



NEXT CHAPTER ANNUAL REPORT

2025-2026



FLIP THE PAGE INTO ADULTHOOD

BOOK & APP

JUNIOR ACHIEVEMENT OF NORTH
CENTRAL OHIO
CLAYMONT HIGH SCHOOL-
UHRICHSVILLE, OH



Executive Summary

Problem

You have just graduated from high school, and one of the scariest things stands right in front of you: *Life*. What will you do? Will you attend college, enlist in the military, or enter the workforce? Overall, many decisions can catch you off guard when you're unprepared.

Solution

This guidebook is designed to help you navigate the transition from childhood to adulthood. Our booklet and app are tools for people to use as an introduction to adulthood. When you question yourself on how to do certain things, you can refer back to our booklet or our app. Our mission is to truly help educate young adults so they aren't left in the dust.

Overall, Next Chapter's performance has massively varied. In the beginning, we didn't see much activity with our company. Customers weren't interested, and nothing drew them in. Seeing this, we immediately took action. From pitch improvements to connecting with consumers, we saw many more people interested in our product. We ended up selling out of our first shipment of books!

Performance Review

Units Sold, as of 4/8: 83 books

Total Revenue: \$3,454.05

Total Profit: \$1,354.84

ROI: 3871%

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The Team



Madelyn Dean | CEO



Kaylee Robinson | COO



Korbin Burkholder | CTO



Jeremy Haver | CFO



Aubree Potts | CMO



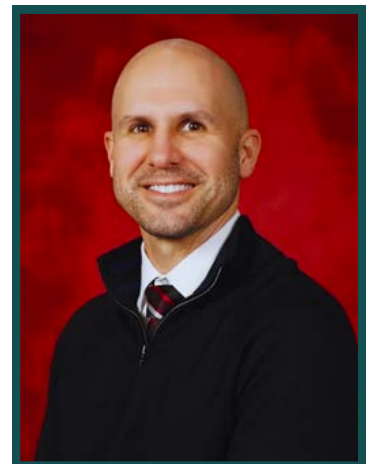
Allen Chrest | Sales



Chloe Dean | Sales



Mr. Beebe | Advisor



Mr. Zimmerman | Teacher

Leadership and Organization

Team Structure

Our team's structure is very open and cooperative to everyone's opinions and thoughts. Our company has great communication between individuals. Everyone is viewed as equally important and prioritized, making a positive and comfortable work environment for everyone.



Employee Motivation

Each worker already carries great motivation and passion for everything they do, thanks to our staff performing a SWOT analysis at the beginning of the year. We all try to uplift and motivate each other. The biggest motivation is the experience that we get out of running Next Chapter. Running a business is a lot different from daily student life, as there are different responsibilities and new things to accomplish.



Team Modifications

Our team currently consists of seven people, but originally there were nine. We sadly had to let two people go due to a variety of reasons. One joined late and struggled to stay on task, and the other created personal conflicts with others within the workplace. This prevented work from getting done daily. Overall, they were not the best fit for Next Chapter, and we had to act in the best interest of our company.

Team Members:

Madelyn Dean: CEO

Kaylee Robinson: COO

Aubree Potts: CMO

Jeremy Haver: CFO

Korbin Burkholder: CTO

Allen Chrest: Sales

Chloe Dean: Sales

Innovation Process Discovery

Discovery Process

While looking for ideas on what to make, we did a reflection on ourselves.

With each of us still being in high school, we are currently getting ready to enter adulthood; Originally, we were feeling clueless and not prepared for the challenges we may face. A lot of other students also face the problem of feeling unprepared for adulthood. There is a lot to learn as you are entering this next chapter of your life, which includes a lot of things schools may no longer teach, like Home Economics.

Our Resources

The resources we used to gather our information were surveys. These surveys contained questions on how prepared students felt and what parts of life they were unsure about doing or dealing with. Another resource we used was our teachers for our section on life wisdom and family.

Remember, we are still students and not yet knowledgeable in a lot of subjects.

Problems when making the app and website

- Finding clear, helpful examples for different learners. People learn in different ways, so it's hard to make examples that make sense for everyone.
- Making payments and downloads fast, secure, and error-free.
- Uploading the app and getting it approved by each of the app stores. The iOS process is especially strict and can be slow, with extra rules and possible rejections.
- Handling bugs and crashes on many devices.



