	HK\$5,469.00
<b>Total Units Sold</b>	124 units
<b>Net Profit</b>	HK\$1,562.00
<b>Gross Profit</b>	HK\$3,440.00
<b>Closing Capital</b>	HK\$8,062.00

All data are collected precisely through MoodLab Sales Report System, developed by MoodLab engineers.

## Summary Statement of Company Performance

MoodLab successfully established a synergistic product matrix targeting adolescent anxiety and intergenerational communication. By leveraging technological innovation in 3D modelling and automated inventory systems, we achieved a balanced business structure. Our "Family Fun Battle" served as our high-value anchor, while "Emotion Keycaps" drove high-volume traffic, resulting in a healthy net profit and clear consumer insights for future scalability.

# STATEMENT OF FINANCIAL ACCOUNTS

## Income Statement (Profit and Loss)

For the year ended 31 March 2026.

Item	Value (HK\$)
<b>Net Sales</b>	<b>5,469.00</b>
Cost of Goods Sold	(3,440.00)
<b>Gross Profit</b>	<b>2,029.00</b>
Operating Expenses (Salaries, Carriage)	(467.00)
<b>Net Profit</b>	<b>1,562.00</b>

## Statement of Financial Position (Balance Sheet)

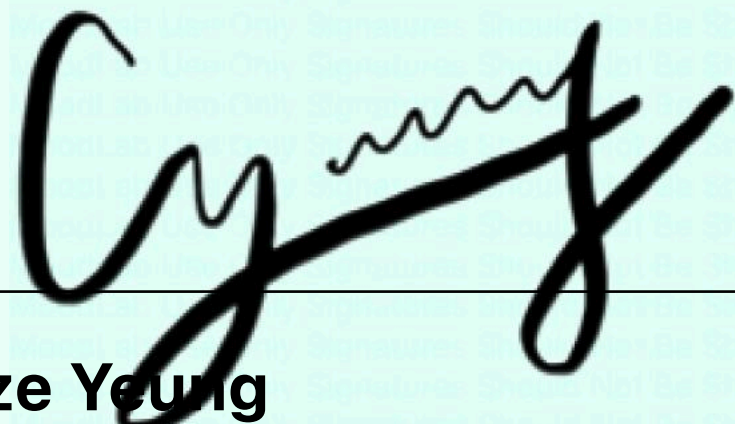
As of Liquidation Date.

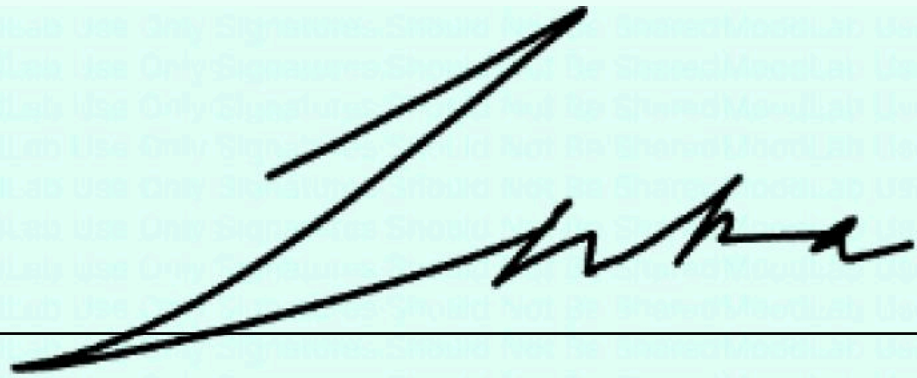
Assets	Value (HK\$)
Current Assets (Cash & Accrued)	<b>7,053.00</b>
<b>Total Assets</b>	<b>7,610.00</b>

Equity & Liabilities	Value (HK\$)
Opening Capital	6,500.00
Retained Net Profit	262.00
<b>Total Capital/Equity</b>	<b>8,062.00</b>

## Verification:

By signing, I, the undersigned, attest to the accuracy of the above financial information.

