



**LOOP'D**

**2025-2026  
ANNUAL  
REPORT**

# EXECUTIVE SUMMARY



## Mission:

Providing an outlet to express yourself for who you are.

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## Financial Results

- ∞ \$3,918 Sales Revenue
- ∞ \$5,877 Total Revenue
- ∞ 89%–94% Margins
- ∞ 365 Items Sold
- ∞ 689% ROI

## Company Results

- Secured multiple **bulk orders**
- Appeared on New Day Cleveland, Fox 8 News
- Attended our local **Chamber of Commerce meetings**



## Product Description

We are selling a small lanyard that is embroidered with our slogan, "**Stand Apart,**" and has charms you can pick to express yourself. Our product is a visual way to show who you truly are. Our product is also a small daily reminder of **self-confidence** and **encouragement.**

# THE TEAM



CEO  
Adella Coblentz



COO  
Bennett Beun



Marketing  
Karlyn Mangus



Sales  
Vincent Lopez



CTO  
Faith Whytsell



CFO  
Connor Didyk



Supply Chain  
Luke Fredmonsky



Junior Achievement of North Central Ohio

Uniontown, Ohio – Lake High School

Teachers: Aja Tompot & Andrea Chavez

Volunteer: Peter Husted

# LEADERSHIP AND ORGANIZATION



## Motivation & Compensation

All team members of Loop'd decided on their roles in the business at the start of this project. Each team member shared their **strengths** and **weaknesses** to decide which role they would contribute best in. We made sure we focused on team members personal abilities and contributions such as **attendance, collaboration, work quality** and **effort**. Members are inspired and motivated everyday to finish assigned tasks and help in the overall success of the business. A major part of our **motivation** is having our personal equity statements established in our company charter at the beginning of the year. At the conclusion of the year, all of our remaining profit will be divided up based on the charter.

## Delegation of



## Duties

- **CEO**– Responsible for providing leadership to the company and keeping all members on track. Provides daily motivation for the team.
- **COO**– Responsible for oversight of day-to-day operations. Responsible for collaboration with the executive team. Holds responsibility for public outreach and planning.
- **CFO**– Responsible for keeping track of all company finances by staying up to date on spreadsheets and making sure payments are running smoothly.
- **MARKETING**– Responsible for the overall presence of the company on social media sites, designing selling flyers and creating engaging content for our target market.
- **SALES**– Responsible for managing all sales made. Make sales at all times while also keeping track of what sales are being made. Has helped all team members learn how to sell and have personal connections with customers.
- **SUPPLY CHAIN**– Responsible for ordering all necessary supplies for the company. Keep up on various material prices, preparing orders for shipping and maintaining inventory.
- **TECHNOLOGY**– Responsible for managing all technology aspects of the company. Main responsibility will be managing the company's website.

## Structure

Loop'd follows a **horizontal organizational** business structure. Since there are not many management levels, horizontal structure allows for clear communication within the business. This structure also encourages **teamwork** and **collaboration**, making sure that every member has a voice. Another benefit of this structure is that it helps build and develop leadership and responsibility, while creating a flexible environment.

## Organization

Loop'd makes use of a **shared Google Drive**, where all company documents are kept. We discuss our company's tasks and goals for every week on our daily agenda. Every month, Loop'd conducts peer assessments and performance reviews to insure that every team member is giving their best effort everyday to make sure the company is able to meet the goals set. Our emphasis on **clear communication** and **positive attitudes** has helped us be successful.



Loop'd Team

## Modifications

As the year has progressed and Loop'd continued to **grow**, we decided to make a few adjustments to maintain the businesses success. We had to modify our **commission** from what we originally had in the charter. We felt that it was slightly unfair for some team members so we modified it to make it more **fair**. Another modification we made was deciding to **outsource** and **partner** with a local embroidery company on our bulk orders. We found to improve production time it was more beneficial to have a local company embroider our bulk orders so we were able to still get our other orders out in a **timely manner**. These changes allowed for our company to continue running smoothly as the business continues to grow.

