

Annual Report 2025-2026

REMIX OFFBEAT GAMES



Junior
Achievement™

COY

JA Company of the Year Competition

OffBeat Games was created with a simple but meaningful goal: to help people reconnect through shared experiences. In a world where families often feel disconnected due to busy schedules and constant screen time, Remix provides an opportunity to slow down and enjoy time together. By combining music, humor, and interaction, our game creates moments that are memorable rather than forgettable.



OUR MISSION

TABLE OF CONTENTS

Title Page	1
Executive Summary	2
Meet the Team	3
Organization	4
Discovery	5
Market Analysis	6
Product Overview	7
Customer Elements	8
Business Performance	9
Financial Performance	10
Learning Experiences	11
And One More Thing	12
Thank You	13


Remix is a karaoke card game with a twist, built to create connections without the pressure. The fun comes from creativity, not talent. In fact, the worse you are, the funnier it gets! Remix spans six decades of music and eight different genres, allowing grandparents, parents, and kids to all have their moment. With over 300 total cards and more than 20,000 possible combinations, Remix stays fresh and highly replayable.


OUR PRODUCT

COMPANY PERFORMANCE


Our team maintained a consistent flow of revenue and operated efficiently under short time constraints. While prize money and donations helped boost our growth, our pivot from a delayed start was strong, resulting in a sustainable product and business model.

FINANCIAL RESULTS

 \$1,600 – Sales Revenue

 \$3,500 – Net Income

 57% – Profit Margin

 67 Units – Break Even



THE TEAM

MEET OUR TEAM AND THEIR FAVORITE ARTISTS



Gavin Schlachter
CEO
J. COLE



Gavin Hurst
COO
DON TOLIVER



Rishitej Nagubandi
CFO
DRAKE



Brady Barbuto
CMO
FRANK OCEAN



David Wheeler
Director of Sales
QUEEN



Jack Barbieri
Director of Supply
Chain
PLAYBOI CARTI



Kris Kline
Sales Representative
DEFTONES





MOTIVATION

At OffBeat Games, team motivation was built through a strong focus on communication, accountability, and team culture. We created an environment where everyone was expected to contribute and stay engaged, while also feeling comfortable sharing ideas, feedback, and concerns. This open communication helped strengthen team chemistry and ensured that everyone was working toward the same goals. By keeping expectations clear and maintaining a collaborative atmosphere, team members stayed motivated and committed to the success of the company.

Throughout the year, we experienced personnel challenges that required us to adjust our structure. In response, we reassigned team members to departments and roles that best fit their strengths, work ethic, and ability to collaborate with others. This leadership decision allowed us to better utilize each individual's skills and improve overall efficiency. As a result, productivity increased, roles became more clearly defined, and our team operated more smoothly and effectively.

DELEGATION OF DUTIES

CEO - Responsible for setting and driving the company's vision, strategy, and overall direction while ensuring sustainable growth and long-term success

COO - Focuses on making sure day-to-day functions are running smoothly, making sure collaboration and development is consistent and positive.

