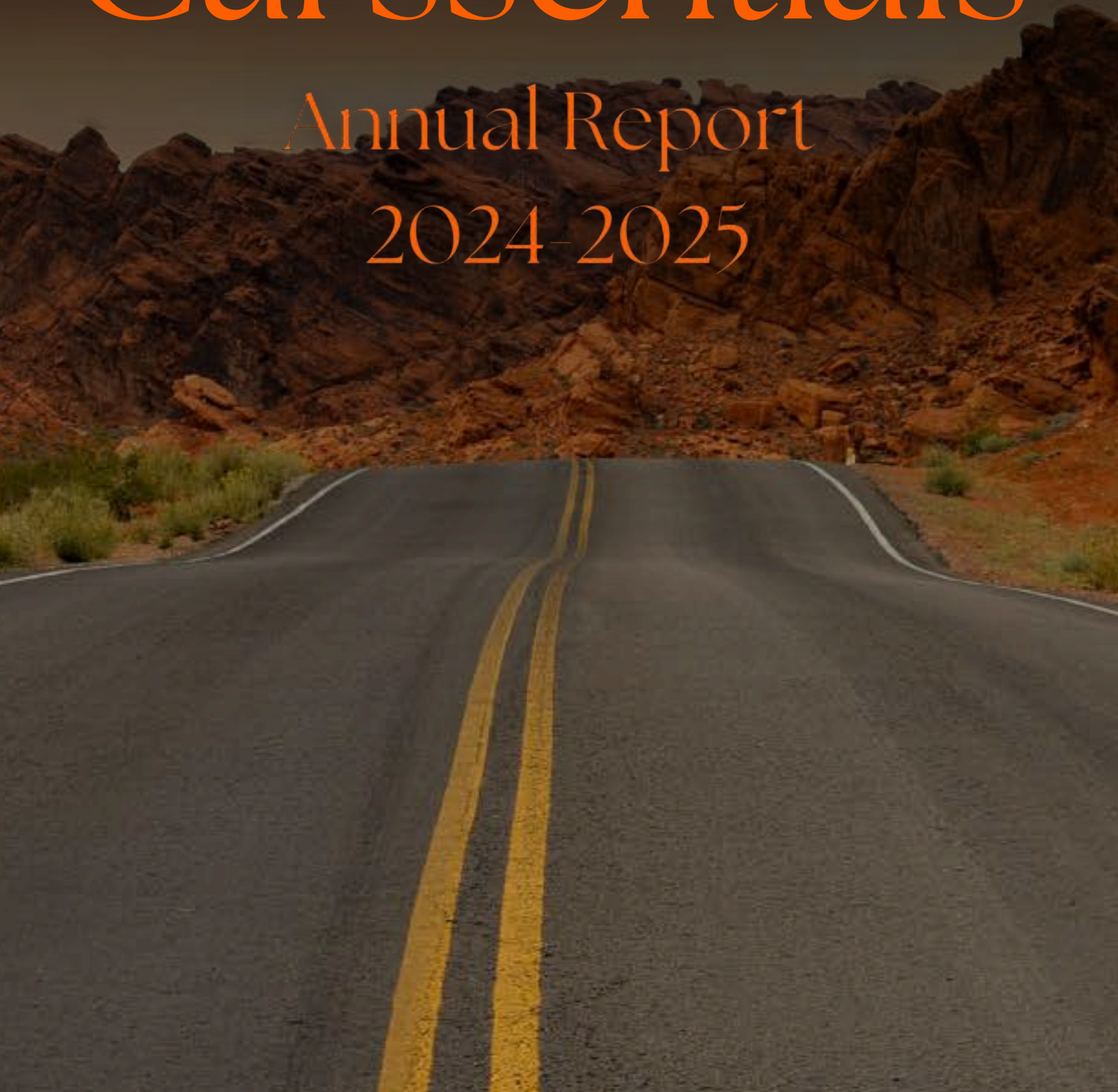




Carsentials

Annual Report
2024-2025





The Problem

Fewer than **one in five** drivers are prepared for a car maintenance emergency. Dead batteries can leave drivers stranded, while under-inflated tires increase the risk of dangerous blowouts. Having the right tools and knowledge on hand can make all the difference in staying safe on the road.



