

# PROTECTADRIIVE



## 2025 ANNUAL REPORT

PROTECTING YOU  
EVERY MILE OF THE  
WAY!

School: Barberton High  
School

Teacher: Samantha Coldwell

Volunteer: Randy Killbride

Junior Achievement of North  
Central Ohio



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## Executive Summary

### The Problem:

In today's society, a majority of people drive, but it's very dangerous. In the United States over 40,000 people die per year due to car accidents. This is a scary reality for all of us. There is approximately 58% of people that keep safety items in their cars, this may seem like a lot, but in reality, that's only half of the world keeping themselves safe.

**Profit  
Margin:**  
61.75%

**Units Sold:**  
8

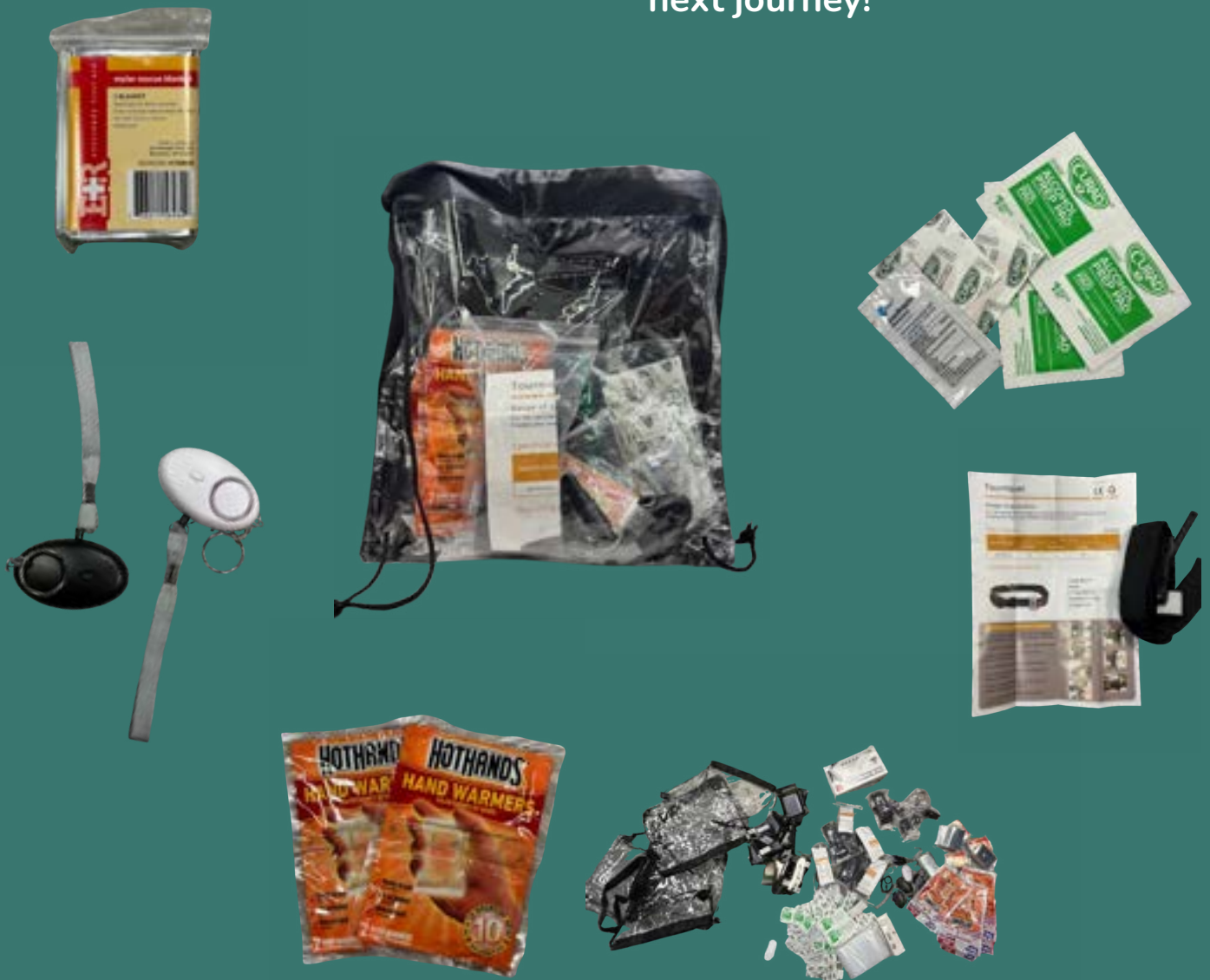
**Total Sales:**  
\$306.48

**Mission  
Statement:**  
Helping you  
stay protected,  
every mile of  
the way!

# Our Product!

Our product is a car care safety set called Protect a Drive. Our product contains: a window breaker, a first aid kit, and gloves, a tourniquet, a mylar blanket, a portable charger, an alarm/ flashlight, hot hands, bacitracin zinc, and first aid kit bags.

Our Product is designed to keep you safe when you need it most, whether its in the car, or you just need first aid, use Protect a Drive for your next journey!