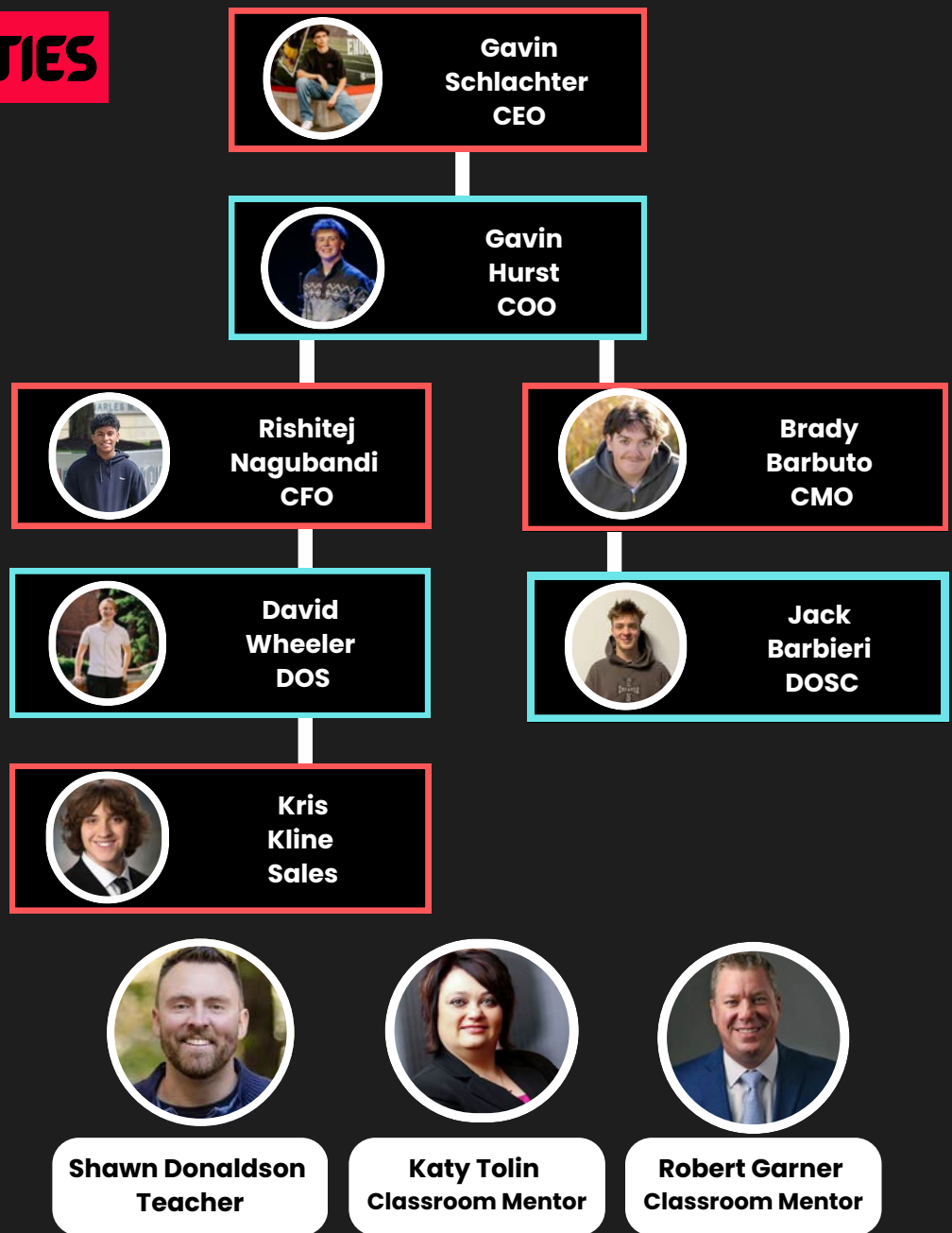
CFO - Manages the company's financial health by overseeing budgeting, forecasting, financial planning, and risk management.

CMO - Responsible for creating and directing ideas for marketing as well monitoring all online duties of OffBeat Games

DOS - In charge of sales strategies and functions, driving revenue growth, setting quotas, managing the sales team, and monitoring brand perspective.

Sales - Part of the sales team, focuses on selling events and optimizing sales strategies.

DOSC - Consists of talking to potential suppliers and handling packaging.