# INNOVATION PROCESS

## DISCOVERY

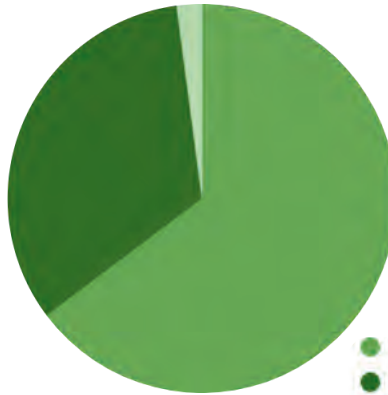


### Why a Lanyard?

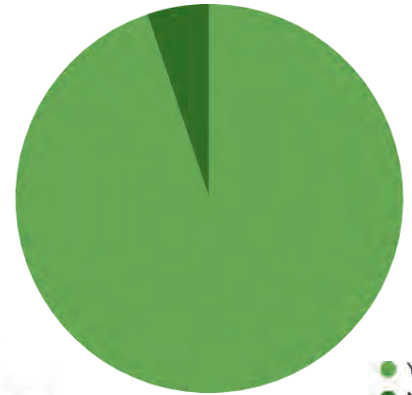
We came up with a lanyard because we all carry keys and use them numerous times each day. This is also the case for many others, as we found through the analysis of our conducted survey. This brought in over 200 responses. We ended up with a small lanyard that has a little reminder to "Stand Apart". This means just be who you truly are, even if it means you will appear different. We offer charms and other customizability options so you can make your lanyard even more meaningful to you.

### Discovery

As a team, we researched what was a prevalent issue in today's world and wanted to choose something we can all relate to on a personal level. Two members of our team have recently suffered from a serious injury, and with the long recovery process, low self confidence was another consequence that came with it. We decided to find a way to make a difference in the self-confidence aspect.



Have you ever struggled with mental health?  
200 Responses



Do you know anyone who has ever struggled with mental health?  
200 Responses



CUSTOM TEXT

### Problem:

People have low self-confidence and don't know how to express themselves.

### Solution:

A small lanyard that with the expression to "Stand Apart", embroidered on it. This provides an outlet and reminder for those to express themselves for who they truly are, or display things they are passionate about.

# MARKET ANALYSIS



## Competition

When it comes to competitors Loop'd doesn't have many. While Amazon sells lanyards at our price, they aren't customizable, and they are cheap.

Lululemon appeals to our target market, but the prices are too high. Threads is a similar product to ours. They are on trend; however, they are a little more expensive and cheaply made.



## Unfair Advantage

Our advantage that we possess over our competitors lies in how we make our lanyards. We handcraft them all in-house, cutting, gluing, and clamping to make sure our product has the highest quality. This allows us to have flexibility when it comes to customization of our product, and we can make every order stand apart from others.

## Unique Value Proposition

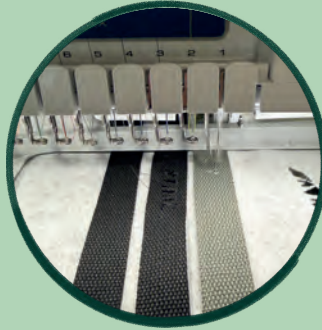
Loop'd offers the right blend of customizability and affordability. We are able to create what the consumer wants on their lanyard and we offer it at a fair price when compared to our competitors. We also offer new drops on holidays and for random events and that allows us to always have something new and keeps our product from getting boring. We have something for everyone.

# INNOVATION PROCESS PRODUCT OVERVIEW

LOOP'D



1. Cut the cotton webbing



2. Embroider the webbing



3. Perfect webbing's size



4. Glue and press on a key fob



5. Add charms if they are part of order



6. Finished lanyard

## Final Product



# CUSTOMER ELEMENTS



## ∞ Target Audience

Our primary target audience is teenagers and college students aged 13–25 because they struggle the most with self-esteem issues according to PubMed Central. Through our customization we've opened a second market in business orders for companies. They can use the lanyards for their keys and that allowed us to grow exponentially.

## ∞ Sales

Loop'd has made 1/3 of its total revenue from our in person selling events where we can directly pitch to our customers. We succeeded in selling to our target market, teenagers. Loop'd also has opened a second sales market in bulk orders for businesses. The majority of our revenue has come from us selling to businesses that buy our lanyards in bulk.

