

BRAVE



MINDS

Brave Minds Annual Report

2025-2026

Healing Starts With Hope

EXECUTIVE SUMMARY

Veterans and first responders are under-appreciated heroes who walk alongside us every day.

Unfortunately, their sacrifice can come at a cost. Post-traumatic stress disorder (PTSD) is a mental condition triggered by experiencing or witnessing a traumatic event. PTSD affects 7% of veterans and 14% of first responders. Despite this, there is a lack of at-home coping tools for them to utilize. That's why we founded Brave Minds.



OUR MISSION

Brave Minds' mission is to empower veterans, first responders, and others affected by PTSD with practical tools that promote mental and physical health, resilience, and long-term well-being. While our product does not cure PTSD, we believe it can be a great resource to aid in managing its symptoms, and should be used in conjunction with therapy.

FINANCIAL SUMMARY

Brave Minds has been an outstanding business venture in numerous ways. We have gained valuable real-world experience and have done well in sales.

Total Revenue

\$1,524.08

Units Sold

33

Cost of Goods Sold

\$16.32

Profit Margin

63.52%



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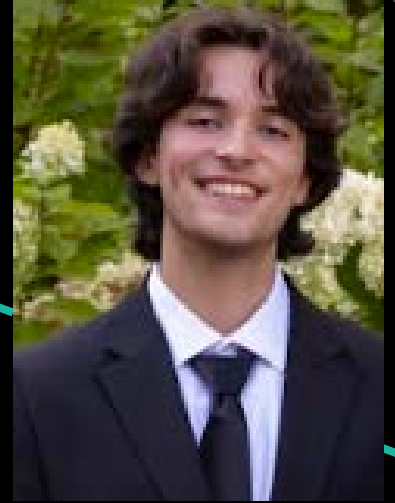
THE TEAM



Sean Rowland - CEO



Gavin Black - COO



Alexandre Pryor - CFO



Brayden Kelly - CMO



Brady Freeze - Supply Chain



Julius Stan - Sales Director

Teacher: Shawn Donaldson

Volunteers: Robert Garner, Allison Sholley, Katie Tolen

Junior Achievement of North Central Ohio

Jackson High School - Massillon, OH



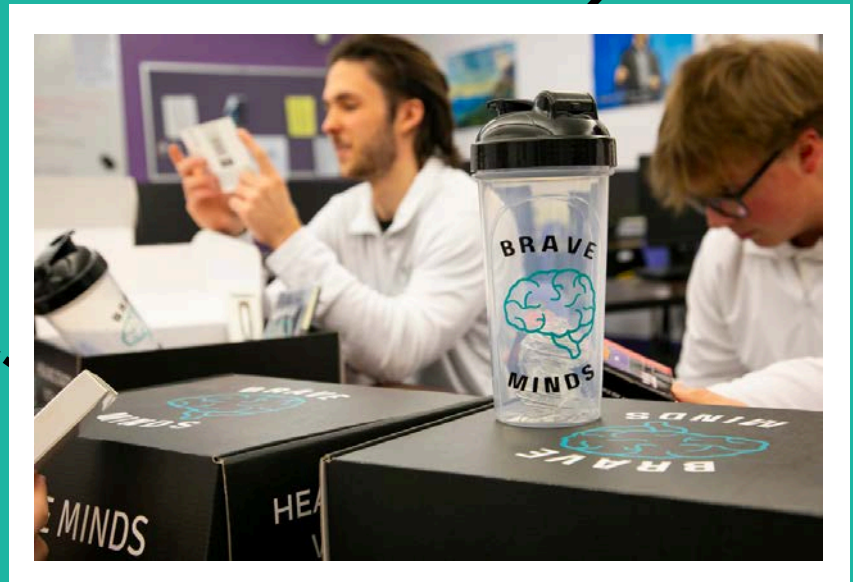
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LEADERSHIP AND ORGANIZATION

At the beginning of the year, our JA class was separated into 5 groups after the CEOs were selected. The CEO candidates each presented to the class and met with our teacher to be chosen for the position. After all the CEOs were chosen, they interviewed each student, and a draft was made. When teams were assembled, each member was assigned a role either COO, CFO, Sales, CMO, or supply chain. COO is the CEO's assistant, CFO is the finance manager, Sales is the person who will pitch and sell their inventory, CMO is the marketing manager, and supply chain is who gets the products and orders them.

