

# SOUL SHIELD

## ANNUAL REPORT

JA COMPANY  
LAKE HIGH SCHOOL

2024-2025



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## Summary of Financial Results

\$2,588.65 total revenue

22 items sold

15+ transactions

\$334.98 net profit

# Executive Summary



As high school students, we have first hand experienced the anxiety students can hold around schools when worrying about the **increase of gun violence**. We recognize that schools are meant to be places for growth and education, and want to **restore this value by calming the nerves** of students. Our mission at Soul Shield is to help kids feel safer, and give parents better peace of mind when sending their children to school. Our solution is a **bullet resistant plate with a cloth cover** to easily slip into bags. Then, the bag is held over the vital organs to protect.

**Soft Plate-** A bullet resistant plate that is 8in x 10 in. It weighs one pound and can stop hand gun rounds.

**Steel Plate-** A bullet resistant plate that is 8in by 10in. It weighs four pounds and can stop up to 4 rifle rounds.

**Cloth Cover-** A plate cover that is 100% cotton and polyester. It has easy zipper access to easily slip the plate in. We have seven color options and twelve design options.



# Meet the Team



McKayla Johnson/CEO



Lily Cross/COO



James Bogard/CFO



Lindsay Frampton/CMO



Olivia Lacerenza/CMO



Zachary Abbott/ Sales



Matthew Janok/ Supply  
Chain



Lake High School  
Teachers: Aja Tompot & Andrea Chavez  
Junior Achievement of North Central Ohio  
Volunteer: Zach Coblentz



# Leadership and Organization

## Team Roles and Responsibilities

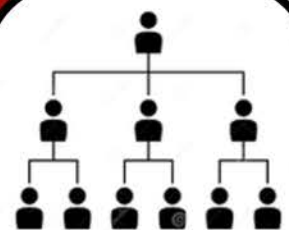
At the beginning of the year each member sat down with our CEO and COO to interview and answer some personality questions to find which role best fit them. The CEO and COO wrote down each members strengths and weaknesses to best adjust when delegating tasks, and roles. After deciding which **role best fit each member we then delegated our beginning tasks.** Since then we have learned a lot about each member and have adjusted their role and amount of work assigned based off of this.

## Motivation for Improvement

Our team members' motivation comes in the form of both incentives and deterrents. If an individual sells five products, **they earn a 5% commission on those plates.** On the other hand, a lack of sales will result in a **decrease in pay.** While we don't keep track of attendance, we have an open communication policy where if group members will not be attending class they must notify us, failure to do so results in consequences deemed necessary by CEO and COO.

## Structure and Organization

Soul Shield operates through a **tall organizational structure.** This means the CEO has the most power and delegates and assigns tasks to each team member. All final decisions are made by the CEO and they have the most influence on the business. While it operates through this structure, everyone has a say in the business and everyone's voice gets heard.



# Innovation Process

## Discovery

**1**

### Identifying the Problem

As high school students, we have experienced first hand gun threats and seen gun violence in other schools, bringing anxiety to not only us, but our friends and parents too. We realized we wanted to find a solution to relieve some of this anxiety.

**2**

### Research

We researched current solutions out there and failed to find strong solutions for such a dense topic. Then, we searched for ways to protect against gun violence that schools would approve of and could relieve anxiety of families.

**3**

### Create a Solution

Next, our team decided to go with bullet resistant plates to slip into bookbags. We worked with our school resource officers to develop this solution and ensure schools would allow the plate in bags. This product was the most easy to access, the least expensive option, and could be personalized with the covers and designs to set our company apart. Additionally, we added an educational brochure with warning signs to look out for and actively provide information on our social medias to spread awareness.

**4**

### Evaluate

Finally, we decided to branch out our target market to encourage all people to buy a shield for their work bag, purse, or suitcases to protect more lives. Additionally, we want to look at specific demographics and areas most affected by gun violence.

