

JA COMPANY

ADVENTURE STARK

FIND YOUR SPARK IN STARK



EXECUTIVE SUMMARY



FIND YOUR SPARK IN STARK

OUR MISSION!

Adventure Stark is about exploring Stark County in a fun, adventurous way! Our scavenger hunt game takes you on a journey to uncover local gems, discover great businesses, and support our community. It's not just a game—it's a chance to connect, explore, and help our area thrive!

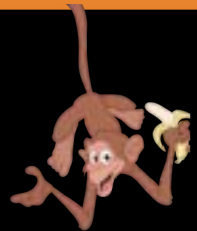
FINANCIAL SNAPSHOT!

- Sales: 130 units
- Revenue: \$5,600.39
- Sponsorship revenue: \$1,800
- Profit Margin: 85%

Did you know there's a huge problem creeping through Stark County? It's called boredom—everyone's feeling it. I'm bored, you are bored, maybe even your next-door neighbor is bored. Why? Because so many people think there is nothing to do here. But guess what? That is far from the truth! Stark County is packed with awesome places, businesses, and adventures waiting to be discovered. The problem is, that people just don't know where to start. That's where we come in:

Introducing Adventure Stark! We are a Junior Achievement company focused on bringing the spark back to Stark through our interactive scavenger hunt card game! At Adventure Stark we are a proud team of students who have created a product and company we love dearly. Not only does our product benefit customers by getting them out of the house to explore Stark County and have fun, it also benefits businesses in Stark when they sponsor our game as it directs traffic and revenue to their establishments. We hope you have as much fun learning about our company as we've had operating it!

- Yousif Abdalratha, CEO



THE TEAM



Yousif Abdalratha
CEO



Kyla Cronberg
VP



Ariana Mitchell
Marketing



Renee Bialota
Public Relations



Camryn Martin
Sales



James Strange
Finance



Dale Dalton
Production



Sparky The Monkey
Mascot

Volunteer - Katie Galvin

Teachers - Amanda de Fays
Mike Nieporte

School - GlenOak High School
Junior Achievement of North Cental Ohio

LEADERSHIP & ORGANIZATION

ORGANIZATION & STRUCTURE

At Adventure Stark, we want everyone's voice to be heard, that's why we foster a democratic environment where anyone can speak their mind on a topic, as we feel we're more than just coworkers, we're a family. Even though everyone has their role and tasks to fulfill, we still work very close together to achieve success.

Employee Motivation

MVP of the Week: We want everyone to feel recognized for their hard work. To encourage productivity, we will acknowledge the person who worked the hardest with either a \$25 gift card of their choice or their favorite treat or snack.

Sales Contests: To encourage increased sales we had an incentive: for every 5 sales you will get a snack or treat of your choice.

Weekly Recognition: If someone does something extraordinary or goes above and beyond, we give them a "shout out" to positively reinforce great work.

Team Bonding Outings: At Adventure Stark we're family. We didn't get this close overnight though as we had numerous team bonding exercises such as fun games, company dinners/lunch, and going to entertaining places such as arcades.

Daily Process

Every day when we get to business class, we start the day with a small meeting to discuss upcoming essential dates for our calendars. Then attention is directed to the board where the daily tasks are written for employees to complete for the day.

Team Bonding



INNOVATION PROCESS DISCOVERY

THE PROBLEM

Stark County is facing a challenge with residents moving away due to a lack of business opportunities, jobs, and entertainment options. As global phone usage continues to rise by over 60%, many are spending more time on devices rather than exploring the unique experiences their communities have to offer. This presents a golden opportunity to revitalize the area, reignite local excitement, and draw people back.

Ohio, overall, has seen a slight population decline of 1.9% from 2010 to 2022. However, despite this our state remains a fantastic place to live and work, offering so much potential. Stark County has fared better with a modest decrease of only 0.7%, but we want the world to know there are incredible experiences waiting here! With few natural disasters, an affordable cost of living, and a pleasant climate, Ohio has everything you could want in a place to call home. It's time to remind everyone why Ohio—especially Stark County—is the perfect place to thrive.



90% of our peers agree they are leaving Stark County as soon as they graduate because they say there is "nothing to do here!"

PRODUCT DESIGN & TESTING

To kickstart Adventure Stark, we conducted a survey with 100 local participants, including 35 teenagers (ages 14–19) and 65 adults (ages 20–89), to gather insights into their favorite hidden gems in Stark County, their interest in a scavenger hunt-style game, and the price they would be willing to pay. The feedback was incredibly encouraging, with 75% of respondents expressing excitement about the concept. This invaluable data helped us shape the design of our prototype and ensure we were meeting the needs of our community. Following this, we reached out to local businesses through targeted social media posts to offer a unique opportunity for participation in our 3-level sponsorship package, which includes everything from offering free coupons to paid sponsorships. The response from local businesses has been overwhelming, confirming the community's enthusiasm and support for this innovative experience.



INNOVATION PROCESS MARKET ANALYSIS

THE COMPETITION

Adventure Stark



\$25

Fun Interactive scavenger hunt card game that highlights Stark county with \$150+ worth of coupons.

