

A JA Company



BLOOM
& BRUSH



EXECUTIVE SUMMARY

OUR MISSION

We strive to inspire peers and families to step away from screens and reconnect through hands-on creativity. We provide high-quality tools and clear, easy-to-follow instructions so every customer can confidently create their own beautiful living canvas.

298

Units Sold

6,273.49

Revenue

5,245.65

Gross Profit



The Living Canvas is an all inclusive painting and gardening experience. It includes everything you need to paint your own pot and grow your own beautiful flower!

EXECUTIVE SUMMARY

At Bloom & Brush, our story begins with a simple observation: in our daily lives, and in the lives of the younger people around us, quality time is being replaced by screen time. Friends and family were often physically present but mentally elsewhere, scrolling through phones instead of connecting with one another. We wanted to change that. This led to the creation of the Living Canvas, a product designed to spark creativity, support responsibility, and bring people back to hands-on experiences. Each Living Canvas is more than just a plant or pot; it is a living piece of art that grows alongside the person caring for it, offering a reminder of patience, mindfulness, and expression. Our idea took shape through countless brainstorming sessions, heated discussions, and collaborative problem-solving. Every challenge we faced, from design decisions to workflow organization, taught us how to communicate better, respect differing perspectives, and work as a whole unit. The process itself strengthened our team, helping us realize that Bloom & Brush is not just about a product, but about creating meaningful connections, both between people and with the world around them. Today, Bloom & Brush stands as a reflection of our values: creativity, responsibility, connection, and growth. We're proud to share The Living Canvas with our community, knowing it embodies the very spirit that brought our team together.

-Kiera Post
CEO

OUR TEAM



Kiera Post
CEO



Kyle Snedeker
VP



Aubreyana Carnahan
Finance VP



Jack Weisbrod
Marketing VP



Brenna Leon
Public Relations VP



Brennen Chapman
Sales VP



Liam Wolfe
Supply Chain VP

JA Area:
North Central Ohio

Teachers:
James Halmasy
Mike Nieporte

Volunteer:
Emily Clark

LEADERSHIP AND ORGANIZATION



Our team is committed to operating under a democratic system at Bloom & Brush. This structure allows us to collaborate effectively, creating an environment where every team member's voice is valued and considered in decision-making. By delegating tasks based on each member's unique strengths, specialties, and passions, we ensure that projects are executed efficiently.

Our CEO, Kiera, and Vice President, Kyle, organize both our weekly and daily agendas, setting clear goals while remaining open to feedback and suggestions from the team. Meanwhile, all other members actively contribute to making sure everyone's needs and ideas are met and addressed. When conflicts or challenges arise, we approach them with a dedicated mindset, working through HR to resolve issues respectfully and professionally. This combination of democratic leadership, individual accountability, and collective problem-solving strengthens our team dynamics and drives the continued growth, innovation, and success of Bloom & Brush.

CULTURE

- We thrive on energy, collaboration, and sharing ideas.
- We see differences as opportunities, not obstacles.
- We use listening and respect to find better solutions.
- We embrace challenges to drive team success.



COMPENSATION

We agreed that profits at the end of the year would be split evenly among team members, and we also implemented a 1 percent commission for each individual sale to reward personal effort. We recognized that attendance could be one of our biggest challenges, so to address this, we established a policy that deducts 2% for every unexcused absence. This system encourages accountability while still rewarding individual contributions.

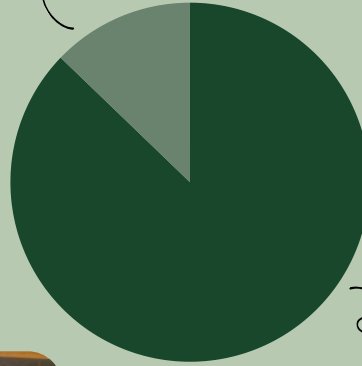


DISCOVERY

The Problem

At Bloom & Brush, we identified a common issue among our families and peers: technology is reducing quality time and limiting creativity. Nearly 90% of parents believe electronic devices take away from family time, and 86% report being physically together but mentally disconnected as family members become absorbed in their screens.

