



Vesta

Annual Report

2024-2025



Executive Summary

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Problem

Through our own market research, we found that 84% of families struggle to spend quality time together. These families lack strong relationships due to busy schedules and the overuse of technology. At Vesta, we recognize these challenges are not just statistics, they are real issues affecting families every day. Many families want to bond, but they struggle to find the time, resources, and structure to do so.

Units Sold Total Revenue

255

\$7,382.89

Profit Margin

COGS

66%

\$5.49

VESTA



Our Mission

Vesta is dedicated to helping families reconnect through engaging and flexible activities. We make quality time effortless, inspiring meaningful moments, lasting memories, and stronger bonds.



Our Product

Vesta unites families through a fun, flexible activity set designed for meaningful moments. With 30 activities, 15 simple and 15 complex, organized into 15, 30, 45-minute, and 1-hour intervals, families build connections while assembling a 3D house representing their journey and growth experienced together. Families are not just building a house, they are building lasting bonds and shared memories, growing with every activity. Activities can be revisited and adapted, creating endless bonding opportunities.



The Team



CEO
Logan Ash



COO
Ben Mead



CFO
Sam Hassen



CMO
Brady Jeffries



Sales
Christian Friel



Supply
Cooper Salle

Teacher:
Nicole Snider



Junior
Achievement™
of North Central Ohio

Volunteer:
Diane Pilati

Leadership and Organization

Motivation

Our company conducts monthly employee evaluations to maintain motivation and enhance performance. Both the CEO and COO assess each employee, while the COO evaluates the CEO. This allows for unbiased reports that give constructive feedback to our team on strengths and weaknesses to improve on achieving future goals. Vesta also motivates employees to meet their monthly sales goal to earn a bonus at the end of the year.

Structure

Our CEO was elected by the class following a presentation. Once teams were formed, each member was assigned a role that aligned with their strengths. Clear role distribution ensures smooth business operations, with each team member accountable for their tasks. When these efforts come together, it creates an efficiently run business set up for success.

Optimizing Team Operations

To reduce production time, we redesigned the layout of our laser engraver files to be more compact and efficient. This optimization cut 45 minutes from our overall production process. Additionally, we utilized every inch of the plywood sheets by filling extra space with additional puzzle pieces, minimizing material waste and maximizing output.

Organizational Chart



CEO
Logan Ash



COO
Ben Mead



CMO
Brady Jeffries



Sales
Chris Friel



Supply
Cooper Salle

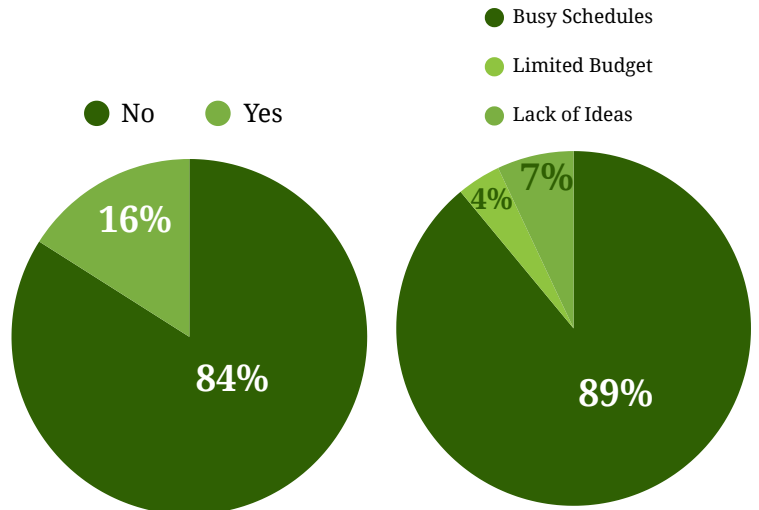


CFO
Sam Hassen

Discovery

Market Research

Before finalizing The Family Activity Box, we surveyed 250 families and found that 84% lacked quality time with their children. With 89% of parents ages 30–55 struggling with busy schedules, we designed time-sensitive activities to fit family routines. 93% of respondents prefer 20-30 activities per box. Due to this overwhelming demand, Vesta settled on 15 activity tabs with 30 total activities.