INNOVATION PROCESS



DISCOVERY



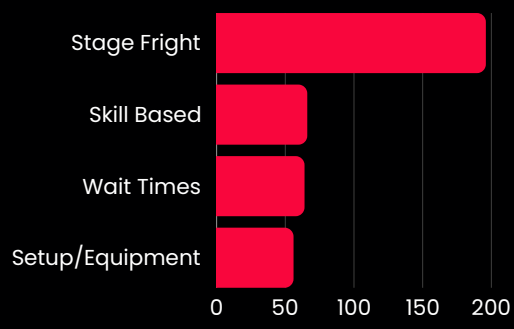
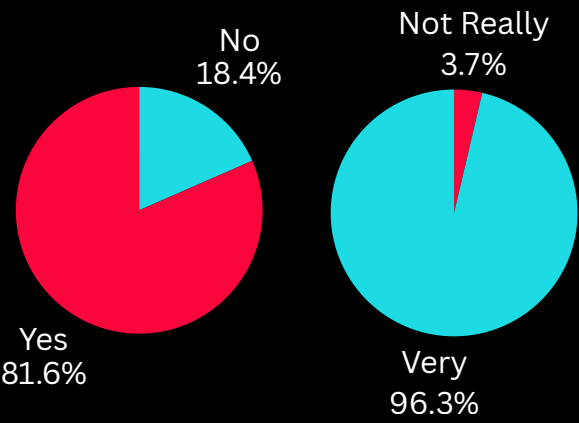
The team started by identifying a meaningful problem to solve, which was the lack of connection between different generations. Music was a shared passion, so it became the foundation for a solution that everyone could enjoy together. While karaoke is popular across ages, traditional formats can be intimidating or difficult to use, often preventing people from fully participating or connecting.

To address this, a karaoke card game was developed that transforms the experience into something accessible, fun, and interactive. The game combines music, gameplay, and social challenges, making it easy to use, highly replayable, and engaging for people of all ages. It encourages collaboration, creativity, and friendly competition, allowing players to share experiences and connect in ways traditional karaoke cannot. By bridging generational gaps and creating a space for interaction, the game improves usability, accessibility, and social engagement, giving individuals of all ages a fun and meaningful way to come together through music.

DISCOVERY & INNOVATION

The Remix karaoke card game's design process began with piecing together our values and passion. To target the goal of bringing generations together, we incorporated a plethora of songs and artists into the game ranging from the years of 1960 all the way to 2025. In addition, focusing on the ideal to bring connection, we decided to create a karaoke card game. Using Canva, we designed 150 artist and 150 song cards. After playing our game, we realized a flaw in our game, most people do not have knowledge regarding all of the songs. In response, we added QR codes to navigate players to a youtube video to listen to the song they drew.

PRODUCT DESIGN & TESTING



DO YOU LIKE KARAOKE?

IS REPLAYABILITY IMPORTANT?

WHAT ARE YOUR LEAST FAVORITE ASPECTS OF KARAOKE?

INNOVATION PROCESS



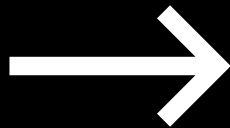
MARKET ANALYSIS

The card game industry often focuses on creating connections through fun moments, but Remix takes that idea further by truly fostering meaningful interaction. Built around the universal language of music, the game makes it easy for different generations to connect over a shared passion. Traditional karaoke can be intimidating or hard to organize, but Remix removes those barriers, letting players jump straight into fun and engaging experiences.

Remix encourages collaboration, creativity, and friendly competition, giving players opportunities to connect in ways traditional games or karaoke often do not. One of its greatest strengths is replayability. With 300 cards and more than 20,000 possible combinations, every game feels fresh and exciting. By combining accessibility, variety, and social interaction, Remix creates memorable experiences that bring people together, bridge generational gaps, and provide a fun, inclusive, and meaningful way to enjoy music and play.

COMPETITORS

6 DECADES
8 GENRES



300 CARDS



22,500 POSSIBLE
COMBINATIONS



UNIQUE VALUE PROPOSITION

All of our song cards come with QR codes that provide instant access to curated karaoke-style videos with lyrics and background music from a verified third-party YouTube account. This makes it easy for players of all ages and backgrounds to jump into the game without needing prior knowledge of the artists, songs, or lyrics. After research and discussion, we chose this free-use source to avoid licensing fees and royalty costs, keeping the game low-cost and fully accessible.

By using verified content, players can confidently enjoy high-quality videos while the team ensures legal compliance. This system also allows the game to remain simple and approachable, reducing setup time and removing barriers that might prevent participation. As a result, people of all generations can quickly join in, focus on having fun, and connect through shared musical experiences.

