



*Wrapped
in Ribbon*

A JA Company

WRAPPED IN RIBBON

**Annual Report
2025 – 2026**

Strength in every ribbon, comfort in every box

Executive Summary

Our Mission

Our mission is to bring immediate comfort and relief to cancer patients during some of the toughest moments of their lives. Through thoughtfully designed care packages, we restore dignity, support, and human connection when it's needed most.



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Performance

116
Units Sold

\$5,914
Total Revenue

\$5,792
Net Profit

62%
Profit Margin

96
Units Donated

Our Product

Cancer patients undergoing chemotherapy and radiation face intense, everyday challenges that can make an already difficult fight even harder. From constant nausea to feeling cold during long hospital visits, to painful dry skin and irritation, these side effects can take a serious toll on both comfort and strength.

That's why we created an all-in-one care box designed to provide immediate relief and consistent support throughout treatment. With the help of trusted partners, we are able to include high-quality essentials that help soothe nausea, keep patients warm, and restore comfort. This box is built to support patients at every stage, especially during the most demanding parts of their journey so they can focus their energy on fighting and healing.

The Team

Jackson High School, Massillon, Ohio



Junior Achievement™
of North Central Ohio



Nico Kutty
CEO

Responsible for setting and driving the company's vision, strategy, and overall direction while ensuring sustainable growth and long-term success.



Emily Hussein
COO

Overseeing daily operations and ensuring the company's business processes run efficiently to execute the CEO's vision and strategic goals.



Landon Ford
CFO

Managing the company's financial health by overseeing budgeting, forecasting, financial planning, and risk management to ensure profitability and sustainability.



Julian Griffith
Co-CMO

Developing and executing marketing strategies to build social media and brand presence, organic growth and community outreach.



Luke Scheetz
Co-CMO

Developing and executing marketing strategies to build brand awareness via website, SEO, and interpersonal marketing.



Baron Memmer
Sales Director

Leading the sales team to drive revenue growth by developing sales strategies, setting targets, and building strong customer relationships.



Ian Wells
Supply Chain

Overseeing the end-to-end supply chain to ensure efficient sourcing, production, and delivery of products while optimizing costs and minimizing risks.

Teacher



Shawn Donaldson

Volunteers



Katie Tolin



Robert Garner

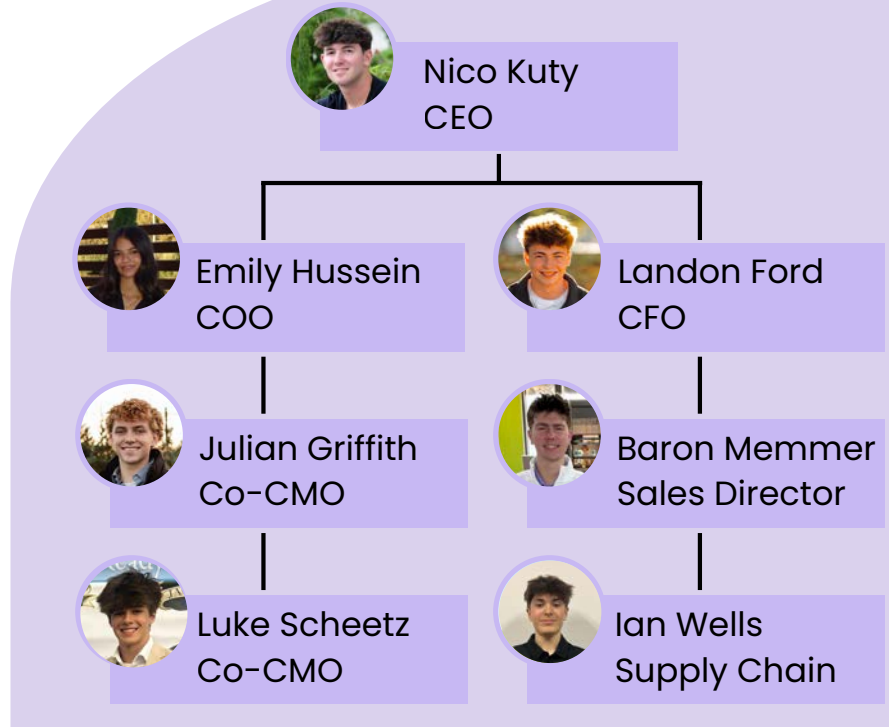


Allison Sholley

Leadership and Organization

Motivations

At Wrapped in Ribbons, our team came together with a shared purpose: to stand beside those facing cancer. Each member of our group has been personally affected by cancer in some way, and that connection fueled our commitment to make every part of this project meaningful. We found strength through our involvement in community events like St. Baldrick's and in the time we dedicated to supporting patients who needed hope. Knowing that our efforts could brighten even one person's day kept our team motivated, focused, and united throughout our journey.