  
\_\_\_\_\_  
**Hong Sze Yeung**  
The CEO of MoodLab

  
\_\_\_\_\_  
**Lim Hon Kwan**  
Link Teacher of MoodLab

# TECHNOLOGICAL INNOVATIONS & ACHIEVEMENTS

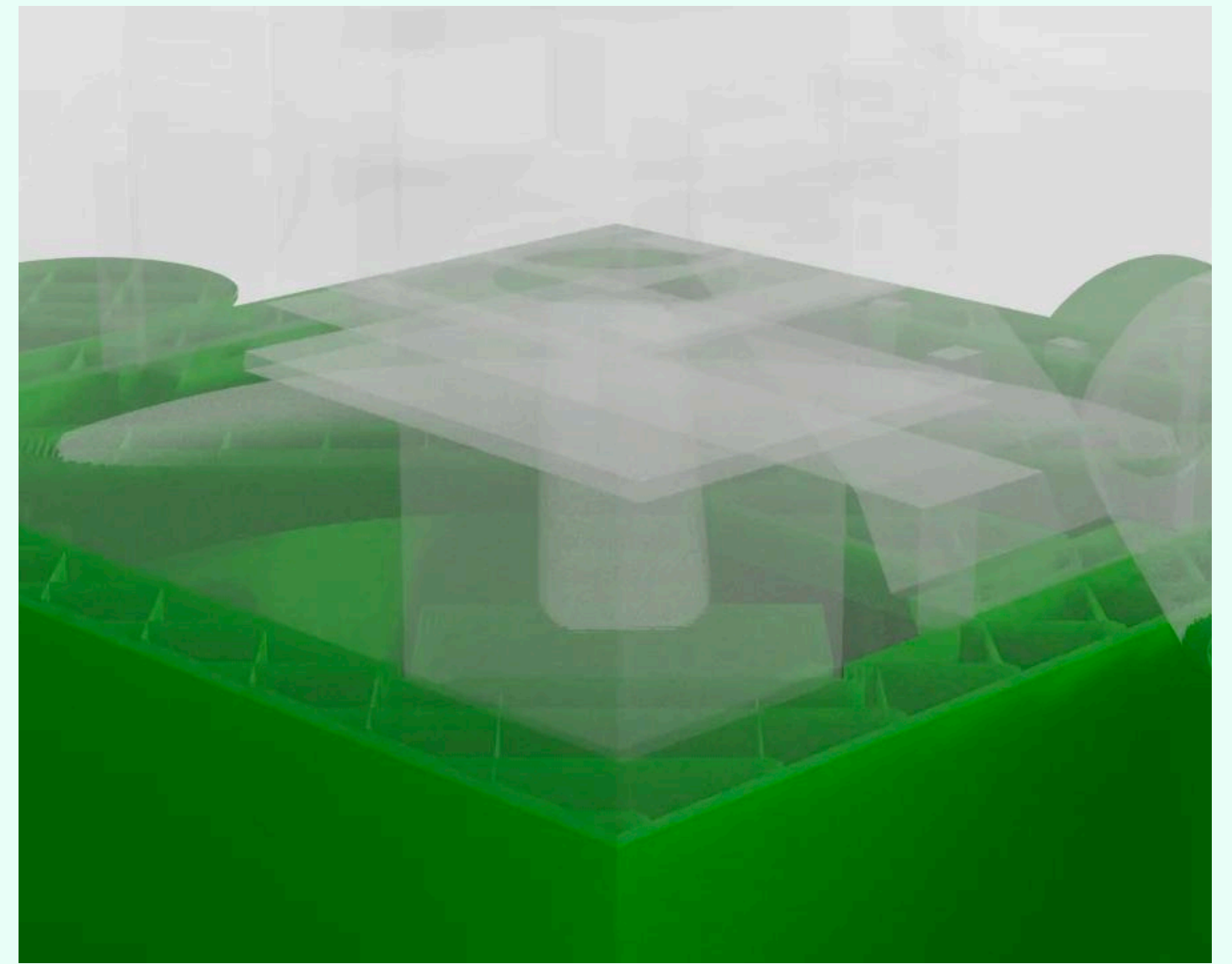
MoodLab strategically integrated technology to achieve distinction in the marketplace, optimising both product design and core operational processes.

## Advanced Product Innovation

MoodLab moved **beyond traditional** sourcing methods by transitioning to custom fabrication. This involved creating our own **3D models** and leveraging advanced **3D printing technology** to produce our signature series. This approach not only facilitated rapid prototyping cycles but also enabled **unique** aesthetic **customisation** for our product line.

Furthermore, this innovation allows us to **prevent over 95% of material waste**. As 3D printing is an **additive manufacturing** technology, it **eliminates** the excess **waste** typical of traditional subtractive methods. When paired with recyclable **PLA**, we achieve a new standard of **environmental sustainability**.

See <https://moodlab.vercel.app/environment/> to see how we protect the environment.



Unlike **subtractive methods**, our **3D printing** build layer-by-layer, minimising material **waste to nearly zero**.

## Professional-level Systems

At MoodLab, unlike what other companies that lack skills do, we **prioritise security** by using advanced, **hand-built** systems **instead of** unsecured, **vibe-coded applications**. From **automating email receipts** to our **websites** and **order tracking**, every tool is developed in-house to ensure a **secure** and **seamless experience**.

We discovered that **our standards** for **security and perfection** are **unreachable** by any **other JA companies**. We are **proud** in delivering the **best software technology** in the field.

See <https://moodlab.vercel.app/privacy/> to learn more about how we protect our customers' data. Feel free to try out the MoodLab software on <https://moodlab.vercel.app/software-technology/>

In this modern era where **everyone has a phone**, we believe that happiness should be **all-rounded** — right down to people's fingertips. We build our websites **without using "vibe-code" platforms** like Base44, which **forego the soul** in return for convenience; instead, we write our own. With our talented technology and design teams, we can **turn any imagination into reality**. Furthermore, while allowing us to **save paper**, online documentation **provides a more accessible way** for people to read, catering to **various languages** and specific needs through features such as **reader mode**.