16% Say yes

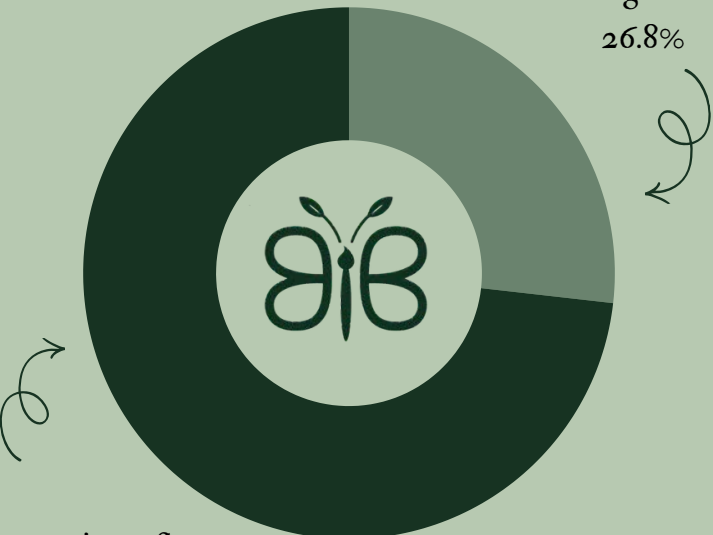


Do you spend enough quality time with your family?

84% Say no



Successful in growing a flower 26.8%



Successful in growing a flower 73.2%

Devising a Solution

At Bloom & Brush, we carefully selected our seeds to ensure they were beginner-friendly and perfect for those who don't have a green thumb. We have also found the perfect paints that are compatible with terracotta, the material our durable pots are made from. We ensure that everything is as simple as possible for our youngest customers by providing easy-to-read instructions. We price our Living Canvas at \$20 per box, but hold regular sales to provide all families with the opportunity to purchase.

MARKET ANALYSIS

After observing feedback from friends and family, we found that many individuals are interested in a product that can enhance their daily lives. At Bloom & Brush, we also analyzed our competitors and intentionally priced our product to be more affordable. Many competing products fail to include all the necessary tools or clear, accessible instructions, which prevents them from delivering the same complete experience that the Living Canvas provides.



Bloom & Brush



\$20

VS

Competitors



\$35



\$35



\$35

Competitive Advantage

Bloom & Brush helps people unplug from screens and reconnect with creativity through the Living Canvas. By combining art and plant care, it encourages mindfulness, relaxation, and responsibility while creating a unique piece of living art. With all tools and simple instructions included, it makes creativity easy and accessible for everyone.

Competitive Analysis

Affordable and all inclusive

Perfect for everyone who can hold a paintbrush

Family focused and relationship building

High quality tools and instructions

PRODUCT OVERVIEW



INNOVATION

At the beginning of the year, we stamped our boxes and included a self-made instructional manual. We experienced issues with getting the stamp centered and in the middle of the box, as well as the instructional manuals taking a very long time to make. We then moved the instructions and logo to the outside of the box, which gave us the time to pursue getting products in stores.

The Living Canvas includes everything you need to paint a beautiful pot and grow your own flower. It even comes with detailed step-by-step instructions on how to grow a flower!

CUSTOMER ELEMENTS

Social Media

 @Bloom Brush

 @bloom_brush.ja

 @bloom_brush.ja

Our target audience consists of families and couples who want to replace their doom-scrolling. We used our existing personal connections to drive sales from family, friends, and professional contacts. We focused on both direct engagement at selling events and strengthening our online presence.

Marketplaces

- Hartville Flea Market
- Akron Home & Garden Show
- Canton Chamber of Commerce Event
- Speech & Debate Event



Testimonials

“Every morning, 3-year old Zion wakes up full of excitement, rushing to water his plant as the very first part of his day.”


“These kits were so much fun! My kids had a blast painting and planting. Everything we needed was included, and they appreciated the wide range of paint colors!”

“Loved it! It was so fun and easy! The kit came with everything I needed, and it was fun to do with friends!”

BUSINESS PERFORMANCE



Views: 24,073
Followers: 158
Likes: 1,643



Views: 5,670
Followers: 122
Likes: 130



Views: 25,572
Followers: 935
Likes: 1,674

Booths Attended

12

Businesses sold to

5

Flowers Grown

879



PRODUCTION PROCESS

INVENTORY

Our first step in producing the Living Canvas is the most vital. Maintaining accurate records of our materials and inventory is essential to ensuring efficient production and successful sales.

CREATION

Once the supplies are prepared, the creation process involves assembling the tools and instructions needed to provide users with a complete and engaging artistic experience.

