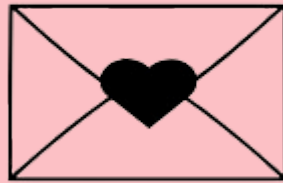




CARING CARDS



2024 | Annual
2025 | Report

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CARING CARDS



Caring Cards

Executive Summary

Caring Cards offers a simple yet effective solution to a widespread issue: the lack of positive reinforcement in daily life. By incorporating personalized, uplifting messages into routines, the initiative seeks to cultivate a more supportive, mindful, and positive environment for individuals across diverse backgrounds. The result is improved mental health, increased motivation, and a stronger sense of self, making this initiative a valuable tool for anyone seeking to enhance their emotional well-being and create a foundation for personal and professional growth.

Company Performance Snapshot:

- ♥ 85+ Transactions
- ♥ 152 Items Sold
- ♥ 2,970 Total Revenue
- ♥ 89% ROI

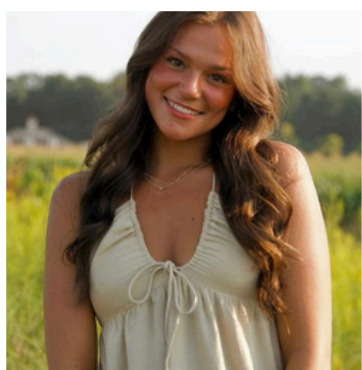
Problem

Many people today aren't receiving enough positive affirmation due to societal shifts that prioritize achievement over emotional well-being, often leaving individuals feeling overlooked or undervalued. In workplaces, schools, and even within families, the focus on performance, productivity, and external accomplishments can overshadow the importance of recognizing personal worth and effort. As a result, mental health problems such as anxiety, depression, and burnout have surged. This vicious cycle highlights the critical need for nurturing environments that offer not just recognition for achievements but regular, authentic affirmation of one's worth.

Solution

To address the lack of positive affirmation, a set of personalized affirmation cards is our powerful solution. These cards, tailored to different genres such as schools, workplaces, and families, will provide individuals with daily doses of encouragement and support. Each card features thoughtful, and personalized questions. This small but impactful practice helps ensure that everyone receives the affirmation they deserve, no matter their background or circumstances.

Meet the Team



**Addison
Berrios**
CEO



**Emmitt
Filisky**
COO



**Brayden
Mitchell**
Supply Chain



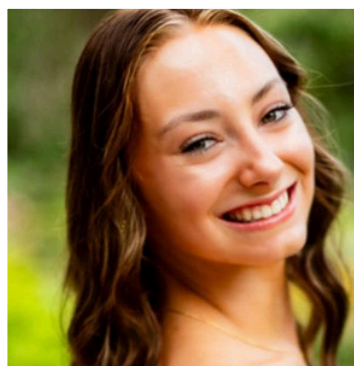
**Josie
Spellman**
Marketing



**Riley
Holland**
Sales



**Max
Gullace**
CFO



**Rilyn
Stayer**
Sales

Junior Achievement of
North Central Ohio
Lake High School,
Teachers:
Aja Tompot & Andrea
Chavez
Classroom volunteer:
Zach Coblentz

Our Mentors





Motivation & Compensation

Members of Caring Cards decided on their roles within the organization at the start of this project. Each member agreed on the role in which they would contribute the best. Depending on workplace abilities like attendance, teamwork, effort, and work quality, these could fluctuate. Members were inspired to finish tasks and help the business succeed as a result of this strategy. The CEO and CFO distributed bonuses according to achievements. At the beginning of the year, the team agreed on a commission of 7.5% based on individual sales. A positive corporate culture and a healthy work environment are made possible by Caring Cards members receiving recognition and rewards for their efforts.

