

# WIFall

**2025-2026**

**Annual Report**

**COY**

JA Company  
of the Year  
Competition

# Executive Summary

# WiFill



## Index



Executive Summary.....	1
The Team.....	2
Leadership and Organization.....	3
Innovation Discovery.....	4
Innovation Market Analysis.....	5
Innovation Product Overview.....	6
Customer Elements.....	7
Business Performance.....	8
Financial Performance.....	9
Learning Experiences and Future Application.....	10
And one more thing.....	11
Thank you.....	12

**Units Sold**

**6**

**Total Revenue**

**\$148.99**

**Profit Margin (per unit)**

**37%**

## Mission Statement

WiFill's mission is to reduce plastic waste in classrooms and offices caused by disposable dry-erase markers.

## The Product

WiFill is a refillable dry-erase marker pack that comes with 4 markers and 4 ink refills.

**First Sales Date:**

**03/24/26**



# Our Team



**Lucas Fuciu**  
**CEO**



**Jackson Gaskell**  
**COO**



**Chase Heffelfinger**  
**CFO**



**Cannen Lee**  
**CMO**



**Parker Heffelfinger**  
**Sales & Supply Chain**



**Jenna Harder**  
**Public Relations**

**Teacher: Mrs. Nicole Snider**

**JA Volunteer: Mrs. Diane Pilati**

**JA Area: North Central Ohio**



# Leadership and Organization

## Team Structure

WiFill is structured for efficiency and growth. The CEO leads the vision, the COO handles operations, and the CMO and PR manage marketing and brand image. Sales drives revenue, while supply chain ensures products are made and delivered smoothly.

## Delegation of Duties

**CEO:** Sets vision and makes major decisions.

**COO:** Oversees daily operations.

**CMO:** Leads marketing and branding.

**Supply Chain:** Manages production and delivery.

**Sales Manager:** Drives sales and leads team.

**Public Relations:** Handles public image and communication.

## Employee Motivation

At WiFill, employee motivation comes from clear goals, teamwork, and a shared vision for success. Team members are encouraged through recognition, responsibility, and opportunities to grow their skills. A positive and supportive environment helps keep everyone engaged.

## Modifications

WiFill made a key modification by removing the bamboo casing to simplify production and improve durability. This change helped make the product more practical, cost-effective, and easier to scale.



# Innovation Discovery

## Problem

In the United States, over 400 million plastic dry erase markers are thrown away every year, ending up in landfills. Microplastics harm humans and animals, causing diseases and other body issues.

## Data

Our survey of more than 250 students and teachers found they use between 11 and 15 markers per year. In a school with 150 teachers, that creates 45 kilograms of plastic waste annually, the equivalent of nearly 5,000 plastic water bottles.

## Solution

WiFill's solution is a refillable dry-erase marker system made with durable plastic hold to store the ink allowing the marker to be refilled. Instead of discarding the entire marker when it dries out, users refill it and continue using the same marker.

## Production Process

We make our starter pack in-house, filling our 4 markers and refill bottles by hand (green, red, blue, and black). Then, after that, they are placed in a box ready to be sold.

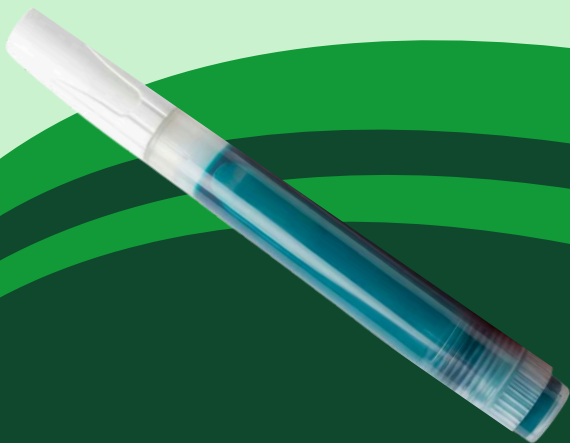
## Customers Say

"We started to use dry erase markers in class and saw that they were drying out at a very fast rate."