Our CEO shaving his head to help support childhood cancer

Modifications

Throughout the year, our team held regular meetings with our CEO to review progress, set goals, and adjust responsibilities when needed. As we grew, we made small operational improvements such as refining team roles and improving communication between departments. These adjustments helped our company stay organized, collaborate more effectively, and maximize overall performance.

Innovation Process

STEP 1

The Problem

Wrapped in Ribbons was founded to address a significant challenge many cancer patients face during treatment: a lack of consistent comfort, support, and encouragement. While loved ones genuinely want to help, they often struggle to know which items are truly useful during chemotherapy or radiation. Recognizing this gap, our company set out to create a thoughtfully designed care package that offers meaningful comfort and support to patients during one of the most difficult periods of their lives.

Research

Our team conducted extensive research on common side effects of cancer treatments and engaged directly with oncologists, patients, and caregivers to gain a deeper understanding of the challenges patients face. These insights guided us in identifying items that offer both practical support and emotional encouragement throughout the treatment process. As a result, we selected products that genuinely address patient needs and provide meaningful comfort during their cancer journey.

STEP 2

STEP 3

Design & Testing

Drawing from both professional insights and personal experiences, we carefully selected a purposeful blend of products designed to offer maximum comfort and motivate patients throughout treatment. Our priority was ensuring every item carried meaningful value and contributed to a more supportive and uplifting experience for the patient. Through this design and testing process, we finalized a care package intentionally crafted to deliver comfort, encouragement, and a sense of reassurance during their treatment journey.

January 18, 2026



Team packing orders

Over **\$1,600** worth of in-kind donations from sponsors.

Market Analysis

Our Competition

Our product market includes companies that sell gift boxes designed for patients undergoing treatment, as well as general gift box businesses that offer wellness or comfort products. Many of these companies sell high-end care boxes that can cost hundreds of dollars. While these products may offer premium items, the high price point can make them less accessible for many families who want to support someone going through cancer treatment. Wrapped in Ribbon recognized an opportunity to provide a more affordable and purposeful alternative while still delivering meaningful comfort to cancer patients.



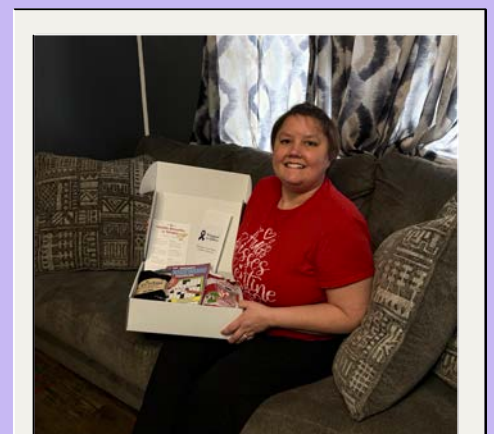
Competitive Advantage

Wrapped in Ribbon's competitive advantage comes from combining thoughtful product design with accessibility and purpose. Our cancer care boxes are specifically curated to address common challenges cancer patients face during treatment, including comfort, wellness, and emotional support. Unlike many competitors that focus on luxury gift boxes, our company focuses on impact. By offering a carefully designed care package at a more accessible price, Wrapped in Ribbon allows more people to support loved ones going through cancer while still providing meaningful, practical items that make a difference during treatment.



Unique Value Proposition

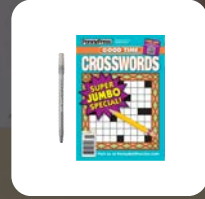
Wrapped in Ribbon offers more than just a gift box; it delivers comfort, encouragement, and practical support to individuals going through cancer treatment. Our care boxes are carefully designed with items specifically chosen to address common challenges cancer patients face during treatment. By combining comfort items, wellness products, and thoughtful encouragement into one curated package, Wrapped in Ribbon makes it easy for people to show support in a meaningful and impactful way. In addition, local elementary schools are getting involved by having students handwrite meaningful cards, adding a personal and heartfelt touch that helps make an even greater impact on recipients.



Cancer patient who gracefully received one of our care packages

Product Overview

Fight

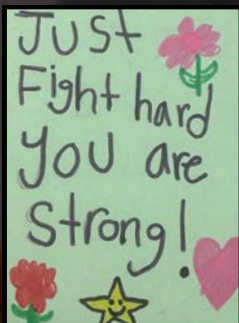


Wrapped in Ribbon's final product is a thoughtfully curated cancer care box designed to support individuals undergoing treatment. Each item is intentionally selected to serve one of two essential purposes: some products help patients manage or reduce common treatment side effects, while others provide comfort, warmth, and emotional encouragement throughout the process. The box includes a blend of wellness items, self-care essentials, and calming activities, working together to ease physical discomfort and uplift patients during their cancer journey.