# Innovation

Protect A Drives Car care safety kit contains a window breaker and seat belt cutter that really changes the game. Say you are stuck in a car filled with water. You can just cut the seatbelt, then break the window and swim away. Without the window breaker, who knows how it would have ended? we also have a hot hand so if you get cold at night you can pop them open to keep warmth



## Brand Awareness

We are spreading awareness for drivers unready for a roadside emergency that could happen any minute



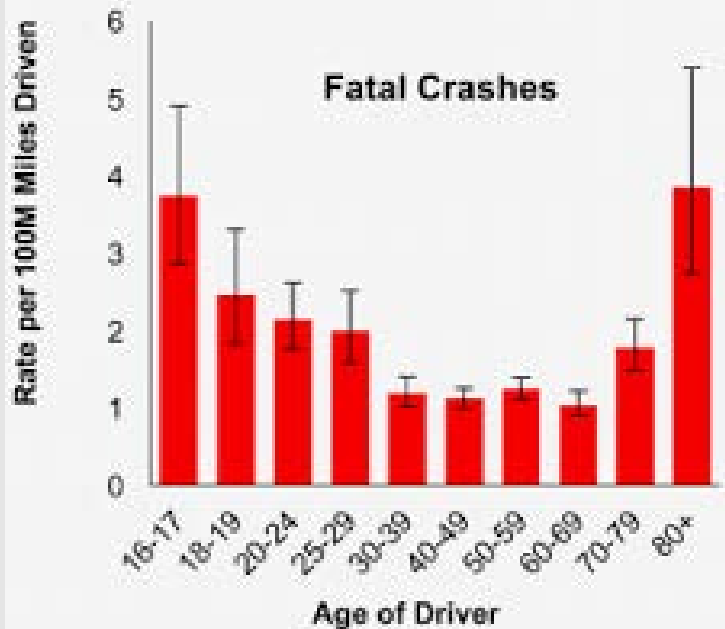
## Thought Leadership

Our leader has been hard on us because she wants to see us and the company succeed she does things like set goals and deadlines to make sure we are progressing.



## Fundraising

our fundraising involved selling roses on Valentine day or doing a raffle to win a stuffed animal we always had great ideas for fundraising opportunities



**Buy a car care safety kit for  
your children or for your  
grandma as it is suitable for all  
ages**

# Leadership

## Marketing Team

Full time -  
Imani Ross

Full time-  
Aaron  
Homan

Part time -  
Natalie  
Houser



## CEO and CFO

Full time-  
Brianna  
Becerra



## Sales

Full time-  
Justin  
Jett-Christie



## Supply Chain

Full time-  
Cooper  
Bender



## Hiring Process

### Selecting the CEO!

After partaking in a 10 week leadership lesson, if we wanted to have a leadership position we had to write a speak and present it and then from there, the CEO's were picked.