# Innovation Process

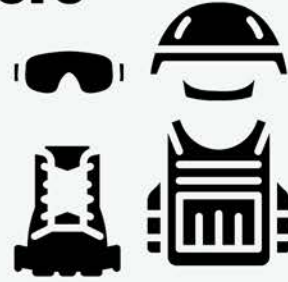
## Market Analysis

### Indirect Competitors



#### Books

There are several books that describe the **signs of school violence and ways to prevent it from happening**. As well as books that bring awareness to the topic by talking about real world instances. These books are easily accessible and cover the topic in a variety of ways.



#### Tactical Gear

There are several brands that develop and design tactical gear. This can include tactical backpacks and clothing. These items focus on giving people a **sense of protection**, as well as offering mobility and functionality. These are not specifically used by one group but are often used by the police.

### Unique Value Proposition

At Soul Shield we put children's safety first and profit second with our affordability and customization.

### Unfair Advantage

Our products are cost effective compared to our competitors. Our competitors sell a **single steel plate for \$142** and a **single soft plate for \$83.99**. Our plate bundles are **\$89.99 for the steel plate** and **\$79.99 for the soft plate**. You can get both a protective plate and a customized cover for **under \$100**, saving you money and your child's life. No other company offers the same level of customization as Soul Shield. We offer twelve different cover designs ranging from sports to bows. Additionally we offer seven color options for our cover. The cover also allows children to feel safe and allow adults to easily transport it. None of our competitors offer a cover for their plates and most focus on their use by the police. At Soul Shield, we make these plates accessible for everyday people so that we can save lives one shield at a time.

## Our Solution

Soul Shield offers **two levels** of bullet resistant plates to be bought with cloth covers for accessible use. These products are expected to relieve anxiety around gun violence for students in schools, as well as **keeping people safe** in all environments.



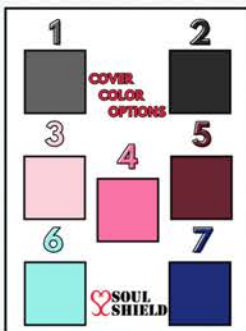
### Steel Plate

Our steel plate is 8 inches long, 10 inches tall, 1/3 of an inch wide and 4 lbs. The plate is approved by Department of Justice NIJ for Level 3+. This plate is designed to protect from rifle rounds, resisting up to a 7.62x54R.



### Soft Plate

Our soft plate is 8 inches long, 10 inches tall, 1 inch wide and 1 lbs. Our product is Department of Justice NIJ approved for a Level 3A plate. The soft plate is designed to protect from handgun bullets, resisting up to a .44 magnum.



### Cover Colors



### Cloth Cover



### Design Options

Our unique and customizable cotton covers make the shield easy to store in bags. The designs and colors help hide little eyes from the harshness of the topic.



### Steel Bundle

Steel plate, cover, and design/color to save money



### Soft Bundle

Soft plate, cover, and design/color to save money

# Customer Elements

## Selling Events

- Hartville Marketplace
- Northside Marketplace
- Business Showcase Night
- Fox 8 New Day Cleveland



## Target Market Analysis

Our target market is parents of school-aged children, which we have expanded.

It can be used in your carry-on or suitcase at airports, a briefcase for work, or your everyday bag.

## Selling Strategies

We have learned as a team that selling **in person is much easier than online**. It is a hard conversation to have and having that conversation in person makes them want to buy our product even more. It is also a lot easier to **educate** people on the topic in person. It is a very hard product to sell but we have learned what works while selling and what does not.

We have found when we are able to have a good conversation about our product it gives us a way better chance to sell one. One of our best nights was our showcase night because we were able to educate people which is what works.

## Website Design

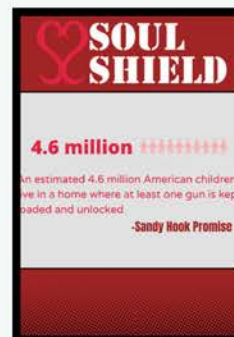
With our website we are able to showcase and sell our products to our community. Our products are **extremely high quality** and we offer many cover designs. Our custom covers can help **alleviate children's anxiety** revolving around school shootings. We are helping our community one heartbeat at a time.