MOTIVATION

We have monthly individual evaluations to keep our team focused and motivated. However, our personal motivation runs much deeper, each of our group members has had family members serve in the U.S. military. By launching Brave Minds, we aim to break the stigma surrounding veterans seeking help and to help give back to people who have given so much to us.

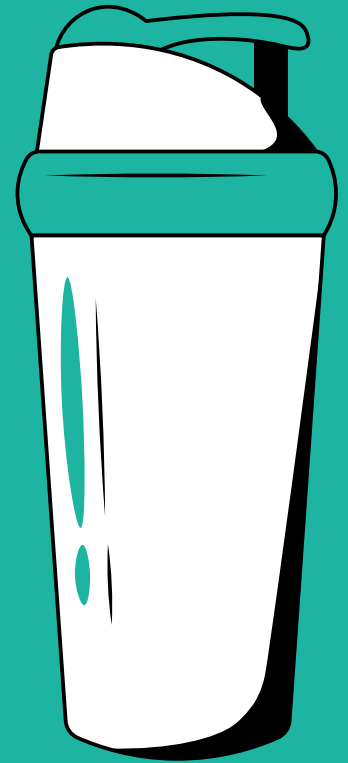


Innovation Process: Discovery

THE PROBLEM

Research suggests that around 22 veterans die each day due to PTSD-related challenges. We had the opportunity to hear from three Medal of Honor recipients, who discussed how PTSD's lasting impact affects them and other veterans. After reflecting on a local tragedy, our team was inspired to help people living with PTSD, and out of that, Brave Minds was born.

We conducted a survey to study individuals' relationships with mental health. Many respondents noted they were affected by traumatic events and were unsure how to respond to them. These findings confirmed the need for an accessible product that could provide support during moments of distress.



Product Design and Testing

We researched products to include in our kit and surveyed the same sample to select the best possible combination of items to include in our kit. We chose to implement the Brave Minds logo on the shaker bottles and journals, which we digitally designed and transferred by hand.



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Market Analysis

Competitors

Competing products tend to focus solely on mental health support tools. These products are marketed as “Customizable Trauma Relief Kits” and are sold by individuals on sites like Etsy. These kits often include items such as journals, stress-relief tools, and fidget toys.

Unique Value Proposition

“Strengthen your mind with Brave Minds - PTSD support, relief, and awareness kits that give back to those who give it all for us and our country every single day.”

Unfair Advantage

Brave Minds is unique due to our combined emphasis on physical and mental health and community support through partnerships with local businesses. The gym memberships included in our kits give customers access to free weights, machines, red light therapy, Evolt 360 full-body scans, group exercise classes, and more, at no additional cost. Our kit also includes a voucher for a protein-packed meal and at-home gym equipment to help users create healthy routines.

Our Partners



MISSION BBQ
The American Way.