Performance Snapshot



Sales Revenue

Units Sold



Profit Margin

Net Profit



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Our Solution

Carssentials offers two compact, portable products designed for car safety. Both feature a digital display, built-in flashlight and a cell phone charging port. Our **Air Compressor** includes a multifunctional nozzle and pressure gauge, making it ideal for cars, small pickup trucks, and other inflatable items. Our **Jump Starter** is a reliable solution for unexpected battery issues, working on vehicles of all sizes—even in extreme temperatures.

Mission Statement

At Carssentials our mission is to ensure all drivers are equipped with **24/7** safety for any unexpected emergencies on the road.



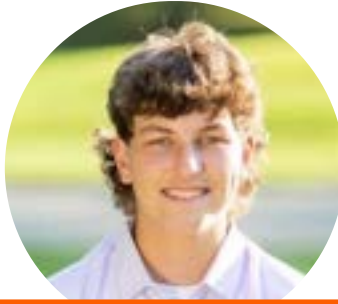
The Team



Junior Achievement of North Central Ohio Jackson High School, Massillon OH



Max Bruno
Chief Executive Officer



Brian Haut
Chief Operating Officer



Cooper Bertram
Chief Financial Officer



Maxton Escola
Chief Marketing Officer



Keegan Stanley
Director of Sales



Kris Kline
Salesman



Robert Garner
Volunteer



Shawn Donaldson
Teacher



Katie Tolin
Volunteer

Leadership & Organization


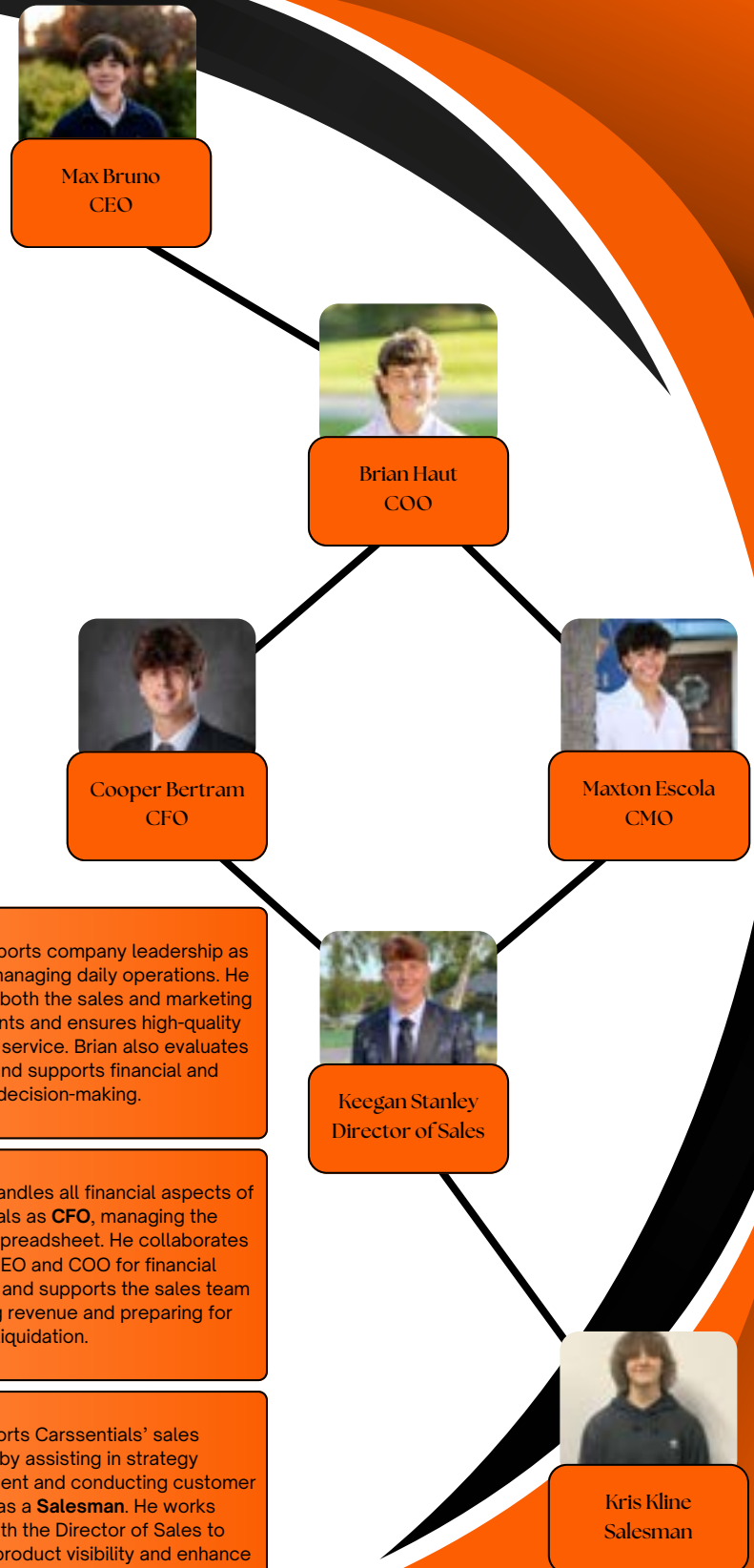


Structure

At the beginning of the year, roles were assigned based on each member's individual skills. Our CEO, Max Bruno, interviewed and hired team members based on their potential and the company's needs. He assigns daily tasks to each person through a shared agenda, making sure everyone stays productive and work gets done as efficiently as possible.

Motivation


To keep our company members motivated we have evaluations on a monthly basis. The CEO evaluates all company members while the COO evaluates the CEO. We optimize our team performance by choosing roles based on individual skills and prior experiences. This has allowed our company to operate at maximum efficiency.