Scan this!



## Social Media Strategies

Soul Shield **consistently posts** on our social media including **Instagram, Facebook, and our website**. After discovering our target market we posted things like statistics on school shootings as well as mass shootings. We also post our product with descriptions and flyers from our fundraisers. Marketing is more difficult for us with such a hard topic, and we keep a very serious tone. Our target market is usually using Instagram or Facebook and **we have reached over 15,000 accounts** through our social medias.



## Our Socials



Instagram: [soulshield.ja](https://www.instagram.com/soulshield.ja)



Facebook: [Soul Shield JA](https://www.facebook.com/SoulShieldJA)



## Overview

Our flagship product at Soul Shield is our steel plate bundle with a retail price of \$89.99. As of March 20, 2025, we have sold 23 bundles. We have earned \$2,000 in sales revenue with our other products. **We have an average profit margin of 40%.**

## Capital

To raise capital for our company, we held a fundraiser at the beginning of the year, and we **raised a total of \$729**. Along with that **we earned a \$600 loan from JA** for start up costs and marketing expenses.

## Break Even Analysis

Soul Shield has **\$2,588.65 in total revenue**; we break even and become profitable after selling 18 plates.

## Return on Investment

Soul Shield earned a \$600 loan from Junior Achievement at 5% interest. We have a **net profit of \$334.98**, making our **return on investment -47.3%** currently due to the recent restocking of our inventory.

## Liquidation

At the end of the school year, our company members will be paid back the percentage of equity agreed upon in our company charter. Additionally, we plan to donate a percentage of our equity to the Sandy Hook Promise. At the end of the school year, any remaining inventory will be given to our school to be used in the classroom.

# Income Statement

### Revenue

|                      |                   |
|----------------------|-------------------|
| Sales                | \$1,455.65        |
| Raffle/Donations     | \$1,130.00        |
| <b>Total Revenue</b> | <b>\$2,585.65</b> |

### Expenses

|                         |                   |
|-------------------------|-------------------|
| Cost of Goods Sold      | \$1,972.00        |
| Marketing Expenses      | \$281.67          |
| <b>Total Expenses</b>   | <b>\$2,253.67</b> |
| <b>Total Net Profit</b> | <b>\$331.98</b>   |

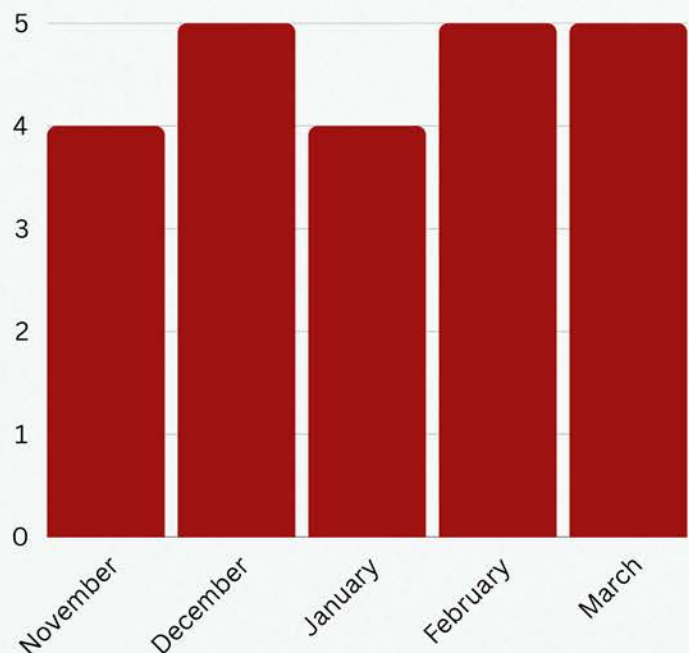
# Balance Sheet

### Assets

|                     |                   |
|---------------------|-------------------|
| Cash                | \$911.12          |
| Inventory           | \$1,119.85        |
| <b>Total Assets</b> | <b>\$2,030.97</b> |

