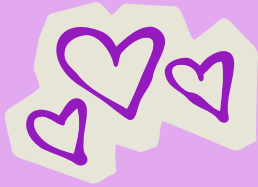


A Junior Achievement Company



ANNUAL REPORT

2025-2026



Executive Summary



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Mission Statement

We aim to bring the past back to life by helping people reconnect with their stories, share their experiences, and celebrate the joy of remembering through the timeless art of scrapbooking.

Financial Results

Total Units Sold: 28
Total Revenue: \$1,376.56
Net Profit: \$1,121.71
Break Even Point: 2 units
Gross Profit Margin: 49.4%.

Product:

A scrapbooking kit filled with everything you need to make your own perfect scrapbook

Company Performance

- Bulk order fulfilled for Adventure Place
- Selling events at Hartville Marketplace
- Successfully obtained a loan from JA



Meet Our Team



**Isabelle
Eliopoulos**
CEO



Alex Quior
Supply Chain



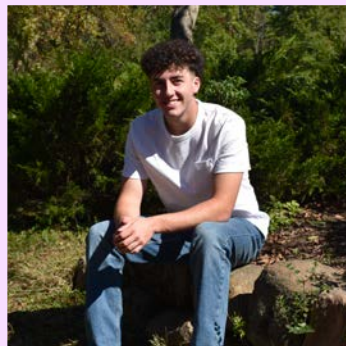
**Madison
Weaver**
COO



Noah Kracker
Marketing



**Kyleigh
Roembke**
Finance



Nick Geyer
Sales



Gavin Bogard
Technology

Mentors:

Junior Achievement of
North Central Ohio
Lake High School
Teachers:

Aja Tompot and Andrea Chavez
Classroom Volunteer:
Peter Husted



Leadership and Organization



Motivation and Compensation:

To begin the year, members of Scrap'd decided on the role they wanted within the company. Each completed a career quiz to determine what role they would work best in. Each member was satisfied with their role and understood what it meant to take on that role.

Abilities such as effort, teamwork, attendance, work quality, and attitude were taken into account when assigning these roles. In addition, members are given the opportunity to receive commission when making a sale. This ensured members would say motivated, and hardworking. At the end of the school year, all remaining money will be divided up based upon the charter agreement signed in the beginning of the school year.

Structure:

Scrap'd follows a horizontal organizational structure. This structure ensures that all team members are working together, and that all voices are equally heard. This organizational structure allows the group to think faster and make faster decisions, while staying motivated.

Delegation of duties:

CEO: Oversees all business and daily operations.

COO: Manages all daily operations and workflow.

CFO: Manages financial budgeting, planning, and cashflow.

Supply Chain: Negotiates with suppliers to ensure cost effective materials.

Marketing: Develop marketing strategies to promote products.

Sales: Develop different sales strategies and goals.

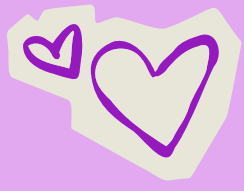
Technology: Set up and maintain website and social media accounts.

Message From CEO: As CEO, I am responsible for guiding the overall vision of our company and ensuring that every part of the business is working toward our goals. I oversee daily operations, make key decisions, and support my team so we can stay organized, focused, and continue growing successfully.

Modifications:

As Scrap'd has continued to grow, changes and adjustments have been necessary. This ensured our business would keep running smoothly and effectively. We have had to modify our mission, prices, and extended decisions made early on within the business. These changes and modifications have made everyday tasks and long-term tasks move more effectively and efficiently.





Innovation Process Discovery



Discovery Phase:

The foundation of a JA business is supporting a meaningful cause, and ours focuses on strengthening memory for those who are struggling. Through our research, we discovered that someone in the world develops dementia or Alzheimer's every three seconds, highlighting the urgency of this issue and the need for supportive solutions. After many long days of brainstorming, developing ideas, and pitching possible products, we ultimately decided to create a scrapbook kit designed to help individuals with Alzheimer's and dementia preserve, revisit, and cherish their memories. By doing this, we are helping address a real problem by providing a creative and engaging way for individuals and families to stay connected to their past. Our product encourages interaction, storytelling, and emotional connection, which can be especially meaningful for those experiencing memory loss. In addition to supporting individuals, it also brings families and caregivers closer together by giving them a shared activity that fosters communication and connection.

What's inside? Scrapbook, **8** pack of markers, roll of tape, sheet of letter stickers, **2** sensory stickers, **3** motivational stickers, **3** fine tip dual sided markers, and a heartfelt thank you card from our team.