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PRODUCT OVERVIEW



Brave Minds Kit



Brave Minds Shaker Bottle



Brave Minds Journal



York Barbell
Resistance Bands



Fidget Spinner Pen



Lavender Bag for
Aromatherapy



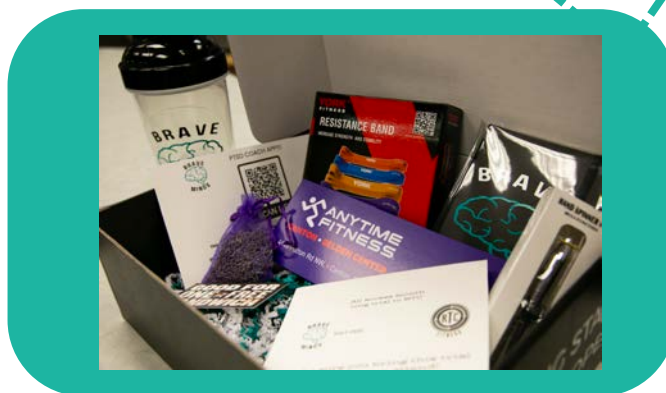
Mission BBQ Free
Sandwich



Anytime Fitness 1 Week
Membership



RTC Fitness 1 Month
Membership

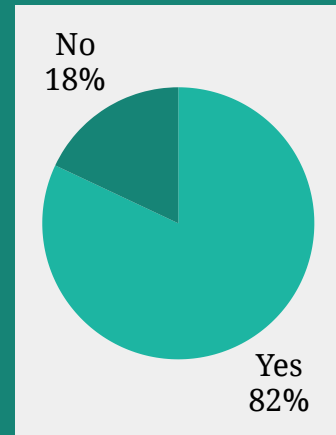


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CUSTOMER ELEMENTS

Brave Minds' primary target market is the 5% of US adults who experience PTSD every year, with an emphasis on veterans and first responders. We also target the general public by offering a donation option and branded apparel, powered by Printful. Those who feel inclined can choose to purchase a kit to be donated on their behalf.

Have you or a loved one experienced a traumatic event?



A unique way that we market Brave Minds is through our partners. We have been featured on their social media platforms. Our “sale” price was implemented as a means of price anchoring. We promote our business on social media through posts and stories, and have run paid advertisements on Facebook and Instagram. Another marketing strategy we have used is to make flyers to hang around our school. We chose to contact select customers post-delivery to ask for their opinion and for any feedback they had.



BUSINESS PERFORMANCE

Key metrics

Throughout the year, we have found many helpful analytics to measure our growth strategically. From this data, we were able to help identify our strengths and help increase our sales.

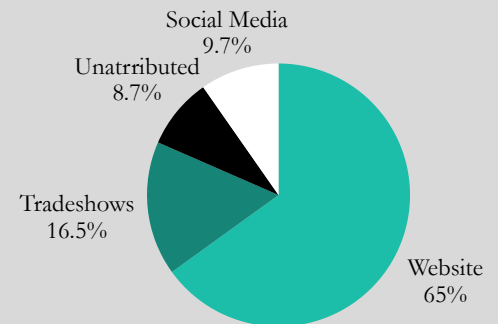
Website conversion rate

3%

Average order value

\$47.27

Sales Channels

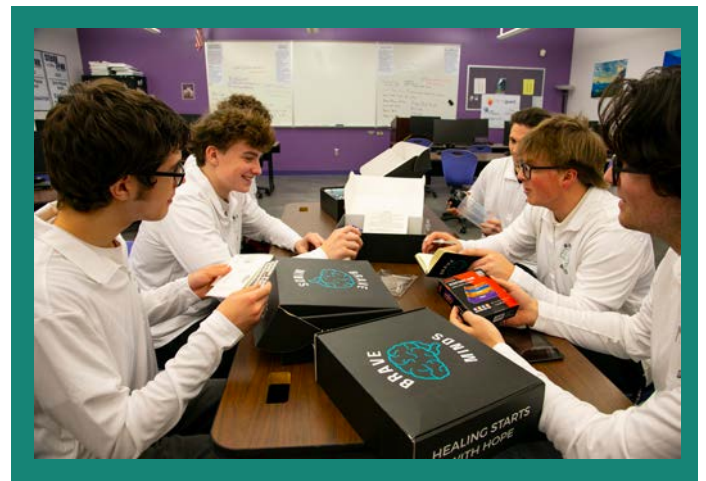


Cost structure

For our kits, fixed costs include our monthly website fee & our trade show expenses. In addition to each donation kit we sell, we pay \$2.75 of taxes per unit. Variable costs would be shipping and additional marketing opportunities we have pursued on social media platforms. After testing the market and shopping for prices, we finalized our current suppliers by prioritizing reliable, low-cost, quality options to provide an affordable product for people who experience PTSD.

Revenue stream

Since our launch date of January 9th, we have accumulated numerous revenue streams, with the majority coming directly from our website, followed by our in-person sales.