# Innovation Market Analysis

## Unfair Advantage

There are no widely adopted refillable dry-erase markers implemented in schools across Northeast Ohio. Schools continue to rely on disposable plastic designs. By using a simple internal refill system designed specifically for classroom use, we offer a practical and creative solution that does not exist at scale in our region. WiFill offers a solution that is practical, affordable, and sustainable.



## Biggest Competitor

Our biggest competitor is Expo. It is well known but does not support the environment, essentially being thrown away after being used ending up in landfills.

## WiFill's UVP

WiFill offers a refillable dry-erase marker that is not meant to be thrown away after being used. Our marker has a refill system so people can refill it with ink after it runs out. It is a very simple and effective switch from regular disposable plastic dry erase markers.



# Innovation Product Overview



The four colors are green, red, blue, and black.

Each box comes with 4 markers and an ink refill with each respective color.

# Customer Elements



**Lucas at Barrier Breakers**

## Segments

Our target market consists of teachers, businesses, and coaches.

Our target users are anyone aged 26-55 years old who uses dry-erase markers.

Barrier Breakers is a competition that includes a short pitch to judges at Kent State University.



**Parker and Lucas at Accelerate**

## Channels

WiFill uses Instagram and Facebook to reach out to customers. We also reach customers at selling events and competitions through word of mouth, as well as through our website.

Cleveland Leadership Center civic idea pitch competition for community impact.



# Business Performance

## Key Metrics

We researched and found how bad the environment and plastic waste really is. 400 million plastic dry-erase markers end up in landfills and our environment, so we wanted a change in that. We help save our lakes and reduce microplastics in the environment. We made the product that can help with that for only \$20.

## Waste Reduction

In a school with 150 teachers, using 11-15 markers per year on average, it creates about 45 kilograms of plastic waste annually. The equivalent of 5,000 plastic bottles.



## Cost Structure

**\$11.30** per unit

**Total Variable Cost (per unit):**  $\$11.30 + 1.30 = \$12.60$

We selected our suppliers based on pricing, quality, quantity, and shipping speed to ensure everything worked smoothly for us when we needed more supplies.

## Revenue Streams

Our revenue mainly comes from our website. We sell face-to-face and plan to sell business-to-business, but the majority is currently on our website.



# Financial Performance

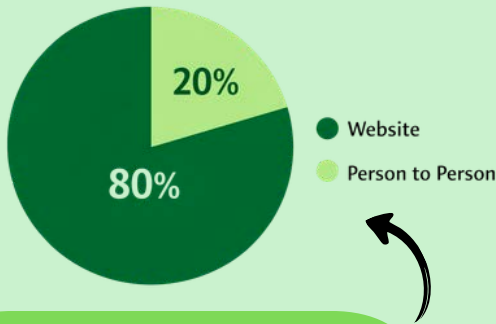
## Overview

Our company generated \$148.99 selling 6 units and 1 individual refill bottle. We sell boxes for \$20 + tax with a cost of \$11.30. We started selling our product in late March. We plan on adding sales by the end of the year.

## Net Profit

WiFill has not yet profited, but we have generated a total of \$494.99 in revenue. \$148.99 coming from our product and \$346 coming from our raffle baskets. We have spent \$1,037.96 on COGS spending a total of \$1,195.35 on COGS and expenses.

## Sales Summary



## Sales by Customer

## Break Even

The total fixed cost for WiFill is \$1,179.48 with a total variable cost of \$12.60 per unit (including sales tax). WiFill needs to sell 56 units to cover our initial investments and expenses.

## Price Breakdown

COGS	\$11.30
Sales tax - 6.5%	\$1.30
<b>Total Cost</b>	<b>\$12.60</b>
<b>Profit Margin</b>	<b>37% per unit</b>

Profit and Loss	
WiFill	
October 1, 2025-April 8, 2026	
	Total
Income	
410 Sales (product)	148.99
420 Raffle Tickets	346.00
<b>Total for Income</b>	<b>\$494.99</b>
Cost of Goods Sold	
510 Purchases- (Raw Material)	1,086.45
<b>Total for Cost of Goods Sold</b>	<b>\$1,086.45</b>
<b>Gross Profit</b>	<b>-\$591.46</b>
Expenses	
640 Miscellaneous Expense	61.53
680 Website Expense	95.86
<b>Total for Expenses</b>	<b>\$157.39</b>
<b>Net Operating Income</b>	<b>-\$748.85</b>
<b>Net Other Income</b>	<b>-</b>
<b>Net Income</b>	<b>-\$748.85</b>