Other Scavenger Games



\$65

Scratch off game Generalized to all of Ohio with no financial incentive.

COMPETITIVE ADVANTAGE

UNIQUE HYBRID EXPERIENCE

GREAT VALUE

SUPPORTS LOCAL BUSINESSES

MEMORABLE & ACTIVE

SCREEN-FREE FUN

UNIQUE VALUE PROPOSITION

"Unlock the Hidden Gems of Stark County with Adventure Stark – Your Ultimate Interactive Scavenger Hunt Experience!"

Adventure Stark offers a one-of-a-kind, interactive scavenger hunt designed to inspire exploration, fun, and community engagement throughout Stark County, Ohio. With 40 challenging riddles and task cards leading you to local landmarks, you'll uncover hidden gems, engage with unique local businesses, and make memories with friends and family. Plus, enjoy over \$150 in exclusive coupons to local hotspots, all while disconnecting from screens and immersing yourself in the beauty and charm of our region.

Adventure Stark isn't just a game – it's a journey through Stark County's rich history, vibrant culture, and diverse businesses, all while creating lasting moments away from the digital world. Perfect for families, friends, and anyone eager to explore what's right in their own backyard!

OUR UNIQUE ADVANTAGE

- **Interactive Exploration:** Combines riddles and task cards for active discovery.
- **Locally-Focused:** Highlights Stark County's gems, history, and businesses.
- **Extra Value:** \$150 in coupons for local businesses, beyond the hunt.
- **Family & Friend-Focused:** A social, screen-free bonding experience.
- **Real-Life Engagement:** Encourages exploration without digital distractions.
- **For All Ages:** 40 challenges for kids, teens, adults, and seniors.
- **Personalized Adventure:** Local history and culture woven into each challenge.

Features	Benefits
Interactive Adventurous Card Game	Gets You Out of the House and Connects You with Stark County
Value Pack of Coupons worth \$150+	Gives You Incentive to Try New Places and Will Save You Money
Wide Variety of Fun Places to Explore	A Great Way to Make New Memories with Your Family and Friends

INNOVATION PROCESS PRODUCT OVERVIEW

OUR SOLUTION

Introducing Adventure Stark! Our interactive scavenger hunt card game features 40 riddle cards, including 30 free locations and 10 paid ones, a task card telling you what to do when you get there, and an answer to the riddle, along with over \$150 in coupons to make those paid experiences more affordable. Embark on a fun-filled adventure and explore the best of Stark County!



CUSTOMER ELEMENTS

OUR TARGET MARKET

FAMILIES AND GROUPS

TEENS AND YOUNG ADULTS (14-29)

LOCAL RESIDENTS AND COMMUNITY ENTHUSIASTS

TOURISTS AND VISITORS

LOCAL BUSINESS SUPPORTERS

LOCAL SMALL BUSINESSES THROUGH SPONSORSHIPS

SOCIAL TARGET



@adventure_starkja



@Adventure Stark



@adventurestarkja



@Adventurestarkja.com

Followers: Impressions: Posts:

304

4,000+

78

We are active on Instagram, TikTok, and Facebook. Our goal is to post every weekday, post about upcoming events, and to make videos that will catch the eyes of our wide target market.

MARKETING EFFORTS

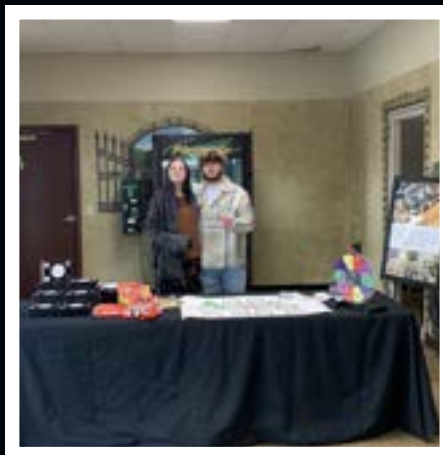


We filmed a multitude of different professional ads, to achieve maximum viewer engagement and enjoyment.



We were featured on Fox 8 News, New Day Cleveland to speak about Adventure Stark!

MARKET PLACES



BUSINESS PERFORMANCE

KEY METRICS

178

Businesses visited
to make
sponsorship
connections

130

Game sales to date
- sales started
mid-January

15

Gold, Silver &
Bronze game
sponsorships

\$3,000

Total prize money
from winning Stark
Tank and getting
2nd place in
thinkBIG!

\$3,133

Total sales revenue
from the sales of
our games

15

Total marketplace
events where we
met customers
and pitched our
product

5

We have been
invited to be a
guest speaker at 5
different events

\$8,533

Total revenue, prize
money, and
sponsorship
revenue to date



Our company offers sponsorship tiers starting with Bronze, where companies can join the game for free with a coupon. The Silver tier provides businesses with their own custom card in the game for just \$150. The Gold tier includes logo placement on the game box and monthly social media shout-outs for only \$300!



Our company strategically pursued two distinct revenue streams: sponsorships and the sale of our games. Additionally, we capitalized on prize money, which amounted to \$3,000.