### Selecting the Team!

After the CEO was picked out, we had individual interviews through the use of "speed dating". From there we were to choose who we wanted as the CEO and then the CEO chose the top 10 candidates they wanted.

## Leadership

The type of leadership style used for our small start-up was a transitional style. Using a transformational leadership style allowed us to stay connected, motivated, and to have the same goals in mind. With this style we were able to build a structure between everyone in the company to keep things aligned. With the use of a good-ol whiteboard we wrote down our tasks for every person each week and kept track of due dates and completion. This ultimately helped us stay on track. On top of that our teacher gave us peer evaluations every other week to be graded on our performance and this allowed us to grow and communicate more.

## Motivation

### Sales Tracking Motivation

We did not just use the whiteboard for the weekly tasks, we also had a sales tracking chart written up there to show the company not only how many sales we have made, but also how each person is doing.

Our company held weekly meetings throughout our time to offer feedback to each other, talk about weekly goals, and what would be happening moving forward. This fosters responsibility and motivation into all of us as we wanted to improve.



# Financial Breakdown

Our spending has been moderated by our financial division and no purchases have been made without revision and consent of our CEO/CFO

Flashback	
Balance Sheet	
March 20, 2024	
Assets	
Cash	\$140.00
Checking Account	\$677.18
Finished Goods	\$0.00
Total Assets	\$817.18
Liabilities	
Sales Tax Payable	\$54.41
Total Liabilities	\$54.41
Total Owner's Equity	\$762.77
Total Liability & OE	\$817.18

FlashBack	
Income Statement	
For Date Ended March 20, 2024	
Revenue	
Sales	\$306.92
Raffle	\$91.00
Veale/John Carroll Grant	\$1,000.00
Total Revenue	\$1,397.92
Expenses	
Cost of Goods Sold	\$457.56
Sales Tax Payable	tbd
Transaction Fees	\$3.29
Total Expenses	\$460.85
Total Net Profit	\$937.07

The only grant or investment we received was the Veale/John Carroll Grant from John Carroll University

Our break-even point was selling 11 of our kits. We spent about \$400 to purchase everything for our product, so selling them at the price of \$37.99 left us with selling 11 to break even in the end.

Return On Investment:  
We ended this with a ROI of 1.42% due to the cost of production.

85%

### Product Building

Our primary source of spending has gone to our product and the supplies within.

0%

### Print Advertising

No money has been spent on physical advertisement.

15%

### Fundraisers

Items bought for our fundraisers fall into this category, such as candy, bags, cards, gift cards etc.

0%

### Partnerships

No money has been spent on partnerships.

# Marketing Email Blast Sent Out

Dear all,

I am a student at Wadsworth High School, I am also a part of the Business Marketing Academy compact. Through my compact program, we participate in the Junior Achievement Company Program. The goal of the program is to start our own student-run business. We had to make a product so we could get the experience of being an entrepreneur and learn entrepreneurial skills.

I am the CEO and CFO of ProtectaDrive, and we have 5 other members of the business consisting of marketing, supply chain, and sales. Our product is a safety kit for your car. The things that are in it are hot hands, bandaids, alcohol wipes, antibacterial ointment, gloves, a mylar blanket, a portable charger, a personal alarm with a flashlight, a tourniquet, and most importantly, the seatbelt cutter/ window breaker. Our goal is to make sure people take their safety into account when in the car.

Through this program, we are to actually sell our product and make sales, We also get experience in finance, marketing, supply chain, and leadership aspects of being an entrepreneur.

Did you know that only 58% of people actually have safety-related items in their cars? And this number continues to increase. We hope to help moderate that increase with our kit.

We have a 10% off flash sale starting March 19, 2025, at 12:00 pm that will run for 48 hours. If you wish to purchase a kit, go to our [website](#).

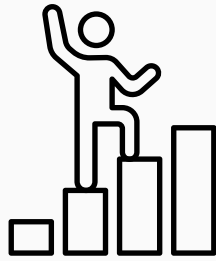
If you have any questions, comments, or concerns, or want to help with this experience in any way, please reach out. We look forward to helping you stay safe every mile of the way!