Do you spend enough quality time with your family?
250 responses

What is the biggest challenge your family faces in planning and enjoying activities together?
250 responses

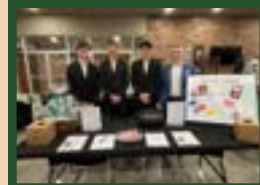
Product Design and Testing



1) Brainstorming



2) Market Research



3) Raising Capital



4) Prototype and Tested Activities, Boxes, and Tabs



5) Found Supplier for Boxes



6) Production



7) Final Product

Vesta started as an advent calendar box with punch-out windows. After prototyping the box at 18" x 18", we learned from our focus group the product was too big. Vesta then transferred to a tab design to maximize size efficiency while also having an appealing look. To create our ideas, Vesta met with a licensed family therapist, Quebec Gibbons, at Gentle Shepherd. We also prototyped activities with several families to confirm the activities were appropriate and the directions were easy to follow.



Market Analysis

Unfair Advantage

Families using Vesta will enjoy nearly 17 hours of quality bonding time through the first set of activities, with opportunities to revisit activities for even more engagement. Vesta fosters lasting traditions while adapting to different family dynamics for a personalized experience. Unlike generic alternatives, Vesta eliminates screens and prioritizes real-world connections. Plus, with activities self-designed by those in our target market, we ensure activities are both fun and effective in strengthening family bonds.

Unique Value Proposition

Vesta stands out with its thoughtfully designed, time-based activities inspired by real-life family bonding. Each activity cultivates connection through a natural blend of fun, teamwork, and meaningful reflection. Unlike traditional games, Vesta keeps every experience fresh and inclusive for all ages, ensuring quality time without forced conversation or rigid rules.

Competitors

While competitors like The Adventure Challenge charge \$50 for a single-use scratch-off book, Vesta offers a reusable, cost-effective alternative that creates daily connection. Unlike mobile apps that encourage screen time, Vesta ensures genuine face-to-face interaction. Aside from generic board games or subscription boxes, Vesta provides curated experiences designed specifically to strengthen family bonds.

"Vesta is a fun game that I have been playing with my husband and daughters when we have limited time to spend together with our busy schedules, but when we want to make that time fun and meaningful. My girls especially enjoy the puzzle pieces that complete the house at the end of all of the activities. It has been an enjoyable game for all of us!"

"Vesta has helped me spend more time with my family through the quick, timed activities. I love adding pieces to the house after each activity!"



Feature	Vesta	Adventure Challenge	Mobile Apps
Price	Affordable (\$20)	Expensive (\$50+)	Free, screen-based
Real-World Interaction			
Reusable			
Time-Based Options			

Product Overview

Our Product

15 Tabs - 30 Activities - House Puzzle



Production Process



1) 98" x 46"
slabs of
plywood



2) Cut to pieces
of 15.5" x 13.75"
wood



3) Lasered
Engraved
Tabs



4) Self made
activities printed
on stickers



5) Stickers are placed
on corresponding tabs



6) Final tabs
are assembled



7) Boxes are
folded and glued



8) Units are
assembled

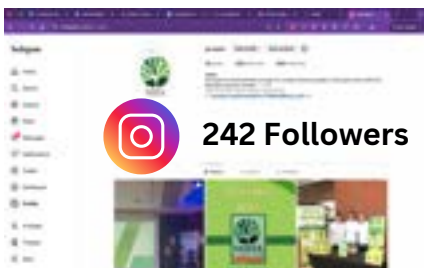
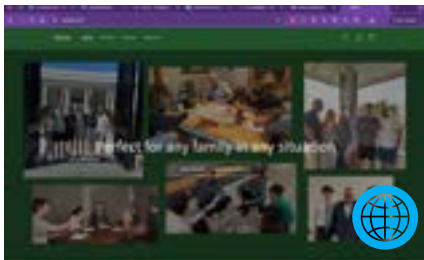
Customer Elements

Segments

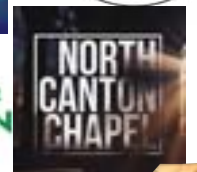
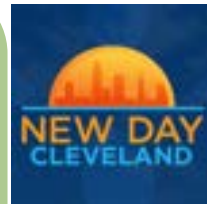
Our primary target market is parents between the ages of 30-55 with children aged 5-17. Vesta especially aims at those seeking to connect with their children as they approach their preteen and teenage years. Since our activities have different variations, they are suitable for families with children of all ages. We have sold at many different events and have a website to reach customers we have not seen in person.



Channels



Vesta uses direct-to-consumer marketing opportunities such as home and garden shows and marketplaces. We also use our website and social media to market our product and mission. Our target market is primarily active on Instagram so that is the platform we use the most. Vesta is always looking for improvements so customers can easily reach us and give feedback about activities through our website, email, or social media to help us build positive customer relationships. Through our tactics, Vesta has been able to sell in 8 different states across the US.