Delegation of Duties

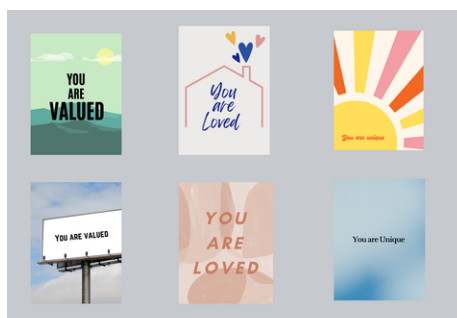
- ♥ CEO - Oversees all business operations and strategic direction.
- ♥ COO - Manage daily operations and ensure workflow efficiency.
- ♥ CFO - Manage financial planning, budgeting, and cash flow.
- ♥ Marketing - Develop and execute marketing strategies to promote products.
- ♥ Sales - Develop sales strategies and goals.
- ♥ Supply Chain - Source and negotiate with suppliers for cost-effective materials.

Structure

Caring Cards follows a Horizontal Organizational Structure. This structure promotes easy collaboration between departments and open communication between members. To ensure each team member is suited for their role, each member underwent an in-depth interview process deciding if they were suitable for the company.

Organization

Caring Cards makes use of a shared Google Drive, where all documents containing company data are kept. We discuss tasks and goals for the week at our daily meetings, which follow a regular agenda. Every month, Caring Cards conducts peer assessments and performance reviews to make sure everyone is working together and giving their best effort so that we achieve our goals. Our emphasis on efficient communication has helped us accomplish our objectives at Caring Cards.



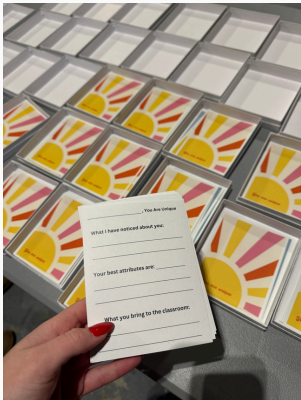
Innovation Process

Discovery

The world faces a growing mental health crisis, with millions struggling with anxiety, depression, and loneliness. Despite increased awareness, many people still lack access to proper support or feel uncomfortable seeking help. Caring Cards offers a unique way to combat this issue by spreading encouragement, positivity, and emotional support in a simple yet meaningful way. The Caring Cards pack includes positive affirmation cards to give to loved ones.

What's Included?

- 12 unique cards
- 2 designs in each pack
- Fun stickers
- A business card



In our team, we all have experienced a negative time in our lives. That's where we came up with a smart and easy way to show affirmation. Getting our cards tested or prototyped was a crucial step before mass production. First of all, we needed to come up with each unique design for our cards. After we completed our designs we had them printed to see first hand. Our process is very simple as our printer is located right in town.

What do customers think?

"I received a Caring Card from my manager, to make me feel appreciated at a time I truly needed it!"
-Ashley H.



"I gave a Caring Card to a loved one who was struggling with their mental health, and it made them feel loved during this difficult time of their life."

-Amanda J.





Competitors >>>>>>

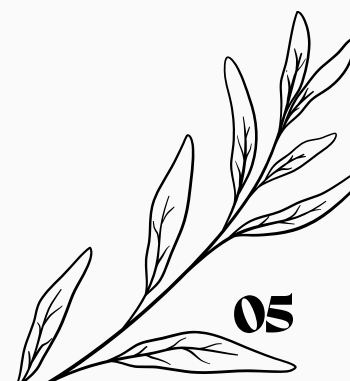
While other card companies offer single cards that you can simply purchase, sign, and give to someone, our Caring Cards offer something more. With our set, you receive 12 unique cards featuring two different designs and a variety of genres, each with thoughtful questions that make it easy to connect with multiple people in your life.

Unique Value Proposition

Our unique products set us apart from major card companies by offering customized card packs with personalized questions tailored to specific genres. This approach allows us to create a memorable experience and leave a lasting impression on our customers.

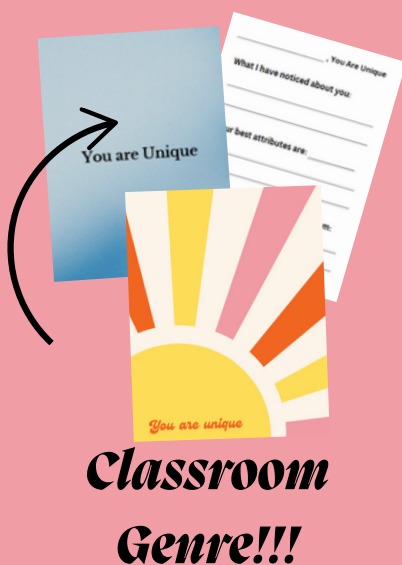
Unfair Advantage

At Caring Cards, we believe that filling out a card is quicker and more meaningful when it includes personalized questions tailored to the recipient.