## Real Screenshots of our websites on phones

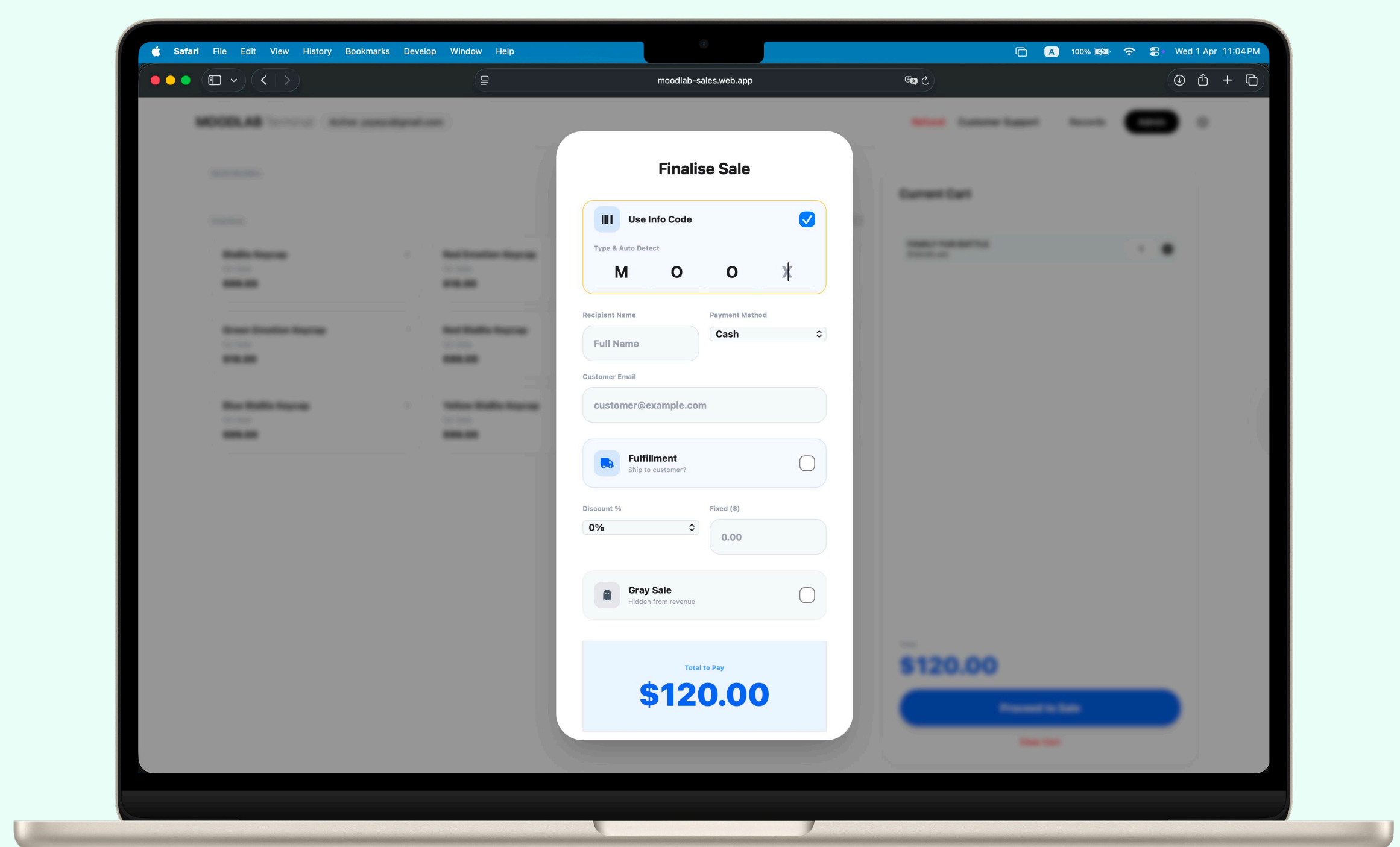
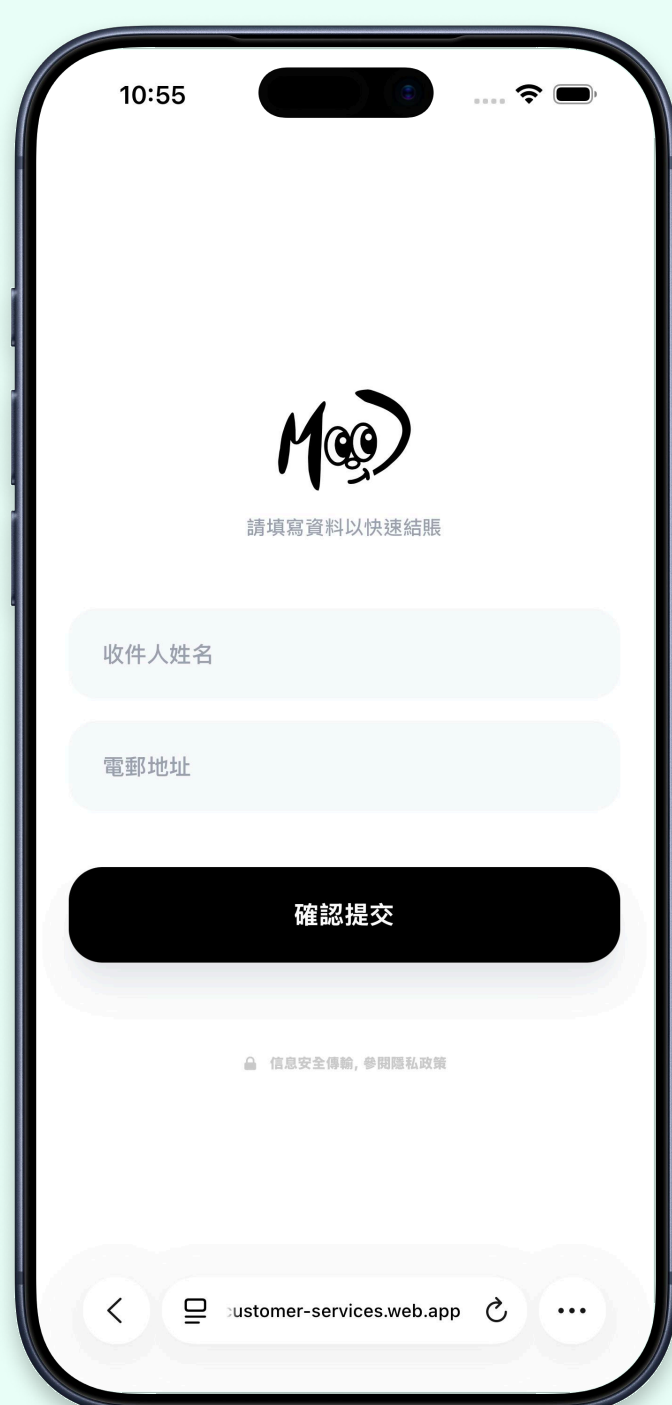