UNFAIR ADVANTAGE

Remix's biggest strength is its high replayability. With 300 total cards and more than 20,000 possible combinations, every game feels fresh and exciting, keeping players engaged no matter how many times they play.

Unlike many other card games on the market, which can become predictable or repetitive after just a few sessions, Remix is designed to reward creativity and encourage players to explore new ways of combining songs, challenges, and gameplay elements.

The open-ended nature of the game allows people to create unique experiences each time, ensuring that no two games are ever the same. By prioritizing creativity over rigid structure, Remix provides a dynamic and highly engaging experience that other card games struggle to match.

INNOVATION PROCESS PRODUCT OVERVIEW



SOURCING & MATERIALS

All of our cards, shipping materials, and boxes are sourced locally to support small businesses and maintain high-quality standards. We have partnered with Pinnacle Press, a family-run printing business based in North Canton, and work closely with them at every step of the production process. This collaboration allows us to ensure that each card meets our quality expectations, from the cardstock to the printing clarity and durability. In addition to maintaining high standards, this local partnership allows for a fast and efficient turnover, with only a one-week turnaround time between placing an order and collecting inventory.

Working with a trusted local partner also makes communication easier, enabling us to quickly address any issues, implement design updates, or adjust orders as needed. By sourcing locally and maintaining close relationships with our partners, we can deliver a high-quality product reliably, support our community, and respond quickly to customer and production needs.

HOW TO PLAY

DIRECTIONS

SHUFFLE BOTH DECKS AND PLACE THEM FACE DOWN. ONE PLAYER FLIPS OVER A SONG CARD, AND EVERY PLAYER DRAWS AN ARTIST CARD. CHOOSE ONE PLAYER TO GO FIRST. THAT PLAYER SINGS FOR 30 SECONDS IN THE STYLE OF THEIR ARTIST. THEN, EACH PLAYER TAKES A TURN SINGING THE SAME SONG USING THE ARTIST THEY DREW.

ONCE EVERYONE HAS PERFORMED, ALL PLAYERS VOTE ON WHO SANG THE BEST. THE PLAYER WITH THE MOST VOTES WINS THE ROUND AND KEEPS ONLY THE SONG CARD AS A VICTORY TOKEN.

START A NEW ROUND AND REPEAT. PLAY FOR A RECOMMENDED 6-8 ROUNDS, OR HOWEVER LONG YOU WANT. THE PLAYER WITH THE MOST VICTORY CARDS AT THE END WINS.

TIE-BREAKER (SING-OFF):

IF THERE'S A TIE, THE TIED PLAYERS DO A FINAL SING-OFF. USING THE TOP 10 CARDS FROM EACH DECK, ONE PLAYER PICKS THE SONG, AND THE OTHER PICKS THE ARTIST. THEY PERFORM, AND THE BETTER SINGER WINS.



150
ARTIST CARDS

150
SONG CARDS

1
RULE SHEET

CUSTOMER ELEMENTS



Remix's strongest audience is mothers ages 40 to 65, with a strong secondary market among young adults ages 18 to 24. We focused on these groups because they consistently showed the highest engagement and enthusiasm during trade shows, selling events, and in informal playtests. At these events, we did more than just sell the game. We interacted directly with customers, observed how they played, asked questions about their preferences, and gathered feedback on both the content and gameplay. This hands-on approach allowed us to better understand what our audience valued most, from song selection to game mechanics and overall accessibility.

Based on popular requests, we added more Country and Christian songs while keeping the game fun and inclusive for all players. We also focused on clear demonstrations and guidance for first-time players, ensuring they felt confident and engaged. By listening to customers and providing personalized support, we strengthened connections with our audience and created a game that encourages repeat play and recommendations.