Max is **CEO** of Carssentials, overseeing all company operations. He ensures team productivity by assigning tasks and holding members accountable. He also collaborates closely with the CFO to manage finances and provides monthly evaluations of team performance.




Brian supports company leadership as **COO** by managing daily operations. He oversees both the sales and marketing departments and ensures high-quality customer service. Brian also evaluates the CEO and supports financial and strategic decision-making.




Maxton drives Carssentials' digital presence as **CMO**, managing all social media platforms. He plays a key role in supply chain coordination and shipping to ensure all online orders arrive on time.



Cooper handles all financial aspects of Carssentials as **CFO**, managing the financial spreadsheet. He collaborates with the CEO and COO for financial decisions and supports the sales team in tracking revenue and preparing for year-end liquidation.



Keegan serves as the **Director of Sales**, creating and executing effective sales strategies with the executive team. He makes outreach calls to potential customers and manages the broader sales team to drive company revenue.



Kris supports Carssentials' sales initiatives by assisting in strategy development and conducting customer outreach as a **Salesman**. He works closely with the Director of Sales to increase product visibility and enhance customer engagement.

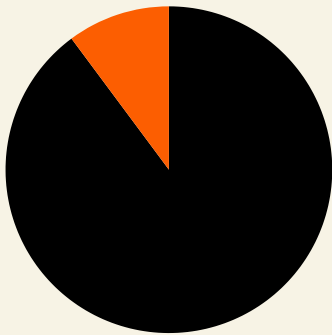


Product Testing

We tested both of our products in the automotive department at our high school along with our families sedans, SUVs, trucks, and mini-vans. We also tested both products on our township police cars.

