



Calm Canvas

2024-2025 Annual Report

Executive Summary

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Mission Statement

Calm Canvas' mission is to empower individuals to build emotional resilience and practice self-care through creative, calming color-by-number experiences.

Our Product

Calm Canvas is a color-by-number activity where each color is paired with a clinically proven coping strategy for stress.

Financials

Total Units Sold:
339

Total Revenue:
\$5,340.00

Performance

Total Profit:
\$2,731.68
ROI
390.24%



The Team

**Ryan
Pedone**



CEO

**Robert
Oster**



CFO

**Conner
Weirick**



Co-CMO

**Wesley
Whited**



Sales

**Jaxon
Forgues**



Co-CMO

**Matthew
Brown**



Production

**Peyton
Craig**



COO



**JA of North Central Ohio
Hoover High School**

JA Volunteer: Mrs. Diane Pilati

Teacher: Mrs. Nicole Snider

Leadership and Organization



Delegation of Duties

CEO: Direction and Decision Making

COO: Daily Operations and Workflow

CFO: Financial Planning and Bookkeeping

Co-CMO: Social Media and Branding

Production: Manufacturing and Quality Control

Sales: Outreach and Customer Engagement

Our team is structured with clearly defined roles; while each member has specific responsibilities, we operate with a highly collaborative approach: supporting one another across departments to meet deadlines and improve efficiency. Leadership decisions are typically made by the CEO and COO with input from the team, and regular communication ensures that everyone stays aligned on goals and progress. This structure has allowed us to stay organized, adaptable, and focused throughout the development of our business.

Team Structure

Strategies

We prioritized flexibility, hitting deadlines ahead of schedule, and putting in extra work outside of class. Effective time management helped us stay on course, and we stayed consistent, always keeping our end goals in mind.

Motivation

Our team stayed motivated through a shared passion for mental health awareness and creativity. Regular check-ins, celebrating small wins, and seeing the positive impact of our product kept us energized and committed to our mission.

Modifications

To maximize production performance, we modified our laser engraver settings to reduce production time and streamlined our assembly process by having all team members contribute to product creation, ensuring faster turnaround and higher output.

Innovation Discovery

Two members of our team were hospitalized due to suicide attempts. While in the hospital, they saw firsthand how deeply mental health struggles impact the kids and adolescents around us. During recovery, they realized how much teens needed accessible tools to help manage stress and anxiety—something that could have made a difference during our own journeys.

In our survey of 741 people, over 75% indicated Calm Canvas would benefit teens and young adults the most, with health counselors also addressing the need for accessible mental wellness products.

After weeks of brainstorming, we came up with a puzzle that dealt with coping with stress. Each piece placed would correlate with a different coping strategy

After focus groups with counselors and psychologists as well as our own market research survey, we found that coloring was a better alternative than a puzzle. Coloring made it easy to find ways to correlate our coping strategies, and it was more appealing to our target customers. We then prototyped our designs with our target users before settling on our final designs.



First Prototype

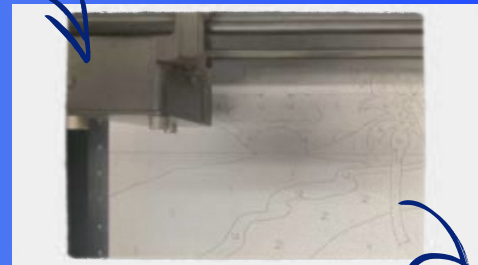
Production Process



We start by drawing and scanning the designs



Next, we upload the designs to CorelDRAW and trace them



Then we laser engrave the designs onto the canvas



The finished product



Finally, we use a heat gun to shrink wrap our product



Next, we put our product into shrink wrap

Innovation

Market Analysis

Calm Canvas is truly unlike any other color-by-number as it is the first to incorporate coping strategies within the activity.

Unfair Advantage



Competition

While other color-by-numbers exist, like Paint Vibe and Masterpiece by Numbers, Calm Canvas is the first to combine them with coping strategies with the activity. Additionally, we make and package our product in-house. Our team manages every aspect of the production process- from the design to the packaging.