QUALITY CONTROL

Quality control ensures that every Living Canvas kit meets our standards before reaching the customer. Each product is carefully inspected to confirm that all materials are included, functional, and packaged properly for the best user experience.

FINANCIAL PERFORMANCE

Balance Sheet		
March 27, 2026		
Assets		
Cash	4411.05	
Booth Supplies	45	
Inventory	1219.10	
Total Assets	5675.15	
Liabilities		
Accounts Payable - JANCO	210	
Sales Tax Payable	399.32685	
Total Owner's Equity	5065.82	
Total Liabilities & Owner's Equity	5675.15	

Break-Even Analysis

At Bloom & Brush, we have a total of \$439.21 in fixed expenses. This includes our website and booth supplies. We have a profit margin of 80% for each living canvas. Therefore, we needed to sell 27 kits to break even.

Income Statement	
For Month Ended March 31, 2026	
Revenue	
Sales	6,143.49
Donations	130.00
Total Revenue	6,273.49
COGS	
Gross Profit	5,245.65
Website expense	249.21
Booth Supplies Expense	190
Total Fixed Costs	439.21
Net Income	4,806.44
ROI	327.63%
Break Even Point	26.63493026

- Revenue: 6,273.49
- Units sold: 298
- Cost to produce: \$4.06
- Markup: \$15.94
- Net Income: 4,806.44
- Selling Price: \$20
- Profit margin: 80%
- ROI: 328%

LEARNING EXPERIENCE



“The business academy has shaped me into a more well rounded individual it has strengthened my business knowledge and understanding of things like team building and communication skills.”



“The business academy has taught me such useful and valuable skills I will carry with with me throughout my life. Its brought me new friends, memories, and opened new perspectives for me.”



“Throughout the year I have had the privilege of learning both the strengths and struggles of being a team when starting your own business. To be successful you must find and use each members strengths.”



“It has been a privilege to be a part of this company, JA, and every single one of our accomplishments started with trying to take the leap and just try.”

“The business academy has taught me so many useful things, such as the importance of marketing and professionalism. I will forever miss senior year and all of the memories I’ve made with my team.”



“The business academy has taught me skills I will use for the rest of my life and will carry with me to college. This has been my favorite experice of high school and I can’t wait to contuine my accounting carrer”



“I spent the best school year in the business program, and I will forever take the lessons I learned and the fun that I had with me forever.”



ONE MORE THING...



GiveBack



We donate 10% of all sales to the Margaret B Shipley Health Clinic in Downtown Canton. We strive to support families, especially those who can't afford the healthcare that they need and deserve.

Problem Solving

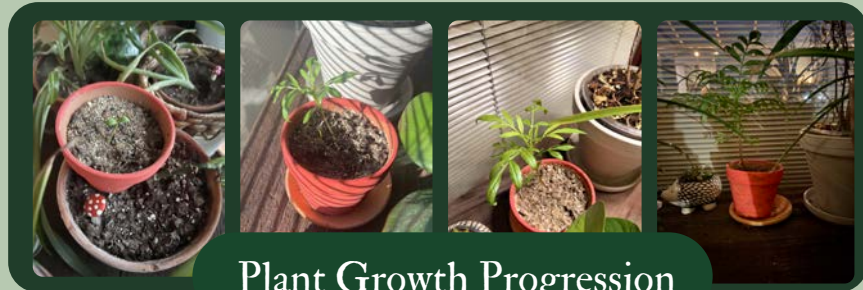
At the start of the year, we struggled with inventory and often didn't have enough materials to make complete Living Canvas boxes, due to the demand of our product. To fix this, we now set a goal for how many boxes we want to sell, then calculate exactly how many parts are needed for that total. We track inventory after each event and use that data to place accurate, larger orders. This ensures we always have enough materials to meet demand and maximize sales.

Our 3 Innovations!

ORIGINAL

VALENTINES

Easter



Plant Growth Progression

THANK YOU

Our experience at the GlenOak Business Academy has been unmatched. We've made lasting memories and developed skills that will benefit us for years to come. We are incredibly grateful to Junior Achievement and the GOHS Business Academy for providing the resources that made our business possible. Most importantly, we are leaving high school as better, more understanding individuals. A special thank you to Jenn Scheeser, Mr. Nieporte, Mr. Halmasy, and Emily Clark for their guidance and support.

-Bloom & Brush Team



	Quantity	Price	Total
100	100	100	100
200	200	200	200
300	300	300	300
400	400	400	400
500	500	500	500