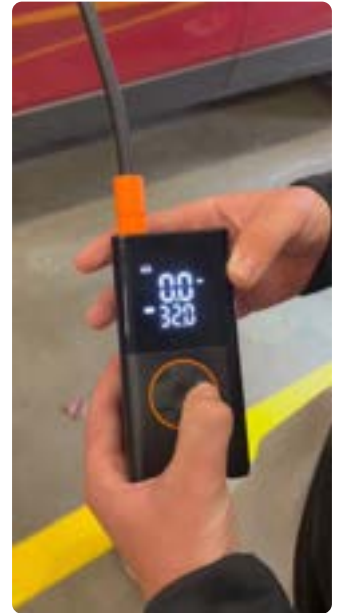
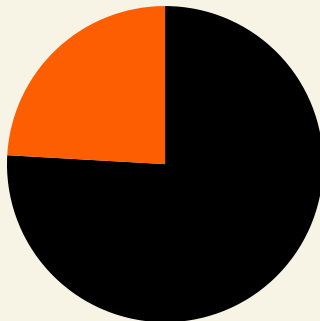
Have you ever been a situation where you've had low tire pressure or your car needed to be jumped?

● Yes ● No



Are our products a must-have in every car?

● Yes ● No



Market Research

Before placing our initial product order, we conducted a survey to see how well our Air Compressors and Jump Starters would be received by our target market. The results showed that 90% of respondents had experienced a tire or battery issue, confirming that our products would be useful for the majority of drivers.

Product Discovery

Early on, we decided to sell a product in the automotive industry. We knew this market addressed common problems faced by a large group—drivers. From there, we began brainstorming portable, on-the-go car products and landed on two: air compressors and jump starters. These products stood out because they solve real problems many drivers face, like flat tires and dead batteries.





Market Competitors

Our competitors provide products that come at a higher price point while offering fewer features and benefits. This allows us to stand out in the market as the smarter choice for consumers who want the best combination of affordability and performance.

Unique Values

Our unique value lies in the support we provide with each product. Every box includes a step-by-step instruction manual, along with two QR codes—one linking to an instructional video for visual learners and another directing customers to our website for additional resources and support.

Website



Jump Starter Video



Air Compressor Video



Air Compressor Guide

- 1 Check your vehicle's tire pressure information inside of the driver side door
- 2 Turn on air compressor and set it to your vehicle's tire pressure
- 3 Screw on nozzle and inflate tire



Jump Starter Guide

- 1 Turn on jump starter and connect cables to car battery
- 2 Start your vehicle
- 3 Remove cables and you're off!



Our Advantages

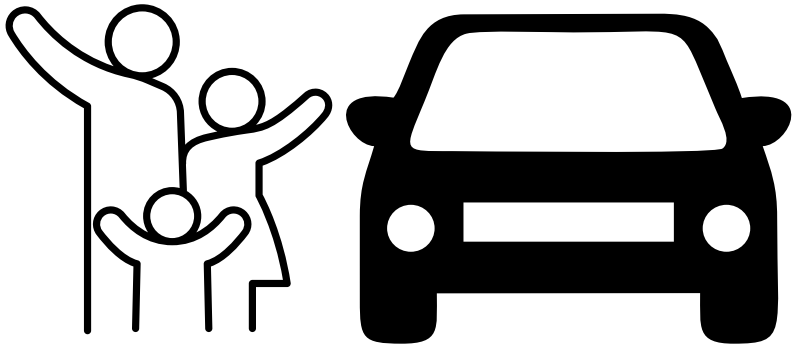
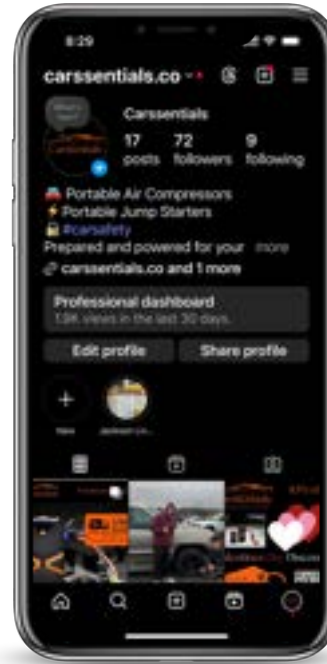
What sets us apart is the overall value we provide. While our prices are similar to those of products on Amazon and other platforms, we offer much more than just the product. Each purchase includes detailed step-by-step instructions, QR codes linking to instructional videos, and direct access to our website for additional support. Combined with our local presence and personalized customer service, Carssentials delivers a smarter, more supportive choice for drivers.