Business Performance

Key Metrics

As a team, Vesta has helped bond over **250** families. Vesta's ROI is an astounding **870.99%**. We are also partnered with two family therapy centers, Gentle Shepherd and the Pregnancy Parenting Center. We have donated and delivered 30 units already with another 50 units on the way. At trade shows, Vesta offers a unique opportunity for empty-nesters and people who want to support our company without purchasing a unit for themselves. Customers can purchase a unit where we will set it aside and donate the unit to a family in need of family bonding at one of the therapy centers we have a relationship with. This offer extends our reach by still connecting with customers who would not normally buy our product.

Suppliers

The supplier of our custom box, Standard Printing Company, is a local business that allows us to pick up directly at their facility, saving us time and shipping costs. Additionally, Standard Printing was able to produce our green-colored box at the cheapest rate compared to other printing companies. Using tabs was the best way to connect our activities with our puzzles while still having a clean, professional look.

Cost Structure

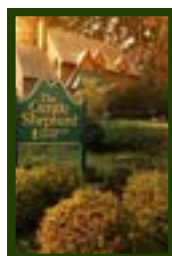
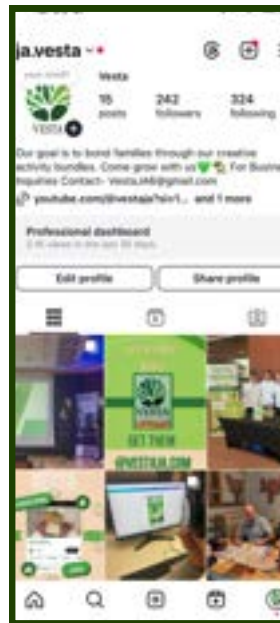
Price Breakdown	
Retail Price	\$20.00
Sales Tax	\$1.30
Cost Per Unit	\$5.49
Net Profit Margin	66.0%
Net Profit/Unit	\$13.21

Fixed Costs:
\$1,290.36

Variable Costs:
\$6.79 per unit

Revenue Streams

Our sales channels include our website, Instagram, trade shows, and competitions. The majority of transactions occur in person, either at events or through business-to-business partnerships with organizations such as Gentle Shepherd and Pregnancy Parenting Centers.



The pregnancy parenting center

Financial Performance

Overview

Our company has generated \$5,242.89 in selling 255 units of our self-made family activity box. We sell our family activity boxes for \$20.00 with a production cost of only \$5.49.

Break Even Analysis

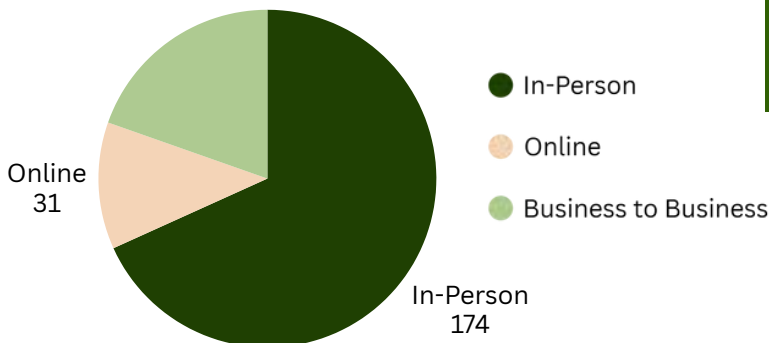
Our fixed costs are \$1,290.36. Each unit is produced at a variable cost of \$6.79, resulting in a break-even point of \$1,954.22 or 98 units.

Net Profit

We generated \$7,382.89 in revenue through selling our product, competition earnings, and raffle baskets. We have spent \$2,156.95 on COGS and \$1,290.36 in total expenses. This leaves us with \$3,935.58 in net profit.