UVP

Calm Canvas combines art and mental wellness by using colors that represent coping strategies for stress and anxiety. As users color, they learn valuable techniques for managing their emotions. The paint markers provide a smooth, mess-free experience, allowing users to create something both beautiful and meaningful.



Innovation

Product Overview



**Before and
After Coloring**



Each Calm Canvas comes with the designed canvas, a 12-pack of acrylic paint markers, and our coping strategies booklet.



Customer Elements

Testimonials

Kim

"I love these canvases. The designs are adorable and it is a calming activity for all ages"

Zoe

"I love Calm Canvas! Such a great idea for engaging in self care. The paint by number is relaxing and incorporates helpful coping skills"

Segments

Target Market: **Women, ages 30-65**

Target User: **Teens and Young Adults 13-25**

We sell to our customers through our website, and face-to-face at local craft shows

Instructions on how to use Calm Canvas comes inside every booklet



Channels

We reach customers through social media, such as Instagram, TikTok, Facebook, word-of-mouth, and our blog on our website



@calmcanvasja



Calm Canvas JA



Business Performance

\$5,340 Net Sales

300+ Lives Impacted

\$275 Donated to Akron Childrens Hospital

Cost Structure

Fixed Cost:
\$1,238.51 Per Unit
Variable Cost :
\$6.45

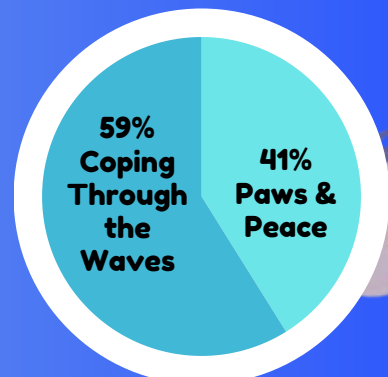
We picked our suppliers by looking at cost, quality, and how fast they could ship. We went through several design ideas and evaluated our market research survey results before deciding on the final one. We made sure all 12 paint marker colors matched the design and looked good together.

Revenue Streams

Selling Events



Sales by Design



Our primary income comes from direct-to-consumer selling events, such as the Akron Home and Garden Show and online through our website and social media accounts. We have sold 192 Coping Through the Waves designs and 134 Paws and Peace designs. We have also sold 13 bundled sets, including designs, paint markers, and a booklet. In addition to product sales, we sold raffle tickets for raffle baskets at a local craft show as well as some Cleveland Browns themed items. These diverse streams have helped us reach a wide audience and boost overall profitability.

Financial Performance

Overview

- **Total Units Sold: 339**
- **Revenue Earned: \$6,412.82**
- **Expenses Incurred: \$1,274.66**
- **Net Profit: \$2,731.68**
- **Profit Margin: 57%**
- **Capitalization: \$3,164.00**
- **Break Even: 145 units**
- **ROI: 390.24%**

10% of profits go to Akron Children's



Product	Price
Dog	\$15
Bundle	\$25
Ocean	\$15

Product Price Breakdown

Cost of Goods (Booklet, Canvas, Markers)	\$5.48
Sales Tax	\$0.98
Cost to Produce	\$6.45

Profit and Loss Statement

Revenue:	
Net Sales	\$5,340.00
Raffle Tickets	\$1,072.82
Total Revenue	\$6,412.82
Cost of Goods Sold:	\$2,406.48
Gross Profit:	\$4,006.34
Expenses	
Advertising Expense	\$857.62
Craft Show Fee Expense	\$190.00
Miscellaneous Expense	\$120.89
Shipping & Postage Expense	\$19.02
Transaction Fees	\$87.13
Total Expenses	\$1,274.66
Net Income	\$2,731.68

Balance Sheet

Assets	
Cash	\$5,406.49
Accts Rec-Stark Tank	\$1,000.00
Inventory	\$653.32
Total Assets	\$7,059.81
Liabilities	
Donation Payable	\$273.17
Employee Payable	\$153.55
JA Payable	\$10.00
Sales Tax Payable	\$343.41
Total Liabilities	\$780.13
Owner's Equity	
Capital Stock	\$700.00
Competition Earnings	\$1,250.00
Sponsorships	\$1,598.00
Net Income	\$2,731.68
Total Owner's Equity	\$6,279.68
Total Liabilities and Owner's Equity	\$7,059.81