Comfort

Each box includes a thermometer, chapstick, bag balm, ginger candy, peppermint candy, electrolyte mix, a crossword puzzle book, bamboo socks, and a soft blanket to help address common side effects such as nausea, dehydration, fatigue, and dry skin. The box also includes an "About Us" brochure and a handwritten note from local elementary school students to provide encouragement and emotional support. Together, these items create a thoughtful care box designed to bring both physical comfort and a message of support to cancer patients during treatment.



Every box features a handwritten note from a local elementary school student.

Creating Wrapped in Ribbon was not easy, and building a company while balancing school and other responsibilities came with many challenges. However, our team remained motivated because we knew our work was making a difference. **Every member of our company has been personally affected by cancer in some way**, which made this mission deeply meaningful to us. Being able to create something that brings comfort and support to patients going through such a difficult time made all of the hard work worth it.

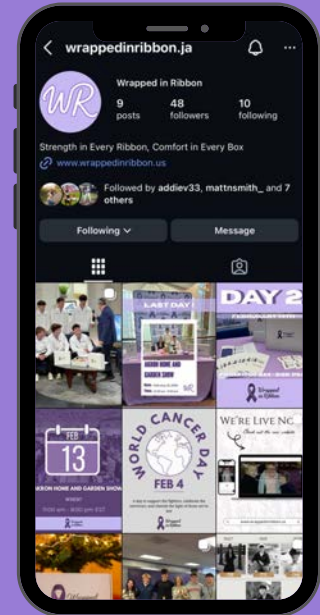


These cards make every box unique allowing each patient to be touched in a different way.

Customer Elements

Target Audience

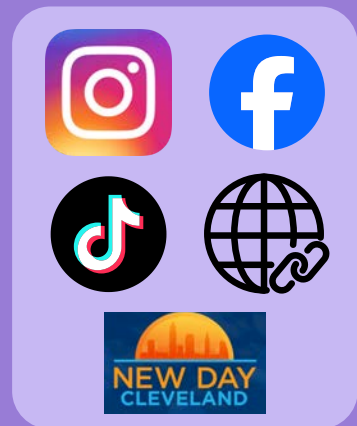
Our primary target customers are women ages 40+ and families supporting someone undergoing cancer treatment. This includes friends, relatives, caregivers, and community members who want to provide encouragement and comfort to a loved one during a difficult time. We also targeted community members who were passionate about supporting cancer patients but may not know what items are most helpful during treatment.



20,000+ VIEWS

To our website, social media, and news channels

Our team connected with customers through both in-person and digital channels. We promoted the product through community events, and direct engagement with potential customers who wanted to support cancer patients. We also utilized our website to share our mission and educate customers about the impact of cancer care packages. These channels allowed us to reach supporters who wanted an easy and meaningful way to help someone undergoing treatment.



Our Sponsors



In-Person Opportunities



Business Performance

Our Success

Wrapped in Ribbon had success through both financial performance and community impact. During our journey, we sold 116 care boxes, generating \$5,914 in revenue and achieving a net profit of \$5,792. We successfully reached our break-even point while maintaining strong customer engagement and demand. A milestone for our company was earning First Place in the WestStark Chamber of Commerce Business Plan Competition, proving both our business model and mission. Beyond financial results, our greatest achievement was delivering comfort, dignity, and encouragement to cancer patients during one of the most challenging times of their lives.



Feedback

"When I received the beautiful white box I didn't know how I was chosen but I am so thankful because I have been able to use everything that was in the box..."
-Brenda

Thank you for the box of goodies! I loved the mini bags of lotion. I've been fighting cancer for 4 yrs and things like this are so helpful.
Amanda F.

Cost Structure

Wrapped in Ribbon managed both fixed and variable costs throughout the year. Fixed costs included expenses such as marketing materials, website costs, and trade show expenses, while variable costs were tied to producing each cancer care box, including the items inside the box, packaging, and shipping supplies. By monitoring these costs carefully, our team maintained responsible spending while continuing to deliver meaningful value and support to cancer patients.

Revenue Streams

Website



In-Person



We generated revenue primarily through in-person sales at community events and trade shows, where we connected with customers and shared our mission. We also received donations that helped us build toward our full \$49.99 care box. In addition, our website provided an online channel for customers to learn about our mission and purchase boxes, allowing us to expand our reach beyond in-person events.