Sales Summary

Business to Business
50



As of 5/3	
Income Statement	
Revenue:	
Net Sales	\$5,242.89
Competitions Earnings	\$1,500.00
Raffle Baskets	\$640.00
Total Revenue	\$7,382.89
Cost of Goods Sold:	\$2,156.95
Gross Profit:	\$5,225.94
Expenses:	
Advertising Expense	\$1,170.10
Shopify Expense	\$91.92
Square Expense	\$21.14
EFT expense	\$7.20
Total Expenses	\$1,290.36
Net Income	\$3,935.58
Balance Sheet	
Assets:	
Cash	\$5,317.54
Inventory	\$3,058.83
Total Assets	\$8,376.37
Liabilities:	
Sales Tax Payable	\$340.79
Owner's Equity:	
Capital Stock	\$600.00
Donations	\$3,500.00
Net Income	\$3,935.58
Total Owner's Equity	\$8,035.58
Total Liabilities and Owner's Equity	\$8,376.37
Book Value of Stock (upon Liquidation)	
Capital Stock	\$600.00
Sponsorships	\$3,500.00
Net Income	\$3,935.58
Total Owner's Equity	\$8,035.58
Shares of Stock Sold	6
Book Value of Stock	\$1,339.26
Percent Return Per Share	655.93%



Learning Experiences and Future Applications

Production



From failed suppliers to a broken laser engraver, production was a major obstacle we had to overcome to ensure our success. Two weeks before our biggest selling event of the year, our laser engraver broke, halting production. However, this forced us to change our production process which ended up cutting over 45 minutes off of our per-unit production time. We also had issues with the wood being warped, resulting in our team hand-cutting each tab's puzzle piece with a box cutter to salvage units. Despite the setbacks, producing everything in-house proved to be worth the effort. These challenges taught us resilience, creative problem-solving, and the value of persistence—even when things didn't go according to plan.

Pitching

Learning to be comfortable when speaking and selling in front of people was something we had to learn quickly. Competitions, events, and sales all required to run a successful company. Refining our scripts, memorizing lines, and having an effective sales pitch are a few examples of skills we learned and will continue to master throughout the year.



Experience

Our team has grown tremendously, gaining hands-on experience with design tools like Canva, Adobe Illustrator, and CapCut, while also learning how to operate our laser engraver through Corel software. We spent hours perfecting our production process, even adjusting laser settings and using hot glue to ensure our puzzle pieces were both sturdy and easy to pop out. Along the way, each member became more confident in selling, especially after reaching over 250 units sold, including almost 50 at the Akron Home and Garden Show. Our communication and teamwork improved with every challenge we faced. Thanks to Junior Achievement, we were able to explore every part of building a business. Vesta is all about bringing families closer together—and through this experience, our team built a connection that's just as lasting.



And One More Thing...

Future

After our liquidation, all members will be taking our money and reinvesting it back into making Vesta a non-profit. Vesta will be working with private investors who are also passionate about helping us make a global change. We would partner with our connections at Eli House, a nonprofit that builds homes in Mexico for underdeveloped communities, to hand deliver our first order of 200 units in Spanish to people in need in Mexico. This would include families who are losing their families and want to find a way to reconnect with them. After the first shipment of units, we will expand our reach to other countries or states to reach different target markets. Moving forward, Vesta will purchase its own laser engraver to produce with as we are currently using our schools' laser engraver to create our product. This investment will allow our company to continue production and sales throughout the summer, college, and after-school hours to continue to reach our mission.



Learning

The most valuable piece of this experience has been all of the failures which turned into learning moments. First, we had to pay around \$200 to activate our QR code after we put the wrong code on our bulk order of boxes. This taught us to double-check all submissions and make sure we are careful in all steps of the process. We also learned the importance of adaptability when we couldn't find a supplier and were in a time crunch before our first event. We had to transfer all of our files to a new supplier in less than a day to get our boxes done in time—which ended up being not only successful, but even cheaper. These situations reminded us that every setback can lead to a smarter, more efficient solution.



Quick Rise

Despite launching sales on 2/14, our growth has been nothing short of incredible, with 255 units sold in a short span. Our momentum extends beyond individual customers, as we've secured impactful B2B partnerships, including a bulk order of 50 units to the Pregnancy Parenting Center and over 30 donated units to Gentle Shepherd, a family therapy organization. These partnerships have not only expanded our reach but also reinforced our commitment to bringing families together and supporting those in need. Even customers who don't need the product for their own families have embraced the opportunity to give back, with our donation option becoming a powerful way for supporters to engage with our mission and create meaningful impact.



Thank You

SPONSORS, JA STAFF, MENTORS, AND
CUSTOMERS BUILDING BETTER FAMILIES

Thank you to all of our sponsors for their generous donations and for allowing us to raise the seed money needed to follow our dream. Also thank you to Mrs. Pilati and Mrs. Snider for being our mentors and giving us advice on every step along the way. Likewise, without JA none of this would be possible and we are forever grateful for this opportunity. Finally, one last thank you to our customers for believing in our product and mission.



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