Target Market

Our primary target market is drivers aged 45–65, particularly parents of new drivers and elderly drivers. Most of our sales have come from this demographic. However, it's important to note that our products are designed to benefit all drivers. We focus on making car safety simple, convenient, and accessible for everyone on the road.



Carssentials on New Day Cleveland

Marketing Efforts

Carssentials has been focused on earned media, such as being featured in the Jackson Living magazine in February, the Jackson Township Newsletter along with the morning show “**New Day Cleveland**” in March. Carssentials is also active on Instagram and Facebook.

Product Overview



Portable Air Compressor

\$29.99

- Works on sedan, SUV, and small pickup truck tires
- Built-in flashlight, digital display, cell phone charging
- Multifunctional air nozzle



Portable Jump Starter

\$59.99

- Works on all car batteries
- Built-in flashlight, digital display, cell phone charging
- Works in freezing temps



Carssentials Bundle

\$79.99

- Benefit from both of our products
- Ability for products to charge each other



Approved by the Jackson Department of Public Works



Our Successes

Beyond our success with sales this year, we were able to utilize both of our products to help people with their car emergencies. Our classmate ran over a screw on his way to school, and we were able to fill up his tire enough for him to make it to an auto shop to get it fixed. More recently, we heard that someone had a dead battery in the parking lot while we were at the Massillon WestStark Chamber of Commerce, and we were able to swiftly jump start his car so he could get home. We are pleased with the impact our products have had on our community.



Dead car battery



Flat tire

Customer Service

At Carssentials, our mission shines through the connections we've made with our customers. Through our user-friendly website and effective in-person selling techniques, we have received positive feedback from our customers. We're proud to say that all our customers are ***prepared and powered for their next drive.***



"This seems to be accurate and very useful. 1 charge was enough to fill up 8 tires that were a bit low"

-Bret Blackstock

"It's great bundle to have in the car. It doesn't take up much room but extremely useful"

-Jill Blum



Overview

To date, Carssentials has generated **\$6,194.05** in sales revenue. We have utilized 3 different sales strategies throughout the year, including in-person interaction, e-commerce, and business-to-business. We have also made sales in 4 different states; Ohio, Florida, Texas, and New York.

National Sales

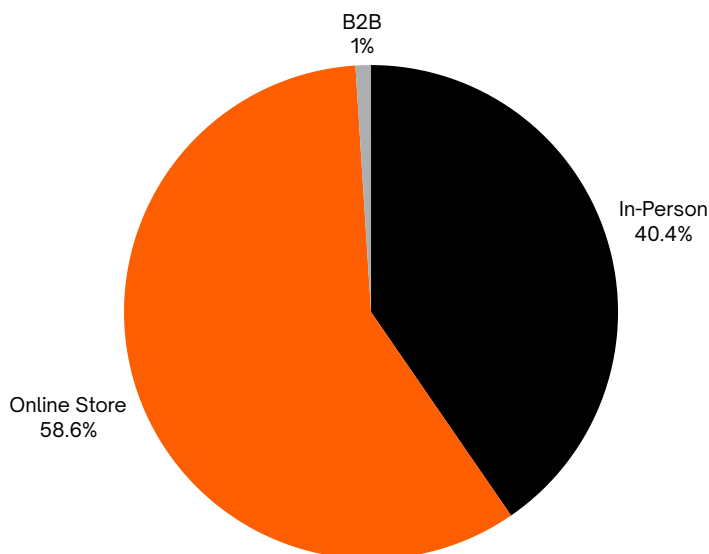


Sales Channels

At Carssentials, we have seen success with retail sales. The majority of our sales have come from our website, carssentials.co. We have also had success from in-person selling including trade shows such as the Akron Home & Garden show as well as the Massillon WestStark Chamber of Commerce.