Product Design and Testing:

Our design process took us down a road of asking ourselves questions of "What goes in a scrapbook?" and "What do you need to make a scrapbook?" Answering these two questions gave us the bases of our product and what we needed to include. We had an advantage during the testing phase of being able to research and find products on a reliable website and read reviews and choose products based on quality and price. Our COO then put our products to use and created a scrapbook about our team using all of our products and even photos. We now use this scrapbook as an example to our customers on the possible looks of their scrapbook.

Research:

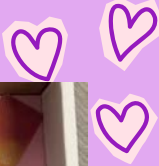
- Personal research and knowledge from professionals
- Real life example from Marketing Manager
- National Institutions of Health backs the idea of hands on and sensory items





Innovation Process

Market Analysis



Competitors

While other scrapbooking kits may offer similar items, we believe our wider variety truly sets us apart. Our kit includes more unique stickers and markers than many competitors, giving users greater creative freedom while still remaining affordable. In addition, we offer sensory stickers designed to help stimulate memories through touch and visual cues—something most other kits do not provide. Together, these features make our product not just a craft kit, but a meaningful tool for preserving and reconnecting with important memories.



Unique Value Proposition

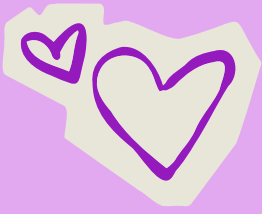
Our kits are filled with everything you need to create the perfect scrapbook! Each product is picked thoughtfully to help you create new memories as well as past memories, while also providing an easy and enjoyable way to organize, preserve, and reflect on meaningful moments.

Unfair Advantage

Other scrapbooking kit companies do not include the sensory decal stickers like we do. These decals are proven by research to spark memory, helping users more easily recall meaningful experiences while adding a more interactive and engaging element to the scrapbooking process.



Innovation Process Product Overview



- \$19.99 for one Scrap'd Remember Me Kit
- Individual items also sold separately

Tape

Markers

Sensory Stickers
and Motivational
Stickers

Fine Tip, Double
Sided Markers

Letter Stickers

Scrapbook



Our Scrap'd Remember Me Kits

Customer Elements



Target Audience

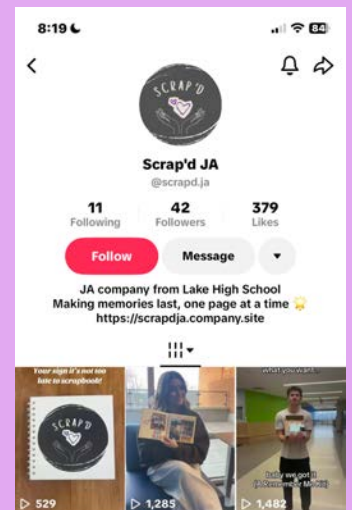
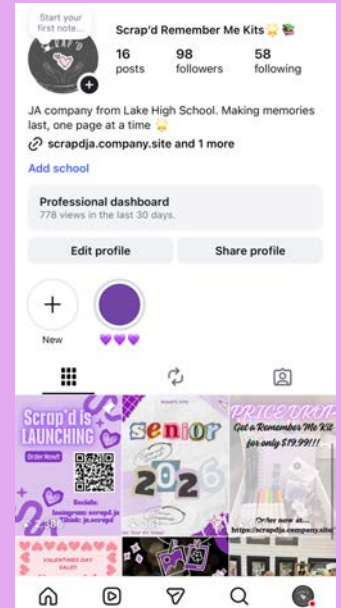
Our target audience is very broad, ranging from children to individuals who have family members affected by dementia, including those caring for patients with Alzheimer's and dementia.

Channels

Our main channels focus on word of mouth and in-person sales. We rely on face-to-face interactions to build meaningful connections with customers interested in our products. These personal relationships help us establish trust, share information, and create a more engaging and authentic experience for our customers.

Marketing

At Scrap'd, we are committed to marketing our product across major online platforms such as TikTok, Instagram, and Facebook. Through TikTok and Instagram, we connect with our audience using engaging short form content like reels, posts, and videos. On Facebook, we focus on promoting sales, upcoming events, and special offers. Together, these platforms allow us to reach our customers effectively while building awareness and excitement around our brand.



We have reached over 35,000 accounts through our social media platform and gained over 300 followers

"Every page we make together, sweetheart, is a memory I get to keep forever."
-Chris E

Our Website!



Business Performance



Capital

We launched our business with a \$200 JA Company loan, which helped us purchase initial inventory and materials. Additional funds were generated through sales and fundraising efforts during operations. This provided the initial capital needed to purchase inventory and begin operations.

Total Profit:

\$1,295.81

\$564.81 in product sales
\$731 in fundraising

The cost to produce one kit was \$10.21.

