

Motivational
MVP
Vision Planner

A JA Company

Jackson Highschool
Massillon OH

**ANNUAL
REPORT**

2022

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Team Members



Jonah Kracker
CEO



Bradley Tucker
CFO



Shea White
Sales



Ryan Konovsky
Marketing



Cooper Downard
Social Media



Wyatt Geissinger
Supply Chain

Our Vision

Our vision is inspiring people to accomplish their dreams no matter how big or small. From getting up on time, to making a million dollars. We believe you can do it one day at a time.

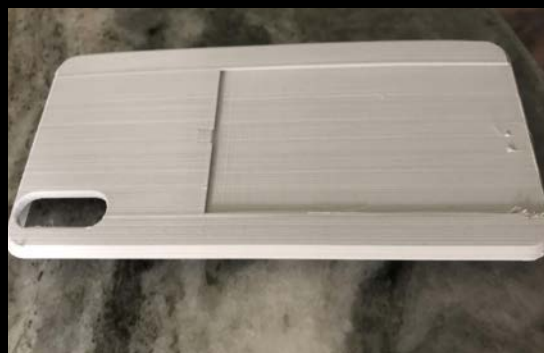
"Float like a butterfly, sting like a bee"

"Inspiration does exist, it just has to find you working"

The Start of the Year

The Beginning

When we started this year we had a completely different product idea called, Cash Case. Coming into Thanksgiving and towards Christmas we had multiple problems with manufacturing and production. We ended up trashing the project and went back to the drawing board.



"If you want to succeed as badly as you want to breath

The Forefront

After the devastating loss we took with Cash Case, we started looking at new business ideas and ways to get started.

After a few weeks one of our team members had a revelation right before Christmas. Wyatt had been looking at vision boards for his room and realized there was nothing on the market he was looking for. Frustrated that he could not find a vision board for his room he realized that this could be the next big thing. He quickly put together a rough idea for the concept that would soon become MVP. As soon as it was brought up the next day, we were certain this would be our big break.

-Eric Thomas

then you will be successful"

Executive Summary

Our mission is to organize, motivate, and excite people to accomplish their dreams, goals, and visions in life. We provide boards, journals and necessary supplies giving people the option to customize, create, and inspire others to live their best life.

“We cannot solve problems

when we came up with them.” — Albert Einstein

with the kind of thinking we employed

Product Development

When coming up with our product, we had one thing in mind. How do we help people the most? When sitting on the idea for awhile we realized that everyone has their own personal goals and achievements they want to accomplish. That's where we come in. Here at MVP we're committed to helping you accomplish your goals and visions in life with through our vision boards and notebooks.

"If at first you don't succeed, try, try, try again"

Motivational
MVP
Vision Planner

BUY NOW!!!

MVP



\$32.99



\$12.99



\$22.99

Our company MVP
will put you on the
right path to
succeeding and
staying organized

ORDER NOW

mvpvisionboard.com

- Half White-Half Cork Board
- 2 Dry-Erase Markers
- 10 Pins

- MVP Journal
- 2 Pens
- Pack of Post-its

Financial Performance

12			
13	sales		
14	31.93		
15	37.15		
16	31.93		
17	35.14		
18	13.84		
19	29.7		
20	70.26		
21	29.7		
22	35.14		
23	35.14		
24	70.26		
25	40.36		
26	36.79		
27	40.09		
28	138.34		
29	35.14		
30	24.48		
31	13.84		
32	35.14		
33	35	total sales	
34	13		832.37
35			
36			
37			

- \$832.37 in Total Revenue
- 21 Total Orders
- Only 2 Months of Active Selling

E	F	G	H	I	J	K	L	M	N
Thumbtacks	pens	shopify Cost	initial investment			bank cost	Amount Spent	Account Balance	Total= 598.50\$
600pcs/8.99\$	144pcs/15.31	30.89 per month				-40\$	220.55\$	379.55	
0.14983333 a 10		-15\$							
							371.28	228.72	

Sales Strategy

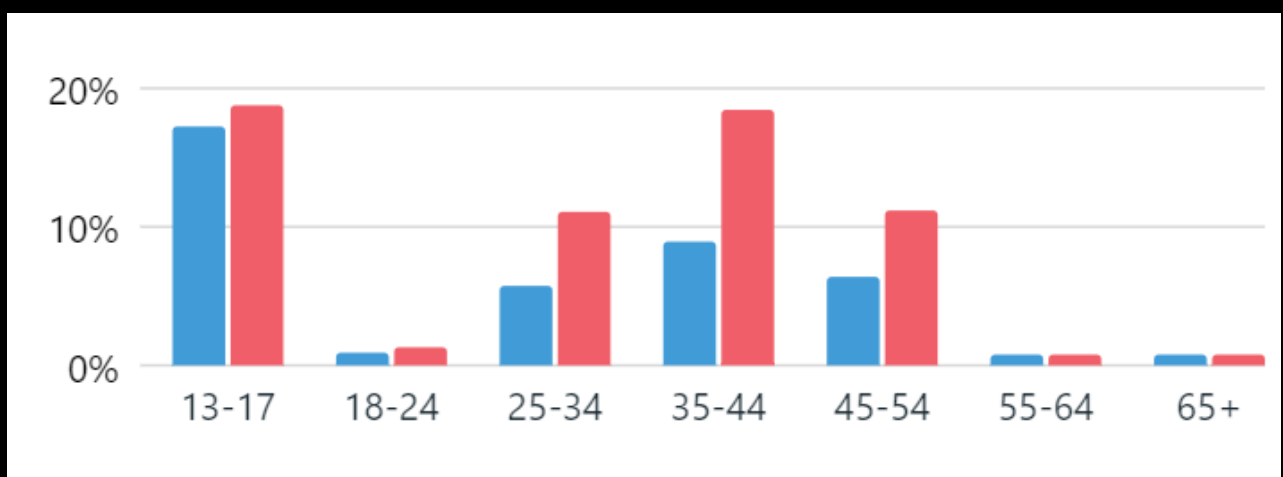
- We first started with going around school getting the attention of teacher's, family and friends
- Sold majority of products with teachers, students, neighbors and other young entrepreneurs around the area
- Got a ton of views when we posted our product on facebook
- Going to Hartville Market and getting our name out there
- Completing orders every other day.
- Sent out emails to other companys for bulk orders

Social Marketing

Facebook ad results

Below are the results for our four facebook and instagram ads:

- \$80 spent
- 7,733 reach
- 31 link clicks
- 13-54 age range
- Top 5 locations viewed
 - Ohio 4,640 people
 - Texas 396 people
 - California 288 people
 - Florida 173 people
 - North Carolina 127 people



Learning Experiences

- With our first idea "Cash Case" we learned not to put too much fate into an action or person without making sure it's a for sure thing with a solid back-up plan
- When we started getting through the beginning process we found out how much labor we would have to take care of labels on notebooks and putting together orders
- We figured out the best way to approach sales is to directly contact or talk to where we can find our target market
- Selling success was found through teachers, young entrepreneurs and office workers
- The most important thing was that we learned how to handle the different parts of running a business and what it takes to work with one another