## Premium Touch

On most modern **mobile devices**, whether Android or iOS, our websites feature **haptic** feedback. Every interaction on our apps provides a physical response right at **your fingertips**. Experience it now on **any MoodLab website**. Never found on any other JA companies' websites. **Exclusive to MoodLab.**

## Seamless Interactions

At MoodLab, we understand that requesting **sensitive information** may feel inappropriate, yet it is often **essential when making a purchase**. Errors in **names**, details, or addresses can easily **cause confusion**. To address this, we have introduced a professional-grade client-side application that **enables customers** to enter their **own data privately**, without being overheard. The app generates a secure code which, when **connected to our sales terminal**, ensures the information is transferred and recorded safely. Everything is **secure**. Everything is completed with confidence and confident.



MoodLab Secure Terminal, entering a customer information code.

## All in ONE Terminal

All logs, shipping, and sales are consolidated in one place—the **MoodLab Secure Terminal**. With two-factor authentication and strict database controls, we guarantee that **no data** will ever **leak**. We fully recognise that **data privacy is of paramount importance**, which is why practices such as **vibe-coding are excluded** from our secure protocols. This terminal also reduces the risk of calculation errors or other inconsistencies. Every element has been **developed and perfected by MoodLab**.

## The MoodLab Style

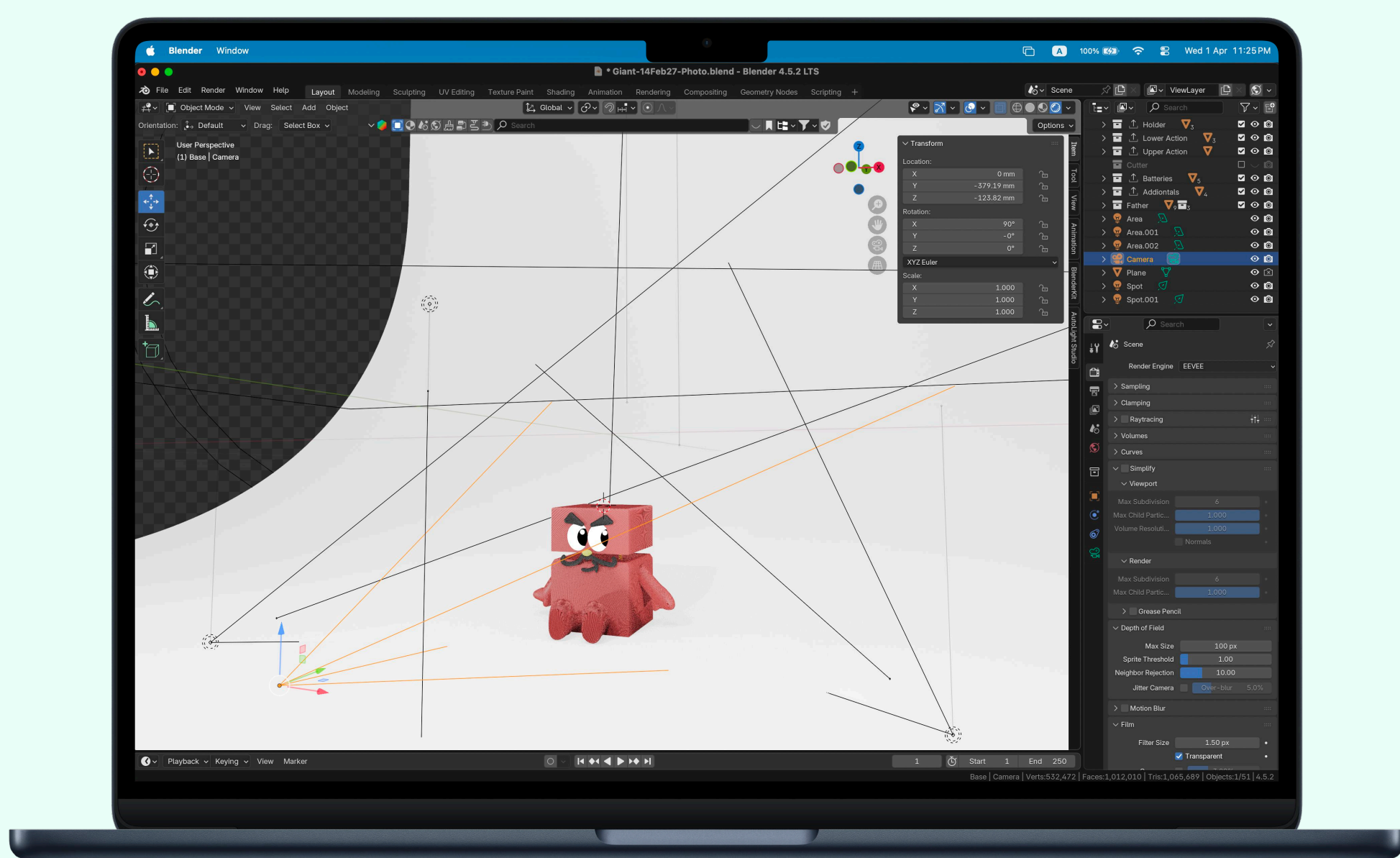
Every website hosted by **MoodLab** maintains a cohesive, **signature style**. Unlike other JA companies—where a single site can feel fragmented due to inconsistent, AI-generated code—every detail of our work is carefully **handcrafted by our designers**. The result is a digital experience that feels truly **authentic**.