Carssentials at the Massillon WestStark Chamber of Commerce



Check out our products at Fix-It With Fred's Auto Shop!

Financial Performance



Income Statement (As of April 8)

Revenue	
Net Sales	\$6,194.05
Fundraising	\$3,025.92
Donations	\$290.00
Cost of Goods Sold	\$2,960.19
Gross Profit	\$6,549.78
Expenses	
Advertising and Marketing	(634.69)
Materials and Supplies	(124.59)
Website/Apps	(68.19)
Trade Show Expenses	(831.80)
Shipping	(240.93)
General Expenses	(19.03)
Net Income	\$4,626.45

Balance Sheet

Assets	
Cash	\$4,527.35
Inventory	\$566.81
Total Assets	\$5,094.16
Liabilities	
Sales Tax Payable	\$437.71
Capital Stock	\$30
Net Income	\$4,626.45
Total Liabilities & Assets	\$5,094.16

Book Value of Stock (Upon Liquidation)

Net Profit	\$4,626.45
Capital Stock	\$30
Total Owners Equity	\$4,626.45
Shares of Stock	6
Book Value of Stock	\$776.08
Percent Return per Share	15,421.50%

Overview

To date, Carssentials has sold **187** units-our most popular being our Portable Air Compressor. Across 107 orders, we have done **\$6,194.05** in sales while maintaining a profit margin of **49%**.

Fundraising

We held a raffle fundraiser to start-up our company. We assembled 2 different raffle baskets, one of which was a gift card basket valued at \$1,000 and the other was a vintage clothing basket valued at \$500. We were able to raise **\$3,045.92** to order our initial inventory along with quarter zips, business cards, and trade show expenses. We also collected **\$290** in donations.

Liquidation

Upon liquidation of the company, each member will receive a payout proportionate to their ownership stake, as determined by the equity structure outlined in the company charter. The equity structure is initially agreed upon by all members; however, it remains subject to adjustments throughout the year based on company performance, additional investments, or changes in ownership percentages.

Independent Accountant's Report

I have looked over the accompanying financial statements of Carssentials (a Junior Achievement Company) which comprise the balance sheet as of April 8, 2025, and the related statements of income and liquidation for the period then ended.

Owners' Responsibility for the Financial Statements

The owners are responsible for the preparation and fair presentation of these financial statements.

Accountant's Responsibility

My responsibility was to check over these financial statements for fair presentation. Based upon the results of my work, I believe that the financial statements referred to above are fairly and reasonably presented.


STEPHEN A. TOPE, CPA
CANTON, OHIO

TOPE ACCOUNTING & BUSINESS SERVICES, LLC
STEPHEN A. TOPE, CPA
Certified Public Accountant