### Liabilities

|                                 |                   |
|---------------------------------|-------------------|
| Sales Tax Payable               | \$113.50          |
| JA Company Loan Payable         | \$600.00          |
| <b>Total Liabilities</b>        | <b>\$713.50</b>   |
| <b>Total Owner's Equity</b>     | <b>\$1,317.47</b> |
| <b>Total Liability &amp; OE</b> | <b>\$2,030.97</b> |



# Business Performance

## Financial Performance

### Key Metrics



Throughout the year, our company has wanted to hit many goals. Our first goal was to hit **\$1,000 in sales by December** to make a profit past our Junior Achievement loan. We hit that goal by the middle of December. We also used numbers to drive sales throughout January and February by aiming to sell at least one plate a month. We have hit **\$2,885.65 in total revenue** over the past months, and for as long as our company has been operational, we have been able to **sell at least 2 plates per month.**

### Revenue Streams

Our revenue streams consist of sales that we have gained \$1,455.65 we have also been given donations, in addition to our raffle at the beginning of the year, from which we have made \$1,130.

We chose **Tactical Scorpion** for all of our ballistic plates due to them being the most cost-effective, along with being certified in all areas. Giving our company and customers the guarantee that they will have some of the best protection available. All of our designs were handmade initially, and we currently use CFP Designs, a local business, to print them off. We also get our covers from Rainyear because they have comforting colors, a great feel, and how easy it is to slide into your bookbag or any luggage. We chose our designs to be unique to any person with a wide range and variety of choices for customers to fit them best.

### Our Supplier



# Learning Experiences and Future Application

## SUCCESSES

- \$250 audience choice at Stark Tank
- Featured on Fox 8 New Day Cleveland
- People's choice at showcase night
- Selling over \$500 in one day
- Participating in multiple selling events



## Team Takeaways

### McKayla Johnson (CEO)

"I have learned how to run and manage a fully running business. I have also learned the importance of clear communication and how vital networking and connections are to a business. I have also learned the importance of patience and to push through setbacks even when it doesn't seem possible."

### Lily Cross (COO)

"I had to step out of my comfort zone and learn to communicate to potential customers clearly. I developed my social skills, as well as technology and graphic design skills."

### James Bogard (CFO)

"I have learned financial literacy and how to excel in public speaking. Along with how to work in a team and how each part of a business has to run and communicate in order for a business to be successful"

### Lindsay Frampton (CMO)

"I had to learn how to better reach our target market and different ways to market our product because of our serious topic."

### Olivia Lacerenza (CMO)

"I loved learning how to speak publicly way better than I did before, and the opportunities involved. Going to Stark Tank and being on the news broadened my skill set, and was an excellent experience."

### Zachary Abbott (Sales)

"I have learned more in this small time about public speaking than I have in my whole life. I have learned how to be a part of a business and how to sell and pitch more efficiently."



### Matthew Janok (Supply Chain)

"This is by far the biggest project I have been a part of. I learned how to negotiate prices with our suppliers and get better deals than ever."



# One More Thing



## Future Opportunities

- ♡ **Going on the news boosting awareness**
- ♡ **Trying to find investors**
- ♡ **Partnering with schools/ gun shops**
- ♡ **Changing price with investors/ our wholesaler**
- ♡ **Creating a backpack with the shield already inserted**

## Words from a customer

"As a mother, I feel more at ease knowing my kids have an added layer of protection at school. Having my own shield at work as well makes me feel prepared for any possible emergency."

*-Tamara C.*



**Thank You,  
Judges!**

 **SOUL  
SHIELD**

***In a Heart Beat, For a Heart Beat***