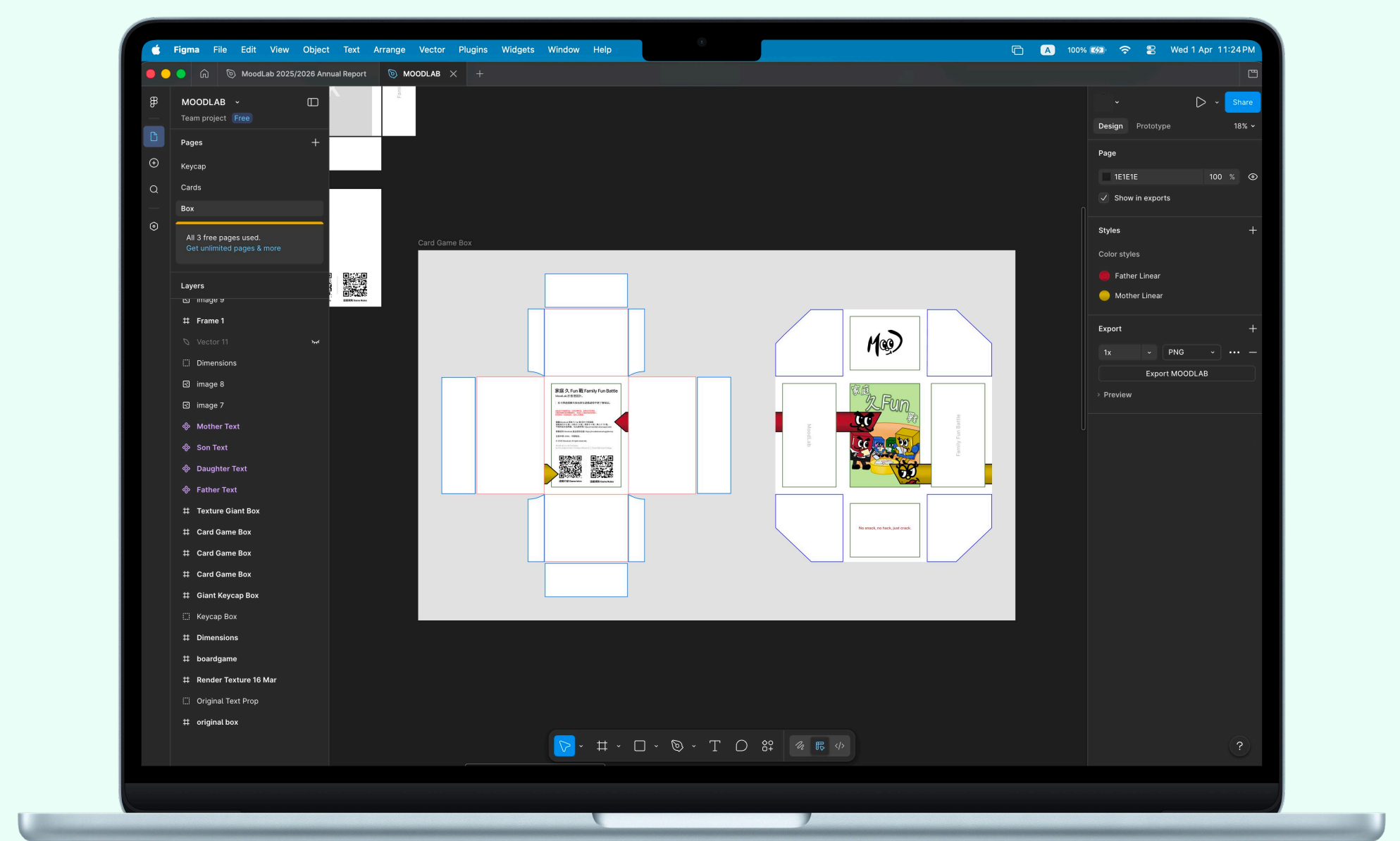
## Professional Workflow

At **MoodLab**, we believe that professional tools are the foundation of **professional results**. This is why we dedicate ourselves to **mastering industry-standard applications** such as Figma and Blender.