Thank you,  
Brianna Becerra and the ProtectaDrive team

Email: [briannabecerra07@gmail.com](mailto:briannabecerra07@gmail.com)

Phone: (330) 845-0344

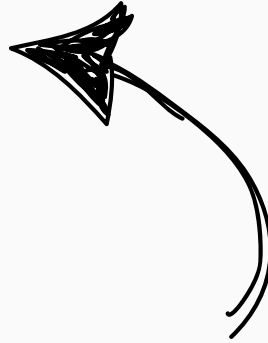
Website: [ProtectaDrive](#)



## S

### STRENGTHS

Our Marketing and Sales representatives have most definitely been our strong suits as during our fundraising events, through the marketing we've been able to make a somewhat profit and during our personal selling with staff and teachers, we've piqued the interest of many with our product.



## W

### WEAKNESSES

Our main weakness when it came to our company was our overall work ethic. While we all dealt with the "Senioritis", that's not a valid excuse. We've fallen short, some more than most when it's come to our personal responsibilities when it comes to our company.



## O

### OPPORTUNITIES

We've had the opportunity of possible partnerships with driving schools, our neighboring JA companies within our compact and we've taken advantage of those when given the chance. Our target market (Parents of teens) were also a reliable source for opportunity.



## T

### THREATS

In terms of threats from other companies, as far as we're concerned we've had none. Internally though, we've been our own threat with the lack of initiative and drive within ourselves.



# Marketing Strategy

Our marketing strategy consist of

- Using Instagram to reach people
- Using Facebook for community posts
- Advertising at driving schools
- Advertising at a church selling events

When we post to a Facebook community, we post about our product and add a nice caption to reel in the viewer.

When we do selling events, we bring the product and two of our employees to advertise the product and answer questions.



## 0%

### % of \$ spent on marketing

So far we have spent no money towards marketing our product we advertise the product ourselves for the most personal effect. We want to show our customers that we care solely about our core values rather than making money.

# Sales



## Payment Options:

For our customers we wanted to make sure we could use something that would allow for a variety. So we used Square which accepted popular debit cards, credit cards, and mobile wallets. We also accepted cash.



*You miss 100%  
of the shots you  
don't take -  
Wayne Gretzky*

## Selling Strategies

We realized that one of the best ways to get our product out there is to go to in-person selling events. We took into consideration which ones would be best to reach our target markets. But we also reached out to teachers and nearby driving schools.

## Selling Events

- Akron's Northside Market Place
- HartVille Market Place
- Canton Chamber of Conference

## Surveys

Understanding what our customers wanted from our product is important. So we sent out surveys to our target markets to figure out what kind of products in their kits they would want and how much they were willing to pay for.

# Learning Experience

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This Experience has been very different for me, I got to see first-hand how much work goes into running a small business and then what comes with being a CEO. I learned a lot of lessons while leading and am using them in my journey moving forward. This experience has also led me to network greatly and I have been given many good opportunities because of it.



While working in this company I've learned so much. I would never have been able to experience this without taking the opportunity. I know that I can take what I've learned from this experience and apply it to my future.



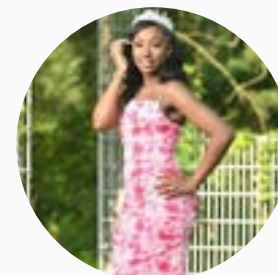
My learning experience from this company has been very educational and made me realize a lot about businesses



Working with this company gave me the opportunity to develop my marketing skills. I am extremely grateful for this program giving me so much first hand entrepreneur experience.



Hello, my name is Cooper Bender and I'm a senior at Copley High School. I am part of the supply chain team for our company, Protect A Drive, and I am also part of the Four Cities Compact, Business Marketing. I work on supplying what my team needs in order for us to be a successful business.



Hello, my name is Imani Ross. This company has been a really good learning experience in learning how to work with people, create fundraisers and overall add to my knowledge of marketing and sales.