Financial Outline

Overview

Wrapped in Ribbon reached a strong performance through both sales and community support. As of March 30, our company sold 116 units and generated \$5,914 in total revenue, with a 62% profit margin that resulted in a net profit of \$5,792. Our donation option was our leading source of sales, as many customers were motivated by the opportunity to directly support someone going through cancer treatment

INCOME STATEMENT	
Sales Revenue	\$5,914.30
Cost of Goods Sold	\$ (2,223.72)
Gross Margin	\$3,690.58
Prize winnings	\$750.00
Fundraising	\$2,922.07
In-Kind Donations	\$1,663.56
Advertising and Marketing Supplies	\$ (256.16)
Materials and Supplies	\$ (412.45)
General Expenses	\$ (15.00)
Shopify Fees	\$ (116.86)
In-Kind Material	\$ (1,663.56)
Trade Show Expenses	\$ (523.01)
Website/Apps	\$ (247.07)
Net Income/(Loss)	\$5,792.10

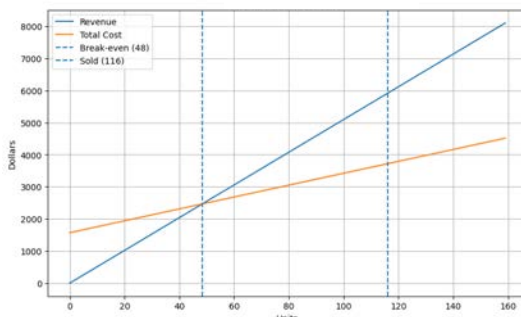
BALANCE SHEET	
ASSETS	
Cash	\$6,348.98
Inventory	\$76.68
Total Assets	\$6,425.66
LIABILITIES	
Sales Tax Payable	\$353.56
Capital Stock	\$280.00
Net Income/(Loss)	\$5,792.10
Total Liabilities & Equity	\$6,425.66

Book Value of Stock (Upon Liquidation)	
Net Profit	\$5,792.10
Capital Stock	\$280.00
Total Owner's Equity	\$6,072.10
Shares of Stock	7
Book Value of Stock	\$867.44
Percent Return per Share	2068.61%

Independent Accountant's Report

<p>I have looked over the accompanying financial statements of Wrapped In Ribbon (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.</p> <p>Owners' Responsibility for the Financial Statements The owners are responsible for the preparation and fair presentation of these financial statements.</p> <p>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.</p> <p>TOPE ACCOUNTING & BUSINESS SERVICES, LLC STEPHEN A. TOPE, CPA Certified Public Accountant</p> <p><i>Stephen A. Tope, CPA</i> STEPHEN A TOPE, CPA CANTON, OHIO</p>

Break-Even Analysis



Our cost of goods sold is \$19.17 per box and we sell for a sale price of \$49.99, our break-even point is 48 boxes, and we became profitable on February 12th.

Lessons & Future

Lessons

Through Wrapped in Ribbon, we learned to listen first and design second, ensuring every decision served our community of cancer patients. Balancing this empathy with the discipline of inventory and cost management strengthened our leadership and proved that a mission-led business thrives on the intersection of compassion and adaptability.



Our Future

The future of Wrapped in Ribbon focuses on growing our reach and making our boxes easier to access nationwide. Our goals include:

- Launching a subscription model with essentials for each treatment stage.
- Partnering with hospitals and oncology teams to expand distribution.
- Creating care box options tailored for different ages, genders, and needs.
- Building a donor-sponsored program to support more patients.

Challenges

One of our biggest challenges was maintaining affordability while ensuring every care box met our quality standards. Because our product serves individuals in vulnerable situations, we could not afford to compromise. We also faced challenges in supplier coordination, inventory management, and marketing a product tied to a sensitive topic. We had to learn how to communicate with authenticity while still building a scalable brand. These challenges ultimately made us stronger and more strategic as a company.



Our team at the St. Baldrick's head shave fundraiser

One More Thing

Community Contribution

Wrapped in Ribbon is more than a business; it is a meaningful contribution to our community. While financial growth is important, the impact we have made through supporting cancer patients matters most to us. The messages of gratitude and handwritten notes we receive from patients affirm that our work extends far beyond sales and reflects the true purpose of our organization.

"I have been needing a new pair of socks and these are really nice... Thank you for thinking of me."

-David

Global Possibilities

Wrapped in Ribbon has the potential to expand beyond local markets into a global community united by a shared commitment to supporting individuals facing cancer. Because the challenges of cancer are universal, the need for affordable, thoughtful care extends across cultures and health care systems. Grounded in compassion, accessibility, and purposeful design, Wrapped in Ribbon is well positioned to grow through digital outreach, strategic partnerships, and community engagement. By adapting products to reflect cultural preferences while maintaining a focus on comfort and emotional support, the organization can reach diverse populations without compromising its mission. Global expansion represents an opportunity not only for growth, but to ensure no patient feels alone during treatment.





Wrapped in Ribbon

**Strength in every ribbon,
comfort in every box**

Thank You



SCAN ME



wrappedinribbon.us