By choosing **craftsmanship over shortcuts**, we ensure every outcome is both authentic and impactful. We are proud to **showcase the continued evolution** of our skills and the calibre of work they produce.

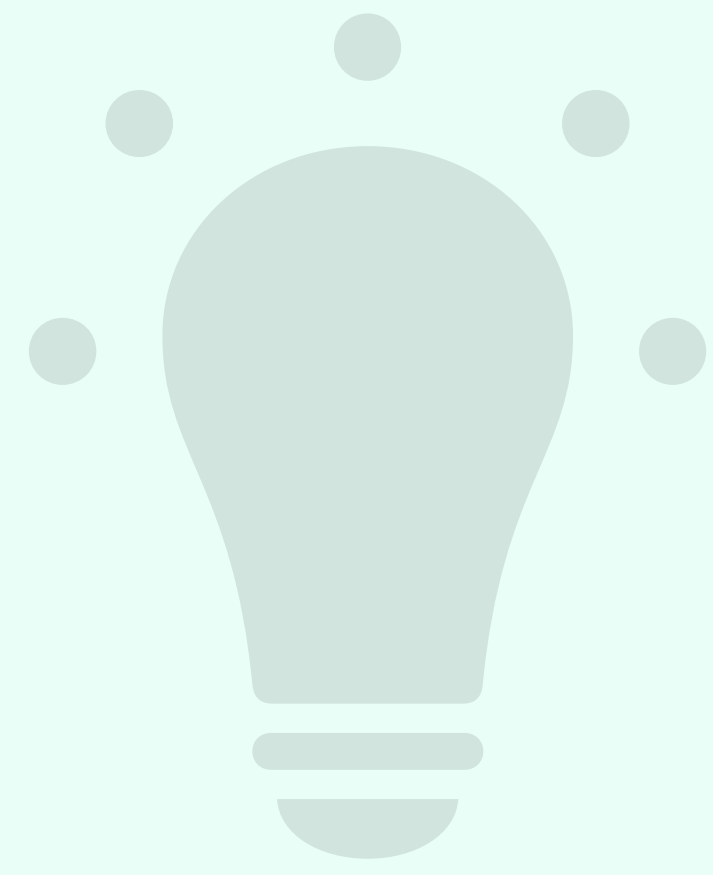


Blender, rendering a product image.



Figma, designing the box appearance.

# 8 REVIEW OF MEMBERS' DEVELOPMENT



The start-up experience provided a robust platform for members to acquire and refine a diverse set of professional and technical skills, specifically highlighted during the trade fair and core operational cycles.

## Technical Skill Advancement and Functional Expertise

### Market Analysis and Strategic Alignment

Members developed robust capabilities in market analysis, learning to synthesise competitor white papers and demographic data into a **Unique Selling Proposition (USP)**. The transition from theoretical learning to strategic thinking was evidenced by our **ability to align product features** with specific **psychological needs**.

### Product Development and Technological Proficiency

Expertise was acquired in custom fabrication processes, specifically including the drafting of proprietary **3D models and the practical application** of advanced 3D printing technology for rapid prototyping. This allowed for the efficient production of **signature keycaps** and **facilitated unique aesthetic customisation**.

### Data Management and Operational Efficiency

Members gained experience in developing and managing **automated digital backends**. This included **mastering real-time inventory tracking**, which guarantees precise stock accuracy, and designing interfaces for enhanced **logistics flexibility**, particularly through customised delivery **destination designation**.

### Financial Acumen

Practical skills were developed in **financial accounting**, encompassing the calculation and analysis of **Net Sales, Gross Profit, Operating Expenses**, and the resulting **Net Profit of HK\$1,562** through hands-on preparation of **formal financial statements**.

## Professional Soft Skills and Commercial Resilience

### Commercial Communication and Sales Engagement

The organisation of the "**Interactive Pop-up Experience**" and trade fair participation served as critical training grounds for perfecting interpersonal **communication skills**. By conducting live play-tests of "Family Fun Battle" and transforming the booth into a communal space, members effectively increased **customer foot traffic and engagement**, thereby demonstrating effective on-site sales and presentation tactics.