Innovation Process

Market Analysis

Competitors

Our main competitors offer specialized content, such as cookbooks, car maintenance manuals, bankers, etc. However, these companies or products don't offer all of the information in one place, like ours does. In addition, no one combines the information with an interactive app designed to test the user's knowledge. We want to make it easy for our customers to find all of the information they need to be a successful adult, which gives us a strategic advantage over the competition.

Unique Value Proposition

What's unique about our company is how informative our guidebook and app are. It contains a lot of important information in one place that can help someone be informed about many subjects that they might not have known before. This creates convenience and easy access. Even though our target market is young adults, this type of product is perfect for older adults as well because many of them do not know this type of information.



Time Crunch

Our target market is mainly those who are graduating or entering college. This makes selling harder than expected because it lends itself to being more seasonal, geared around graduation. However, we are also targeting the start of school and adults on a daily basis.

Website:

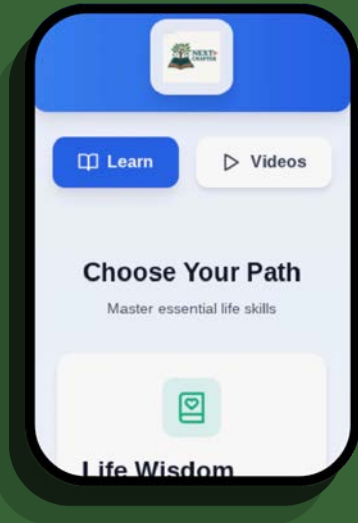
nextchapterja.myshopify.com

Linktree:

<https://linktr.ee/nextchapterja>



Innovation Process Product Overview



APP

BOOK



Next Chapter is a book and an app that teach everyday life skills you wished you would've learned in high school.

The products bring light to the following subjects that are vital to being a successful adult:

- Finance
- Health
- Home Economics
- Home and Car Maintenance
- Family
- Gardening
- Life Wisdom

Whether you're learning how to make a budget, change a tire, or navigate marriage and kids, we help you on your journey. The app and booklet make learning real-life skills simple and practical.



JA Company of the Year Competition

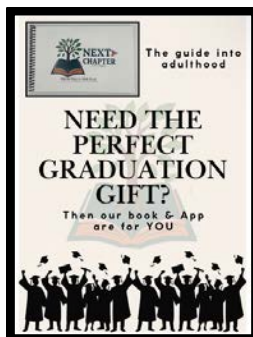
Customer Elements

Segments

- Our target audience consists of high school students and graduates, college students, and really anyone who still feels uneducated on essential life skills.
- We've attended a lot of places, like the Akron Home and Garden trade show, local markets and rotary organizations, and news stations. In order to increase sales, we are putting our efforts into partnering with schools and organizations to make our product a part of their offerings to students.

Channels

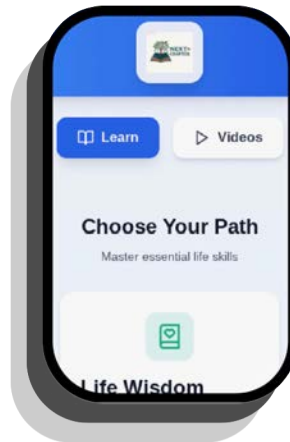
- Our path to customers is has been a journey. At the beginning, we worked towards bringing it up in conversations with family and friends to help the word of mouth spread. Next, as we wrapped up the booklet, we started going to events to not only sell our product, but to market ourselves to potential businesses. We are now securing educational and organizational partnerships, with the hope of getting our resolve into every high school, college, business, and service organization in Ohio and beyond. We use our website and the App store to sell our products as well.



Business Performance

Fixed Costs:

- App Development: \$25/month
- Website: \$1.07 per month
- Book Publishing: \$14.55 per book

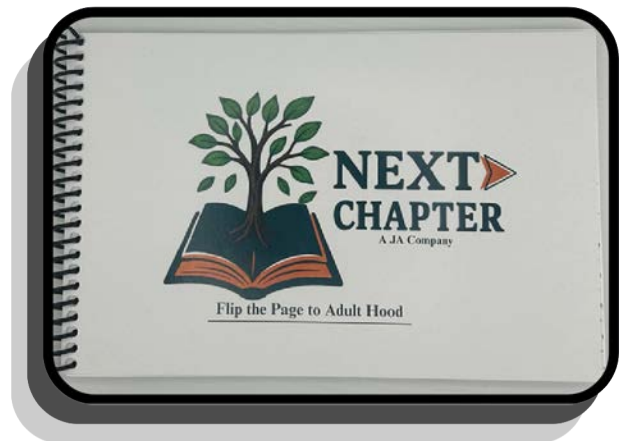


App \$5

Book \$20

Variable costs:

- Business cards - \$36
- Table cloth - \$18
- Banner - \$32
- Apron - \$9



Key Metrics

The key metric we used to measure our company's success was book and app sales, as well as cash flow.