Product Cost Structure



Air Compressor

Cost of Goods: \$9.25

Retail Price: \$29.99

Gross Profit: \$20.74

Jump Starter

Cost of Goods: \$18.10

Retail Price: \$59.99

Gross Profit: \$41.89



Bundle

Cost of Goods: \$27.35

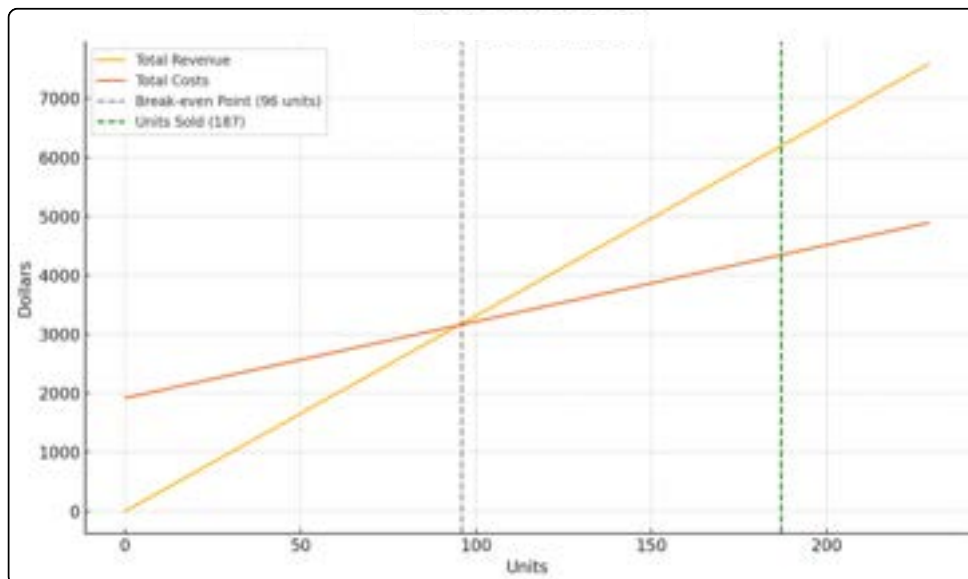
Retail Price: \$79.99

Gross Profit: \$52.64

Cost Structure and Break-Even Analysis

The retail price of our products have varied throughout the year. The average price per unit is **\$33.12**. Our shipping costs have varied depending on the weight of the order and what state it is shipped to. We have spent **\$240.93** on shipping throughout the year. We purchased our initial inventory on November 3, 2024 for **\$2,030**, and broke even on December 15th, 2024 after selling our 96th unit.

Break-Even Analysis



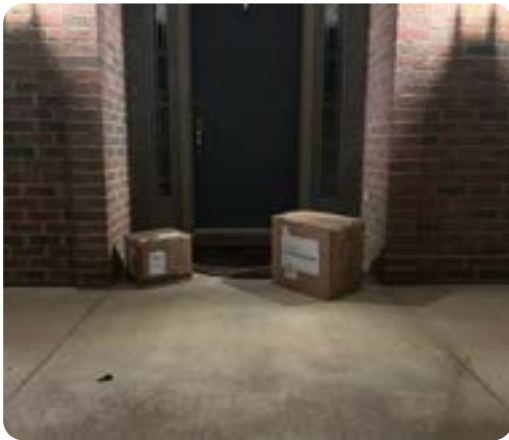


Sales Experiences

Each member of Carssentials has improved their sales pitches at the numerous trade shows we have attended. Furthermore, we have learned how to market our products on social media and make online sales on our website, carssentials.co. Our consistent sales efforts have played a key role in our company's growth.



Carssentials at the Akron Home & Garden Show



Initial Shipment

Logistics and Negotiations

Early on, sourcing our inventory from our overseas supplier presented multiple challenges but also taught us many valuable lessons. After ordering our first shipment via air freight, we realized that we could improve our margins if we opted for ocean freight. Since receiving our second shipment, we have reaped the benefits of higher gross profits.

Skills for the Future

Junior Achievement has provided all of the members of our company with many new business skills. From talking on camera on Fox8 News to speaking to strangers at our trade show booths, we have all gained newfound confidence in ourselves. These lessons will be useful for all of us in our future careers in business and entrepreneurship.



Raffle Fundraiser





Market Expansion

Given the opportunity to continue our business in the future, our first priority would be to expand our network to different states through more intense marketing strategies. Also, we would like to make more retail partnerships with local auto shops to put our products in front of more people.



Carssentials on Fox8 News

Environmental Impact

In the future, we would love to further reduce our carbon footprint. We currently use exclusively recycled boxes for shipping, which has helped us make an impact on the environment. We plan to use biodegradable packaging materials in the future.