## ∞ Interactions

The best way we've found to interact with our customers and other consumers was through social media and in person at selling events. We promoted our events on our social media and through that we've reached customers that showed up to our selling events. We also were able to make cold sales at selling events and in person as well.

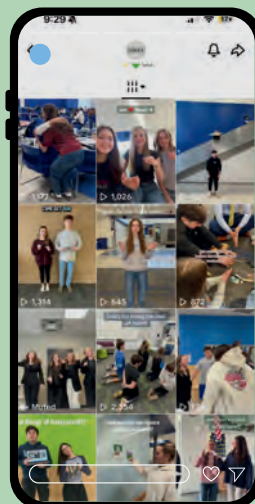
## ∞ Marketing

Loop'd markets on our social media we love to post on Instagram and Tik Tok. On our social media we promote our product but we also like to promote our selling event shows where we will be at which gives our followers opportunities to see us and purchase our products.

"I love it, my lanyard reminds me everyday that I am unique!"

Jennifer B.

"I love my lanyard so much, it makes me so happy whenever I see it!"  
Cali F.



- Shipped to multiple states
- Reached over 32k people
- 269 followers
- 50 posts
- 1500 interactions



# BUSINESS PERFORMANCE



## Revenue

Our revenue came from two major sources: sales and donations. We generated \$3,918.60 in sales by selling 365 lanyards priced between \$8–\$15. Along with charms through school events, craft shows, the Hartville Marketplace, basketball games, individual sales, and bulk business orders. Bulk orders played a major role in increasing our revenue. In addition, we raised \$1,890 in donations through partnerships with local businesses and community connections, helping support the growth of our startup.



## Suppliers

Our main supplier is Amazon, which offers a wide variety of items, making it easy for us to get our materials and assemble our products in a timely manner.

**Total Revenue: \$5,790**

## Cost Structures

Loop'd's fixed expenses included marketing materials, table supplies, clothing, and our website, which totaled \$330.78. Our two main variable costs were credit card fees on electronic purchases and our production cost per unit. Since we are able to borrow Lake School's embroidery machine and thread costs less than a cent per lanyard, our production cost stays very low. This gives us a total variable cost per unit of around \$0.66 to \$0.96.

**Cost to Produce: \$0.66 – \$0.96**

## Capital

We launched our business with help from 7 sponsors and donations, including \$600 from HRM Enterprises, \$400 from P2P Manufacturing, \$200 each from Elite Sports LTD and Uncle Tito's Mexican Grill, and \$100 from Grinders. This \$1,890 in donations gave our business a strong start and a positive outlook.

# FINANCIAL PERFORMANCE



## Overview

Loop'd's products consist of our standard lanyard with "stand apart", lanyard with custom embroidery, and lanyard with charms. These lanyards have a retail prices that falls between \$8-\$15. A total of 365 lanyards have been sold which has resulted in \$3,918.60 in sales revenue. Our total net profit is \$4,346.86. Our profit margins fall between 92% - 94% with a return on investment of 689%.

## Break-Even Analysis

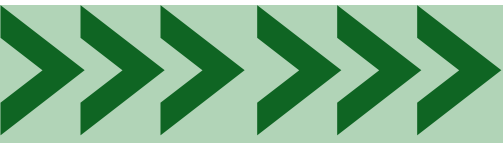
With our fixed cost at 330.78, we had to sell around 30 lanyards varying from \$10-\$15 to break even. The variable cost per unit is between \$0.66 and \$0.96 for production. With an \$8.60-\$13.03 profit per unit, which allowed Loop'd to break even within 3 weeks of production.

## Liquidation

Our liquidation plan is to sell as many lanyards as possible and then donate what we don't sell to our school's community program. We also plan on selling our charms in bulk bags as an option to customers. Then divide the money between group members based off equity agreed on at the start of the year, after paying off sales tax and distributing sales commission.