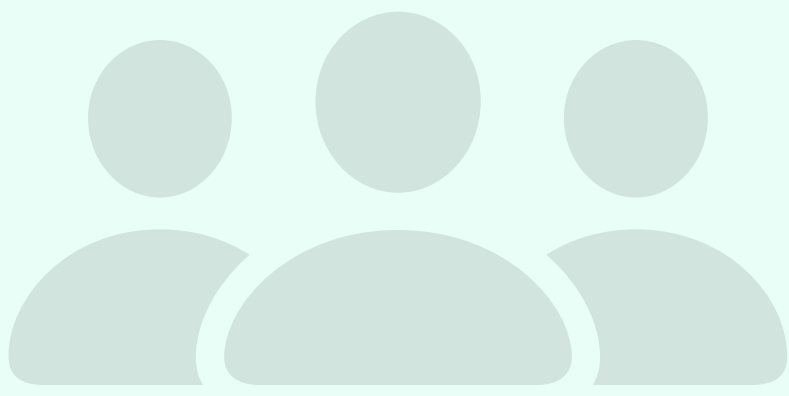
### Crisis Management and Team Resilience

The program fostered professional **conflict management and resilience**. Team members successfully **navigated high-pressure deadlines and professional critiques** inherent in the start-up environment, ultimately gaining the **confidence required to transition** a project from an abstract concept to a fully **market-ready product**.

### Digital Marketing and Brand Leverage

Members mastered contemporary digital outreach by leveraging social media trends to produce and deploy engaging **Instagram Reels**. This strategy was **fundamental for maximising** digital brand reach and compellingly engaging **potential customers** through modern storytelling.

# COMPANY MEMBERSHIP & ORGANISATION



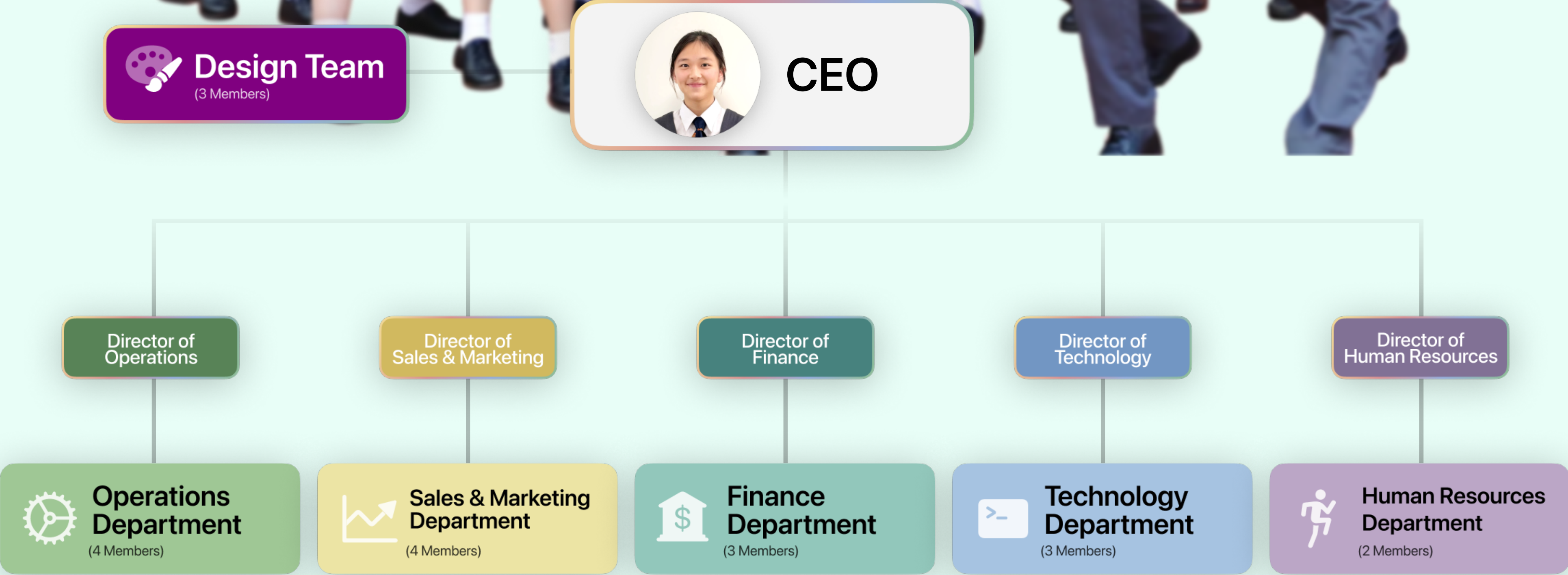
## Membership Distribution

<b>Executive Leadership</b>	6 Members <small>(CEO &amp; Directors)</small>
<b>Junior Members</b>	17 Members
<b>(Total)</b>	23 Members

## Departmental Breakdown

<b>Operations</b>	5 Members
<b>Sales &amp; Marketing</b>	5 Members
<b>Technology</b>	4 Members
<b>Finance</b>	4 Members
<b>Human Resources</b>	3 Members
<b>Design</b>	3 Members

## Organisation Chart



# SPECIAL ACTIVITIES UNDERTAKEN

## Digital Brand Presence

Our Marketing Department leveraged social media trends to film Instagram Reels, maximising reach and engaging potential customers through contemporary storytelling.