SEGMENTS

We reach our target audience primarily through social media, using platforms such as Instagram and TikTok. In just 30 days, our posts generated over 50,000 views across both platforms, helping build awareness and engagement. Our strategy includes posting interactive content every week, such as gameplay clips, challenges, and user-generated content, to encourage sharing and participation.

In addition to online efforts, we promote Remix in-person at schools, libraries, karaoke events, and other public places. These events allow potential customers to see the game in action, ask questions, and experience the fun and social connection it provides. This approach has been especially effective in reaching middle-aged parents, particularly mothers, who make up our strongest customer segment. By combining digital and in-person outreach, we connect directly with our audience and create engagement that drives interest and sales.

CHANNELS



BUSINESS

PERFORMANCE

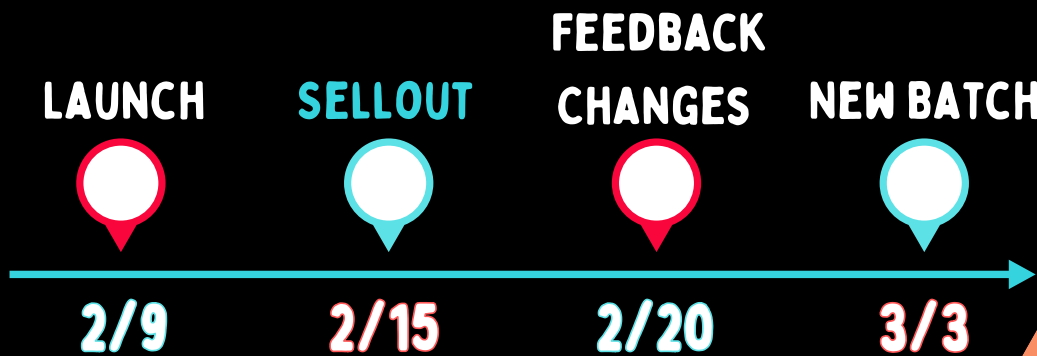


Remix has achieved \$1,586 in total revenue with a net profit of \$3,475, and retailing at 24.99, we end up with an average profit margin of 57% per unit. A total of 66 games have been sold, with 55% of units sold in person and 45% online. The first 65 units sold out within just six days of launching, demonstrating strong demand and interest in the product.

Beyond financials, Remix has built a strong presence on social media. Instagram content generated over 44,000 views in the past 90 days, with 28,000 in just the last 30 days, reaching more than 5,300 accounts. TikTok engagement has been equally strong, with over 15,000 views in the past 60 days, 13,000 of them coming in the last 28 days. Across both platforms, users have interacted through likes, shares, comments, and profile visits, with an additional 8,000 people reached at trade shows and selling events.

Eight repeat buyers and numerous referrals indicate growing customer loyalty. Remix also placed second at Stark Tank, earning \$1,500 for the business and further validating the product's appeal and the team's efforts in creating a game that resonates across generations.

KEY METRICS



COST STRUCTURE

Fixed costs for Remix include the website subscription, \$1 per month for three months, to manage online sales and customer engagement. Variable costs include game production at \$10.86 per unit, with packaging included at \$15 for 65 boxes. Business cards cost \$64.95 over two orders. Cards and packaging are produced with Pinnacle Press, a local family-run printing business known for high-quality materials and a fast one-week turnaround. Instruction sheets are created by our team in the school library, ensuring consistent quality.

The final product design was guided by in-person testing, including adjustments such as increasing card thickness to 130-pound paper. Working with reliable local suppliers and making iterative improvements allowed Remix to maintain quality, affordability, and accessibility while delivering an engaging game experience for all players.

REVENUE STREAMS

Remix generates revenue primarily through tradeshow and community craft events, where direct access to large audiences drives the majority of sales. These events allow the team to demonstrate the game and provide a hands-on experience that encourages immediate purchases.

Online sales extend the company's reach beyond in-person events, offering a scalable and consistent source of income. In-person selling within schools and other community settings strengthens the revenue model by targeting specific audiences. By combining multiple sales channels, Remix reaches a wide variety of players and maximizes both revenue and customer engagement.