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INCOME STATEMENT

Sales Revenue	\$1,524
COGS	\$(505.92)
Gross Margin	\$1,018
Fundraising	\$855
Donations	\$532.55
In-Kind donations	\$765.80
Advertising and Marketing Supplies	\$(238.28)
Materials and Supplies	\$(861.69)
Trade Show Expenses	\$(477.09)
In-Kind Material	\$(765.80)
Net Income/(Loss)	\$828.24

BALANCE SHEET

Assets	
Cash	\$1,209
Inventory	\$310
Total assets	\$1,559
Liabilities	
Sales Tax Payable	\$90.37
Capital Stock	600
Net Income (Loss)	\$828.24
Total Liabilities & equity	\$1,518.61

BOOK SHARE VALUE

Net profit	\$959
Capital stock	\$600
Total owners equity	\$1,559
Shares of Stock	6
Book Value of Stock	\$238.04
Percent Return per Share	138.04%

FINANCIAL ANALYSIS

Overview

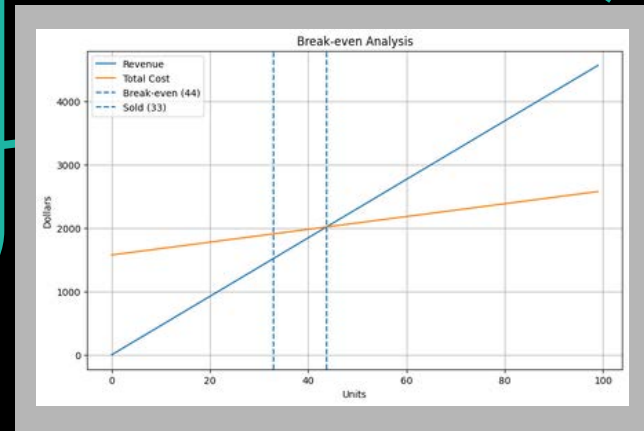
As of 3/20, we have sold 33 units, 8 of which have been our Quarterzips, which we have listed for \$40.00. Our sales total is \$1524.08 for our products. The majority of our sales have come from our donation kit option, totaling 22 units. Across all products, our profit margin is 63.52%. Including fundraising, donations, and revenue, our total net income adds up to \$2908.52.

In-Kind Material and Donations

All In-Kind Material is derived from Material that has been donated from other companies, such as 50 of our rubber bands and free sandwiches from Mission BBQ.

Breakeven analysis

After pricing our units at \$44.99 and delivering them ourselves, and spending \$861.69 on product materials, we calculated that to break even, we need to sell 44 units.



Individual Accountant's Report

I have looked over the accompanying financial statements of Brave Minds (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



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LEARNING EXPERIENCES AND FUTURE APPLICATION

LEARNING TO SELL

Throughout the year, our team gained experience pitching and selling at events, trade shows, and markets, helping us identify our target audience. We also strengthened our online presence through media coverage and social media. These efforts taught us to adapt our strategy, understand customers, and use multiple platforms to grow sales.



NEW SKILLS

Over the program, our team built valuable skills like negotiation, leadership, public speaking, and sales presentations while learning to clearly communicate our mission. We also strengthened our teamwork, persistence, and professionalism as we worked toward a common goal.

OVERCOMING ADVERSITY

Like many startups, our company faced challenges such as finding affordable materials, dealing with shipping delays, and keeping up with increased demand from media attention. Despite this, our team stayed organized by communicating with suppliers, restocking inventory, and fulfilling orders efficiently. These experiences helped us improve our problem-solving skills and stay resilient under pressure.



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AND ONE MORE THING...

We found out early on that people are always fond to donating to our veterans and military. So, we set up two separate jars at our trade shows. One with a Navy label and one with an Army label. We will be donating the funds that we received from these jars to foundations that support each branch.



GLOBAL POSSIBILITIES

When it comes to collaborations, we partnered with two local gyms, a local counseling center, Mission BBQ, and York Barbell. RTC Fitness provided a month-long gym pass, while Anytime Fitness provided a week-long pass and 50 gym towels. The counseling center also allowed us to donate our donation kits so they can be given to people who may benefit from them.

In the future, we plan to post more consistently to help reach a larger audience. Our posts will include demonstrations of our kit, facts about PTSD and mental health, and short explanations about who we are and what we stand for. We also plan to share interactive posts like a “Question of the Day” so people can engage with us and share their thoughts.

Through social media, Brave Minds is not limited to just our local community. We can reach people across the country and even globally, allowing us to spread awareness and grow our impact. Social media helps us spread awareness and connect with people who may be interested in Brave Minds.



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Contact:



BRAVEMINDSJA



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BRAVEMINDS.US