Cost Structure

Fixed Costs: \$31.92
COGS: \$440.38

Key Metrics

Financially, we generated \$1,295.81 in total revenue, including \$564.81 in 28 product sales and \$731 in fundraising. Our total expenses were \$695.23, resulting in a net profit of \$600.58, showing strong financial performance and effective cost management. Beyond financial success, we successfully participated in fundraising efforts, demonstrating our ability to effectively market our product, attract customers, and generate support beyond direct sales.

Suppliers

We chose suppliers that were affordable and easy to access, helping us keep costs low while maintaining good quality. Our product design balanced cost, quality, and customer appeal, allowing us to create something attractive while maximizing profit.

Financial Performance



Overview

Scrap'd kits were produced at a cost of \$10.21 per unit, and a total of 28 kits were sold. Across product sales and fundraising, we generated \$1,295.81 in total profit. With total expenses of \$695.23, our business achieved a net profit of \$600.58, demonstrating strong financial performance and effective cost management.

Break-Even Analysis

We broke even at approximately 2 units sold at our initial selling price of \$29.99 per unit. Our fixed costs were \$31.92, which included website fees and equipment.

Variable costs totaled approximately \$222.93 overall, averaging about \$10.21 per unit. As our selling price decreased from \$29.99 to \$19.99, our profit per unit varied, but with 28 kits sold we surpassed our break-even point and generated \$564.81 in product sales revenue.

Liquidation

Our liquidation plan is to donate our remaining inventory to our local nursing home in our community and pay back the \$200 JA loan. Finally, we will split the remaining profits based on our company charter.

Balance Sheet	
Assets	
Cash in Bank	\$745.22
Cash on Hand	\$265.47
Total Assets	\$1,010.69
Liabilities	
JA Company Loan Payable	\$210.00
Sales Tax Payable	\$23.23
Commission Payable	\$22.95
Total Liabilities	\$256.18
Total Owner's Equity	\$754.51
Total Liabilities and Owner's Equity	\$1,010.69

Income Statement	
Income	
Sales	\$564.81
Fundraising	\$731.00
Total Income	\$1295.81
Expenses	
Website Fees	\$21.28
Supplies	\$223.12
Card Processing Fees	\$10.45
Cost of Goods Sold	\$440.38
Total Expenses	\$695.23
Total Net Income	\$600.58

Learning Experiences



Successes:

- Raised over \$800 in funding to support business operations.
- Secured a \$200 startup loan through Junior Achievement.
- Featured in the school newspaper for business accomplishments.
- Expanded our business into the educational system through school partnerships.



Learning from Failure:



While working to expand our business into local companies in Hartville, including GentleBrook, we encountered several challenges, including lack of responses from potential partners. We also faced difficulties with packaging, pricing, and branding. However, these obstacles helped us develop perseverance and adaptability, and we learned how to adjust our strategies rather than give up when faced with setbacks. Through these experiences, we strengthened our problem-solving skills and became more confident in navigating challenges as a team while continuing to move our business forward.

Quotes From the Team:

"This opportunity prepared me for the future by teaching me responsibility, leadership, and how to adapt in real-world situations."
-Maddie Weaver

"Being part of this business helped me understand what it takes to succeed outside the classroom, from handling pressure to making decisions that impact others."
-Isabelle Eliopoulos

"Through Scrap'd I learned communication, teamwork, and problem solving skills that will help me succeed in any path I choose."
-Alex Quior

"This experience taught me that success isn't just about profit, but about creating something that matters to people."
-Nick Geyer

And one more thing...



Reaching Target Markets:

Our business benefits from a large and diverse target market, creating strong opportunities for growth and long-term success. Because our product appeals to a wide range of customers, including children, teenagers, parents, and older adults who enjoy preserving memories through scrapbooking. We are able to reach and connect with people across different age groups and backgrounds. To better understand and engage with our audience, we have conducted meetings, Zoom calls, and discussions with members of our local community, allowing us to gather valuable feedback and continuously improve our product.

We are driven by a deeper purpose, to help people capture, preserve, and reconnect with meaningful memories. By providing a creative and personal way to document life experiences, our goal is to strengthen emotional connections and bring people closer together, making our product not only enjoyable but also impactful.

Company Connections:

We collaborated with local businesses, including GentleBrook, Adventure Place, Hartville Marketplace, Hartville Collectibles, and Evermore, to expand our product into a variety of markets and reach a wider audience. By partnering with these organizations, we were able to introduce our product to different customer groups, including families, individuals interested in creative activities, and those in memory care communities.



Appreciation



“Help Scrap’d, bring memories back!”
-Scrap’d Team Members



Thank you JA and teachers for the opportunity, and thank you judges!



SCRAP'D

JA company from Lake High School
Making Memories Last, one page at a time

 @Scrapd.ja

 @Scrapd.ja

 @Scrapd.ja