BUSINESS

PERFORMANCE

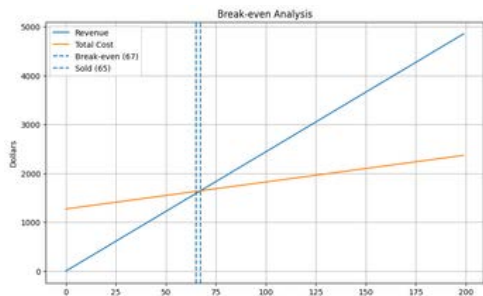
FINANCIAL PERFORMANCE



Our first official sale after launch was on February 9th, and the first batch of 65 units sold out completely within six days. Each unit costs \$10.86 to produce, including packaging, resulting in a profit margin of 57%. Total sales revenue from the first batch was \$1,586.15. Units were sold both in-person at tradeshows and community events as well as online, with in-person sales accounting for just over half of total sales. Following this, we purchased another 65 units to continue meeting demand.

OVERVIEW

The Remix card game costs \$10.86 per unit to produce. The sale price is \$24.99 per unit. The full inventory cost \$1,641 is for our two production runs. We project to break even after 67 units sold. Our pricing strategy has allowed us to be competitive and operate in a strong margin after all fixed expenses are paid.



BREAK-EVEN ANALYSIS

SALES SUMMARY

- We have sold 65 units in total.
 - 55% in person (tradeshows)
 - 45% online

NET PROFIT
\$3,475.45

Income Statement

Sales Revenue	\$1,586.15
Cost of Goods Sold	\$(716.76)
Gross Margin:	\$869.39
Prize Winnings	\$1,500.00
Fundraising	\$2,177.38
Donations	\$200.00
Advertising & Marketing Supplies	\$(419.02)
Materials & Supplies	\$(376.64)
General Expenses	\$(252.95)
Trade Show Expenses	\$(202.26)
Shipping Expenses	\$(20.45)
Net Income/(Loss)	\$3,475.45

Balance Sheet

Assets

Cash	\$2,947.24
Inventory	\$695.04
Total Assets	\$3,642.28

Liabilities

Sales Tax Payable	\$96.83
Capital Stock	\$70.00
Net Income/(Loss)	\$3,475.45
Total Liabilities & Equity	\$3,642.28

Liquidation

Net Profit	\$3,475.45
Capital Stock	\$70.00
Total Owner's Equity	\$3,545.45
Shares of Stock	7
Book Value of Stock	\$506.49
Percent Return per Share	4964.93%

INDEPENDENT ACCOUNTANT'S REPORT

I have looked over the accompanying financial statements of Offbeat Games (a Junior Achievement Company) which comprise the balance sheet as of April 8, 2026, and the related statements of income and liquidation for the period then ended.

Owners' Responsibility for the Financial Statements

The owners are responsible for the preparation and fair presentation of these financial statements.

Accountant's Responsibility

My responsibility was to check over these financial statements for fair presentation. Based upon the results of my work, I believe that the financial statements referred to above are fairly and reasonably presented.

TOPE ACCOUNTING & BUSINESS SERVICES, LLC
STEPHEN A. TOPE, CPA
Certified Public Accountant

Stephen A. Tope, CPA
STEPHEN A. TOPE, CPA
CANTON, OHIO

LEARNING EXPERIENCES & FUTURE APPLICATION

Over the course of the school year, the company faced multiple periods where progress slowed in both communication and development. These challenges required the team to pivot the structure of the company and the way members interacted with one another. We addressed this by redistributing duties and responsibilities, changing positions, and creating new systems for organizing tasks, communication, and storing important information.

One key adjustment was hiring a Chief Brand Officer after recognizing that marketing efforts were a weak point. This role allowed the team to focus on expanding the company's reach, improving brand visibility, and creating a more consistent marketing strategy across social media and in-person events.