## Interactive Pop-up Experience

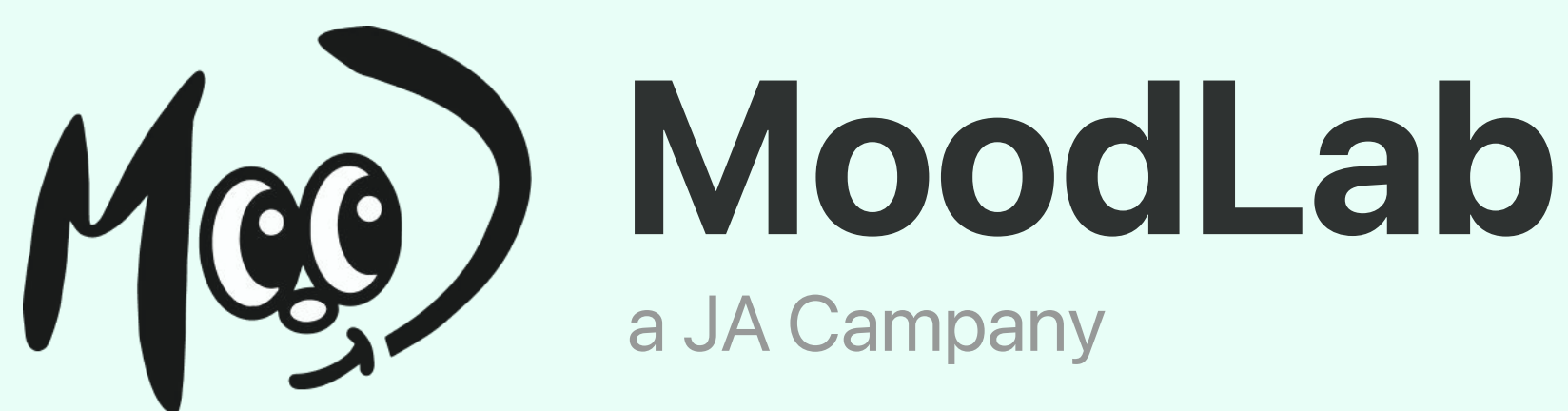
During physical sales events, we conducted live play-tests. By inviting customers and fellow JA companies to play "Family Fun Battle," we transformed our booth into a communal space, increasing foot traffic and perfecting our members' interpersonal communication skills.

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End of Report

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AI maybe used solely for rephrasing the sentences in this report.



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This report is written on 1 April 2026.

MoodLab, a JA company, is organised and operated by the students from the Christian Alliance S. C. Chan Memorial College.

| <https://moodlab.vercel.app/> | [moodlab@scc.edu.hk](mailto:moodlab@scc.edu.hk) | Christian Alliance S. C. Chan Memorial College, 7 Yau Oi Road, TM, NT |

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# USE OF ARTIFICIAL INTELLIGENCE

At MoodLab, we believe that AI **represents** both the **present and the future** of industry. By harnessing its power, we have made our workflows **more seamless** than ever before. However, while AI offers unparalleled **convenience**, it must be approached **with caution**; as it makes mistakes, we ensure that all **AI-generated output** is **double-checked** before implementation.

## FOR WHAT WE USED AI

Milestone ( <u>Department</u> )	Usage	AI Model	Prompt(s)
<u>OPERATIONS</u>			
Product Ideation	Predictive risk management. Anticipating issues in game manuals.	Gemini, Copilot, Grok	Analyse this game manual. Predict logic or clarity issues.
Interactive Q&A Design	Deep player engagement. Crafting questions for player experience.	Gemini, Copilot, Grok	Generate five deep-thinking questions for a game themed around [Theme].
Strategic Meeting Summarisation	Actionable insights. Converting strategy sessions into clear roadmaps.	Gemini	Summarise this strategy session. List the primary goals and deadlines. Create a Todo list.
<u>MARKETING &amp; SALES</u>			
Persona Creation	Precise targeting. Identifying audience for new concepts.	Gemini	According to their information we observed: [information], suggest five reasons why they had purchased from us.
Competitive Analysing	Market dominance. Monitoring rival moves to adjust sales positioning.	Google AI	Summarise the recent market moves of the [...] market.
<u>TECHNOLOGY</u>			
Web UI Design	Engaging UX. Drafting interactive layouts for web interfaces.	Gemini, Google AI Studio	Draft a UI layout for a landing page. Focus on user flow and responsiveness.
3D Rendering Opt.	Faster production. Enhancing and speeding up 3D asset generation.	Gemini, Grok	Render this 3D asset description into a high-fidelity visual mesh.
Image to 3D	Asset efficiency. Converting 2D concepts into 3D models instantly.	Multiple Models, available on Bambu Studio.	\
Security Auditing	Zero bug nor any found vulnerability for production. Proactively hunting vulnerabilities in infrastructure.	Gemini, GitHub Copilot, Microsoft Copilot	Audit this database configuration for potential security risks.
Sentence Refinement	Professional impact. Polishing communications for clarity.	Gemini, Microsoft Copilot	Refine the following sentences to be more professional and clear.
API Integration	Seamless connectivity. Automatically documenting system bridges.	Gemini	Document the following API endpoints. Include clear examples.
<u>DESIGN TEAM</u>			
Brand Ideation	Consistent identity. Generating visual styles for initiatives.	Gemini	Suggest the variables set by my colleague last week. Only colours and fonts.
Asset Upscaling	Pro-quality output. Enhancing resolution for large assets.	Pixa.com	\

## FOR WHAT WE DID NOT USE AI

- × We prohibit AI from autonomously drafting or implementing sensitive database logic.
- × AI is never the sole authority on system integrity; every service must pass manual human security audits.
- × AI may assist the previewing, but human designs are the only final products.