Junior
Achievement™

COY
JA Company of the Year Competition

BUSINESS PERFORMANCE

FINANCIAL PERFORMANCE

Adventure Stark	
Income Statement	
For Date Ended March 20, 2025	
Revenue	
Sales	\$3,133.19
Sponsors	\$1,800.00
Prize ThinkBig	\$1,000.00
Stark Tank First Prize	\$2,000.00
Junior Achievement Loan	\$600.00
Total Revenue	\$8,533.19
Expenses	
Cost of Goods Sold	\$1,044.09
Team Bonding Expenses	\$118.49
Advertising Expense	\$316.41
Sales Tax Payable	\$143.00
Total Expenses	\$1,621.99
Total Net Profit	\$6,911.20
Return On Investment (ROI)	1051.87%
Profit Per Unit	\$21.26

BREAK-EVEN ANALYSIS

To determine the break-even point for Adventure Stark, we calculated both fixed and variable costs. The cost to produce each unit is \$3.74, while the retail price is \$25. With a startup loan of \$600, our fixed costs total \$600. The contribution margin per unit—calculated as the sale price minus the production cost—comes to \$21.26. To break even, we need to sell enough units to cover both the fixed costs and production expenses. Based on these calculations, we needed to sell 29 units to cover the loan and production costs. Once this threshold was reached, Adventure Stark began generating a profit, allowing us to reinvest and grow the business.

Adventure Stark Financial Dashboard

Total Net Profit: \$6,311.20

Return on Investment: 1,051.87%

Break-Even: 29 Units

Total Units Sold: 130

Sponsorship Revenue: \$1,800

Game Revenue: \$3,133.19

Adventure Stark	
Balance Sheet	
March 20, 2025	
Assets	
Cash	\$411.00
Checking Account	\$4,366.42
Accounts Receivable	\$2,000.00
Finished Goods	\$996.40
Total Assets	\$7,773.82
Liabilities	
Sales Tax Payable	\$143.00
Total Liabilities	\$143.00
Total Owner's Equity	\$7,630.82
Total Liability & OE	\$7,773.82

LEARNING EXPERIENCES & FUTURE APPLICATION



"Before joining the Junior Achievement program, I aspired to become an engineer. However, through my involvement in the program, I was introduced to the world of entrepreneurship, which has since inspired me to pursue a path as an entrepreneur."

-Yousif



"I've always wanted to be an entrepreneur. Junior Achievement has given me the opportunity to experience what that dream feels like and it brought me out of my comfort zone to be the best version of myself."

-Dale



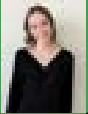
"Being in the Junior Achievement program has taught me to flex leadership styles according to each person's different personality to be more effective "

-Kyla



"Participating in Junior Achievement has pushed me out of my comfort zone and over the course of high school has enhanced my accounting skills"

-James



"My position in PR taught me to write more professionally, and it gave me the opportunity to better connect with my community"

-Renee



"I have learned great speaking and communication skills which I think will help so much in my future career"

-Ariana



"Being a salesman in the Junior Achievement program has shown me how important sales are in running a businesses. It also allowed me to find my true passion."

-Camryn

CHALLENGES

When we first began our company we ran into some issues obtaining sponsors as we had a novel idea that no one had attempted before. This resulted in a delayed start, which means we didn't start selling until January 10th. Another hurdle we stumbled upon was getting all our social media and email hacked into and deleted. Naturally, we were devastated and thought it would be the end but we persevered, created new accounts, and more than doubled our original following. We have since learned that not everything will go as planned but you must be ready to pivot at any given notice.

GIVING BACK

At Adventure Stark we are all about community and our beloved Stark County. That is why we have decided to donate some of our profit to the MENTORSTARK organization whose goal is to be a catalyst to promote more connection in Stark County between young people and trusted adults.

SUCCESS

Adventure Stark has achieved great success in the couple of months we've been in business. We were honored to present at the **CANTON ROTARY CLUB** to raise product awareness, as well as host a fundraiser with **Buffalo Wild Wings**. We also won **FIRST PLACE** at the **STARK TANK** competition and **SECOND PLACE** in the Veale Youth Entrepreneurship Forum's **ThinkBIG!** competition.

COMPANY HIGHLIGHTS



1st Place Winners, Stark Tank



2nd Place Winners, thinkBIG!



Sponsorship Runs, Dec. 1st



YOUunity, Feb. 5th



Fox 8 News, March 12th



Canton Rotary, Dec. 4th

THANK YOU

As we wrap up, we want to express our gratitude to everyone who has supported us along the way. It wasn't easy reaching out to local businesses and corporations and asking them to invest in a couple of high school students and our idea. However, some believed in our vision and trusted us to bring a fresh wave of customers to their businesses.

Being part of the Junior Achievement Company has been one of the most unforgettable experiences of our lives, and something that we will always cherish. It has not only given us a glimpse into our future careers but also introduced us to a new family with whom we will share these memories for years to come.

Through this journey, we've built a strong, cohesive team, gained practical business experience by running our own company, faced failure head-on, celebrated successes, honed our public speaking skills, learned the keys to professionalism, and, above all, had a lot of fun in the process.

Thank you for the memories, Adventure Stark