Book Value of Stock (upon Liquidation)

Capital Stock	\$700.00
Competition Earnings	\$1,250.00
Sponsorships	\$1,598.00
Net Income	\$2,731.68
Total Owner's Equity	\$6,279.68
Shares of Stock Sold	7
Book Value of Stock	\$897.10
Percent Return Per Share	390.24%

Learning Experiences and Future Application

Success

Aside from financial success, we as a team are proud most of the impact we made on those dealing with mental health problems. We feel that overall, we provided a reliable tool for mental wellness and created a product that we can be extremely proud of which was our goal from the start.

Setbacks

Our team faced a number of struggles, including miscommunication with suppliers, problems with ordering markers and having unnecessary expenses. Even after every setback and problem we persevered.

What We Learned

We learned to read the fine print and not wait until the last minute. We learned to start earlier on projects rather than later. Good communication makes everything run smoother. Wholesale saves a lot of money. And setbacks happen, but you just have to push through.

Future Application

Through Calm Canvas, we've gained a deeper understanding of how businesses function—from product development and marketing to finance and operations. This experience has not only taught us practical skills like teamwork, problem-solving, and time management, but also given us a new perspective on the working world. No matter where our paths take us, the lessons we've learned will shape how we approach future jobs, collaborate with others, and adapt in any professional setting.

After a few tweaks, we reduced the time to engrave by 86%!



Supporting counseling center



Interview at Akron HAG



Our finished competition set up



Calm Canvas at Teen Accelerate

Along the Journey



Calm Canvas at Stark Tank

And One More Thing

Global Possibilities

Calm Canvas has the potential to make a real impact around the world. Mental health struggles like anxiety, depression, and stress affect people of all ages, backgrounds, and countries. That's why our product matters. It's simple to use, creative, and focused on helping people feel calm and supported. Anyone, anywhere, can benefit from it.

We believe Calm Canvas could be used in hospitals as a therapeutic activity for patients. It could help in schools and counseling centers too, giving people a hands-on way to relax and express what they're feeling. It's easy to adapt for different ages, cultures, and languages, which makes it even more powerful on a global scale.

This product hits close to home. In our own class, we've seen people go through serious mental health challenges, including suicide attempts. That's not something we take lightly. It made this project feel even more important. Calm Canvas isn't just about business. It's about helping people feel like they're not alone. Even something as small as coloring can give someone a moment of peace, and sometimes, that can make all the difference.

This was never just a class project to us. It's something we believe can grow and reach people everywhere. As a team, we brought our own experiences and ideas together to build something that matters. From the early designs to the final product, we were constantly adjusting, improving, and collaborating. Everyone's voice mattered, and we pushed each other to do better.

Calm Canvas has no limits. It can go beyond classrooms and craft shows. It's a tool that could live in therapy rooms, hospitals, schools, and homes across the world. And if it helps even one person feel more in control of their mental health, then everything we've done will have been worth it.

Thank You

As our journey with Calm Canvas comes to a close, we want to take a moment to thank the people who made it all possible.



Mrs. Snider, thank you for everything. You are the best teacher and mentor we could ask for. You believed in us from the beginning and pushed us to do more than we thought we could. You were always the first person we could count on to support us through the rough moments and celebrate our successes. You made this experience truly unforgettable, and for this, we cannot thank you enough.

Thank you to the Hoover High School Business Program for giving us a place to grow as leaders and entrepreneurs. And thank you to Junior Achievement and all the JANCO staff for creating this program and giving students like us the chance to learn through real-world experience.

To our incredible volunteers—Mrs. Pilati and our other volunteers—we appreciate all the time and advice you gave us. Whether it was helping us with our pitch, giving feedback, or just showing up to support us, it never went unnoticed.

To our families—thank you for your constant support, encouragement, and patience. Whether it was helping us prep for a pitch or just being there on a long night, we couldn't have done it without you.

**And a THANK YOU to our
Sponsors**



Individuals

- Donald Sheeler**
- George Sabella**
- Juan and Susan Hinijosa**
- Marlene Oster**