Through these experiences, the team strengthened problem-solving and adaptability skills. Each member learned the importance of flexibility, collaboration, and clear communication when overcoming obstacles. These lessons will guide how the company approaches growth, product development, and internal collaboration moving forward.

KEY LEARNING EXPERIENCES

We have found success with organic short-form marketing, consistently gaining traction on social media without spending money on advertising. This approach has allowed us to reach our audience effectively while keeping costs low. In addition, in-person selling events have been a major strength, with the majority of our revenue coming from direct interactions with customers. These events have provided valuable feedback and strengthened our connection with our audience.

At the same time, we have faced challenges with time management and staying on task, which created delays in both marketing and product development. These obstacles taught the team the importance of organization, clear communication, and prioritizing tasks to keep the company moving forward. Overcoming these challenges has helped us develop strategies to be more efficient and prepared, shaping how we will approach future sales, marketing efforts, and internal teamwork.



VALERIE ROBERTS
CHIEF BRAND OFFICER

SUCCESS & CHALLENGES

Looking ahead, we plan to continue OffBeat Games and Remix as a private LLC after the end of the 2025–2026 school year. The skills and experience gained through the Junior Achievement Company Program have equipped us with the knowledge and confidence to navigate both the operational and creative aspects of running a business. Our long-term plan is to expand beyond local markets and bring Remix into wholesale stores, making the game accessible to people of all ages across the United States. We are also in talks with an intellectual property lawyer to get guidance on trademarking the company name, the product name, and the structure of how Remix is played, ensuring our ideas are protected as we grow.

The experience with JA has shown us the importance of teamwork, adaptability, and understanding our customers, lessons we will carry forward as we scale our business. Each team member has developed leadership, problem-solving, and entrepreneurial skills that will continue to guide our decision-making and growth. We are excited to apply these insights to future product expansions, new marketing strategies, and broader distribution opportunities, ensuring Remix remains fun, accessible, and engaging for everyone.



FUTURE PLANS

AND ONE

MORE THING...



We have seen the potential of Remix through our customers and everyone we interact with. Even people who are initially unfamiliar with the game quickly fall in love with it, embracing our idea as much as we do. Remix has already positively impacted hundreds of people by connecting them through music, encouraging collaboration, and creating meaningful social experiences across generations.

The game is not a one-time experience. We plan to continue developing it with new music packs, including genre- and era-specific options, and expand its reach to all demographics. By connecting people through shared creativity and gameplay, Remix demonstrates how a simple card game can unite communities in ways traditional games or karaoke cannot. Feedback from events and social media continues to guide improvements, and we are exploring opportunities for international reach with culturally relevant music packs. Remix shows that music, fun, and collaboration can create lasting impact, and our team is committed to helping that impact grow while reaching more players both locally and globally.

FINAL THOUGHTS

GLOBAL POSSIBILITIES

Remix uses music to connect players, friends, and families. Music is a universal language that can be enjoyed across cultures and populations, making Remix adaptable for international markets. Only marketing materials and rule cards would need translation, while gameplay remains accessible regardless of language or prior knowledge of the songs or artists.

Region-specific expansions could include music packs highlighting local genres or artists. Spanish-language packs might feature reggaeton or Latin pop, while Japanese packs could include J-pop or K-pop favorites. This approach keeps Remix fresh and engaging for diverse audiences worldwide.

Collaboration has been key to scaling the company. We partnered with Pinnacle Press, a local family-owned business, for the production of cards and packaging. By negotiating fair prices and committing to a long-term relationship, both companies benefit. Pinnacle Press provides high-quality products with fast turnaround, allowing quick international shipping, giving our team time to focus on marketing, sales, and growth.

Through trade shows, community events, and organic social media marketing, we've gathered valuable feedback to guide future expansions. Remix's combination of universal appeal, adaptable content, and reliable partnerships positions it to reach audiences across the globe. By leveraging music, cultural customization, and strategic collaborations, Remix is inclusive, accessible, and engaging for players of all ages, creating meaningful experiences that span generations and borders.

THANK YOU



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offbeatgamesja



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