Income Statement	
For Date Ended March 20, 2026	
<b>Revenue-</b>	
Sales	\$3,918.60
Donations	\$69.23
Fundraisers	\$1,890.00
<b>Total Revenue</b>	<b>\$5,877.83</b>
<b>Expenses-</b>	
Cost of Goods	\$974.61
Marketing	\$280.73
Square Fee	\$33.99
Get Branded Outsource	\$175.00
<b>Total Expenses</b>	<b>\$1,464.33</b>
<b>Total Net Profit</b>	<b>\$4,413.50</b>
Balance Sheet	
March 20, 2026	
<b>Assets</b>	
Cash	\$92.00
Checking Account	\$4,321.50
Finished Goods	\$500.00
	<b>\$4,913.50</b>
<b>Liabilities</b>	
Sales Tax Payable	\$179.15
Commission owed	\$300.30
<b>Total Liabilities</b>	<b>\$479.45</b>
<b>Total Owner's Equity</b>	<b>\$4,434.05</b>
<b>Total Liability &amp; OE</b>	<b>\$4,913.50</b>

# LEARNING EXPERIENCES AND FUTURE APPLICATIONS



## Our Impact

- Giving back is an important part of our company. For every **10 lanyards** we sell, we **donate 1** to our school's counseling office, where they are given to students who may need a little extra confidence. We want our business to make a **positive** impact in a meaningful way. Being able to **support our peers**, even through something simple like this, makes our work feel more purposeful and allows us to help others feel confident enough to **"Stand Apart"** and be themselves.



Stark Tank

## Challenges



- While working on our lanyards, we had trouble using the **embroidery machine** and finding a **material** that was actually durable. With the help of our STEM class, we got help **understanding** how to **operate** the machine. When we first started assembling them, they kept falling apart, which was frustrating. Over time, we figured out that adding a small drop of glue to the ends helped keep everything **together better** and made the lanyards **last longer**.



Staying Positive and  
"Stand Apart"

## Successes

- Featured on **New Day Cleveland** and **Fox 8 News**
- Received multiple bulk orders:
  - An order of **100** from Grinders
  - An order **over 150** lanyards: **Home Appliances** and **Evermore Church**
- Attended **Local Chamber of Commerce** meeting, pitched our business and **secured deals**
- Got our product into local stores including **Hartville Kitchen**
- Competed in **Stark Tank** competition

# ONE MORE THING!



## Company Connections:

- We have connected with **The Shops at Hartville Kitchen**, and our product is being sold there.
- Also, one of our partners, **Get Branded**, a local embroidery company with many more high-tech machines, has allow us to use their machines in the case of a bulk order.
- We've connected with our local **Chamber of Commerce** and attended several meetings, where we've networked with experienced business owners.



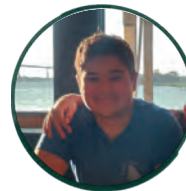
"Junior Achievement has prepared me for working with a team, listening to others, sharing ideas and figuring things out together."

"Junior Achievement has taught me how to turn ideas into something real and to communicate better with others."



"Junior Achievement taught me numerous valuable lessons in finances, time management, and teamwork, which has influenced many aspects of my life outside of school."

"Junior Achievement has taught me how to manage my time and understand the processes of a real operating business. I have learned that not all days look the same and I have to be able to adapt to what situation I am presented with each day, in order to be successful."



"Junior Achievement has taught me that sales is about so much more than pitching a product. It has helped me mature and grow as a speaker. Junior Achievement made me find a new passion in sales."

"Junior Achievement has taught me how to lead a team and keep them motivated throughout the year. I learned to run a business and the importance of networking with others."



"Junior Achievement has taught me so much about working in a team, overcoming conflict and what it takes to run a successful business."

## Product Expansion:

We plan to expand our product line to possibly:

- Dog Collars
- Long Lanyards
- Bag Tags



## Reaching Target

### Market:

Since our Main Target Market is **teenagers**, we have a large opportunity to sell at places like our school or at sporting events. We have even been able to expand into **two different markets**, one being the teenagers, and the second being **bulk orders** through various companies. We have gotten into contact through face-to-face networking and also emails.

# Thank You!

**To the sponsors, JA Staff,  
Mentors, Volunteers, and  
Supporting Customers!**



## CONTACT US!

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**Help us, help  
others Stand  
Apart!**