Revenue Streams

Our streams of revenue came from donations, our book and app along with some general fundraising.



JA Company of the Year Competition

Business Performance

Financial Performance

Overview

The production cost for each book is \$14.55 and the cost of each book is \$20. The app costs \$25 a month to host and \$99 a year to launch on the app store. We sell the app for \$5 each. As of April 7, we have sold 83 units, with revenue totalling \$1,633. Our total expenses were \$2,099.21. Lastly, after liquidation, 10% of our profits will be donated to the JED foundation.

<i>Income Statement (P&L)</i>	
Revenue	
Book Revenue	\$1,633.00
General Fundraising	\$1,671.05
Donations	\$150.00
Total Revenue	\$3,454.05
Expenses	
Fixed Expenses	\$1,693.21
Variable Expenses	\$376.00
Loan Interest	\$30.00
Total Expenses	\$2,099.21
Net Income	\$1,354.84

Capital

Each of the seven members of Next Chapter put in \$5, totalling \$35 of stock equity. In addition, Next Chapter received a \$600 loan from Junior Achievement, giving the company \$635 in start up capital. Next Chapter is entirely student-owned and upon liquidation, all proceeds will be split by shareholders. Also, 10% of the profits will go to the Jed Foundation to support mental health. With the initial investment from our team members and our sponsorships, our profit is \$1,354.84 and our return on investment is 3,871%.

<i>Balance Sheet</i>	
Assets	
Cash	\$929.84
Inventory	\$460.00
Total Assets	\$1,389.84
Liabilities	
	\$0.00
Owner's Equity	
Stockholder's Equity	\$35.00
Retained Earnings	\$0.00
Net Income	\$1,354.84
Total Owner's Equity	\$1,389.84
Total Liabilities and Owner's Equity	\$1,389.84

<i>Book Value</i>	
Net profit	\$1,354.84
Capital Stock	\$35.00
Total Owner's Equity	\$1,389.84
Shares of stock sold	7
Book Value per share	\$198.55

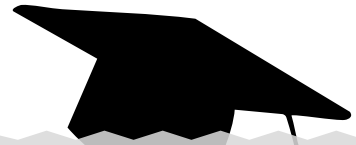


JA Company of the Year Competition

Learning Experiences and Future Application

Our Journey

Over our time together, we've accomplished a lot of different matters, but we have also faced many headwinds. However, we have learned that we can work together to solve our problems. We have learned how to communicate, sell, take rejection, pivot, and keep on going. We've also learned how to manage time more efficiently, so that the next days of work get easier and less stressful. We have come together as a team and bonded over our shared experiences and that has made us better at our job. We feel like one family now and that will always stay with us. We are just getting rolling and we have many more lives to impact!



Our Challenges

- Failure to get the App up on the Apple store for most of the year
- Closing the deal after we have pulled people in to buy our product
- Having such a niche target market that can lend itself to being more seasonal
- Having to fire two people, especially ones that are friends and having to deal with all of the fallout



Global Possibilities

- Our books and app can give access to individuals with special needs; Both offer great visuals and alternative ways to teach necessary skills.
- As Next Chapter expands, we would like to translate our books to other languages so individuals beyond English speakers can access this resource!
- Attending more live events, such as news stations, trade shows, rotaries, and any other live selling event that'll help us reach out to more communities that would benefit from our product.
- Going to more graduation ceremonies and making connections with universities for them to offer it to incoming freshman.



Like all of the companies from Claymont High School, we strive to be innovative in everything that we do, in order to stand out and be original. While this can lend itself to being difficult to achieve, it also can produce results no one else thought possible. Next Chapter has created a resource that is invaluable for every young adult (and any adult period) throughout the globe. We have challenged ourselves to be different and to help as many people as we can, and we believe our products do just that. We are just getting started!