Balance Sheet	
WiFill	
As of March 27, 2026	
	Total
Assets	
Current Assets	
Other Current Assets	
110 Cash	573.12
120 Undeposited Funds	-121.00
<b>Total for Other Current Assets</b>	<b>\$452.12</b>
<b>Total for Current Assets</b>	<b>\$452.12</b>
<b>Total for Assets</b>	<b>\$452.12</b>
Liabilities and Equity	
Liabilities	
Current Liabilities	
Other Current Liabilities	
210 Accounts Payable	600.00
<b>Total for Other Current Liabilities</b>	<b>\$600.00</b>
<b>Total for Current Liabilities</b>	<b>\$600.00</b>
<b>Total for Liabilities</b>	<b>\$600.00</b>
Equity	
320 Owner's Withdrawing	-40.00
340 Donations	52.52
Owner's Investment	540.00
Retained Earnings	-
Net Income	-700.40
<b>Total for Equity</b>	<b>-\$147.88</b>
<b>Total for Liabilities and Equity</b>	<b>\$452.12</b>



# Learning Experiences & Future Application

## Challenges

The biggest challenge was supplier issues with our bamboo casing idea. We could not find a supplier capable of producing the casing the way we needed it. We had multiple productions made, but many were too small or had logo issues, and when the final order was placed, we had the whole order canceled.

## Successes

Our team is proud to have launched our product after many flaws and changes. We are excited to sell to our individual customers and even schools.

## Learnings

Our team learned that it takes everyone to run a company. When everyone gives their best effort and communicates well, our company runs smoothly. Our team also got more comfortable with speaking to people. Speaking in front of people is a big part of business in the real world.

## Future

Taking this class has taught us more about how a business runs in the real world. Our team has also learned more about product development, marketing, tracking financial information, and operating as a team. These skills that we have learned can potentially help us in future jobs. Our team hopes that we can help make a lasting impact on reducing plastic waste stemming from plastic dry-erase markers.



# And one more thing

## Global Possibilities

### Team Collaboration

WiFill innovated through collaboration because the product improved through teamwork and shared ideas. Different strengths helped refine the refillable marker concept, making it more practical and unique compared to our competition. Working together also strengthened how the product was presented, leading to a more polished and competitive result.

### Market Connections

WiFill is driven by a mission to reduce plastic waste through dry erase marker usage. To connect with new markets, we have reached out to teachers in different states along with teachers around Stark County. This helps promote sales throughout the entire United States, with the goal to help reduce plastic waste.

## Measurable Community Impact

### SINGLE SCHOOL IMPACT

1 SCHOOL ADOPTS WiFill

200 REUSABLE MARKER SETS USED

PREVENTS 200 DISPOSABLE MARKERS FROM ENTERING LANDFILLS ANNUALLY

### GROWING THE REACH

50 SCHOOLS ADOPT WiFill

PREVENTS 10,000 DISPOSABLE MARKERS FROM ENTERING LANDFILLS ANNUALLY

### REGIONAL SCALE

EXPAND ACROSS MULTIPLE DISTRICTS

MULTI-DISTRICT FLEETS

REDUCTION MULTIPLIES EXPONENTIALLY: TENS OF THOUSANDS OF MARKERS PREVENTED

WiFill CREATES A SUSTAINABLE CYCLE AND PROTECTS OUR PLANET

# Thank You

**WiFill**



Thank you, Mrs. Snider, for everything. You helped guide us throughout the year and gave us advice to help overcome challenges. We could always count on you to share your opinions and believe in us, offering encouragement and support when we needed it most.

Thank you to Mrs. Pilati and our other volunteers for valuable advice throughout the year. Thank you JA for creating this program and giving us the opportunity to run a company like we would outside of school.

Thank you Hoover High School for giving us this opportunity to learn how to run a company and skills we can use in the future. Thank you to our customers for believing in our mission.

**Sincerely,**

*The WiFill Team*



**wifill\_ja**



**wifill.shop**



**13**