Innovation Process

Product Overview



4.25 x 5.5 inch cards with a glossy front and a writeable back

\$10.99 for 12 caring cards, featuring 2 unique designs with 6 cards of each pack



>> Marketing Efforts

Our marketing efforts consist of word of mouth and marketing online. We market our product through social media where we catch the attention of most of our customers. We market all of our cards on Instagram, TikTok, and Facebook. You can find all of our cards displayed on those platforms.

>> Channels

We make sure to make real connections with the people buying our product to ensure customer satisfaction. Our marketing also consists word of mouth, going around and telling people about our product. We have had the most success with this marketing strategy, and we found being able to speak in person was the most effective.

Sales

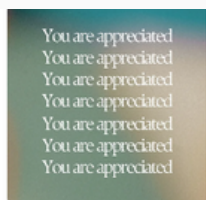
In person selling events allow us to more effectively communicate our cards' purpose and our company's mission to our customers, which makes it easier for us to make sales there compared to online orders. Our sales strategies are that we have friendly competitions between team members to see who can sell the most cards.



Caring Card Family Box
\$10.99



Caring Card Classroom Box
\$10.99



Caring Card Give To Anyone Box
\$10.99



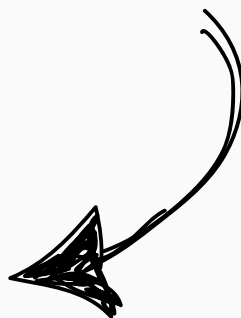
Caring Card Workforce Box
\$10.99



Caring Cards Love Box
\$10.99



Visit our
website!





Revenue

Our revenue comes from three key sources. First, sales brought in \$1,970.34 from selling Caring Cards at \$10.99 each, with 152 units sold through cash, electronic payments, and checks. We were able to do this at selling events like Hartville Marketplace, Hudson Marketplace, and within our school, as well as through individual sales—this is our core income. Second, we placed 4th at the Stark Tank competition and won \$500.00, giving us the ability to reinvest and buy more inventory. Finally, we received a \$500.00 donation, to support our startup, offering crucial early funding with no repayment needed.

Total Revenue: \$2,970.34

Cost Structures

Caring Cards has two fixed expenses; website fees and hardware, giving us a total of \$166.52 in fixed cost. We have two variable costs per unit; production cost and transaction fees, giving us a total of \$2.90 Variable Cost Per Unit.

Cost to Produce: \$2.90

Suppliers

We decided on our two suppliers; Hartville Printing Company and Amazon because they give us the ability to get our product within a week at a low cost to produce.

Capital

We launched our business with capital from two sources: a \$500.00 donation from SLS machining and a \$600 JA Company loan, adding a small boost we'll repay later. This \$1,100 kickstarted our inventory and got us going.



Financial Performance



Overview

Caring Cards products: the classroom bundle, family bundle, work-force bundle, and our non-specific bundle, have a retail price of \$10.99. A total of 152 units were sold in addition to our other revenue streams we generated \$2,970 in sales revenue. Our total net profit is \$1,038. Our gross profit margin is 76% and our return on investment is 89%.

Break-Even Analysis

We break even at 21 units sold at \$10.99 each. Fixed costs are \$166.52 including our website fees and card reader. Variable costs are \$2.90 per unit (production and fees). With an \$8.09 profit per unit, Our breakeven point was 21 units which we reached in one month of operation.

Liquidation

Our liquidation plan is to sell our remaining inventory at a pop-up event. Then, donate leftover boxes to Lake Middle High School and payback the \$600 JA loan. Finally, we will split remaining profits based on our company charter.

Income Statement	
Revenue	
Sales	\$1,970.34
Stark Tank	\$500.00
Donation	\$500.00
Total Revenue	\$2,970.34
Expenses	
Cost of Goods	\$1,702.30
Hardware	\$62.84
Marketing Expense	\$128.43
Transaction Fees	\$38.32
Total Expenses	\$1,931.89
Total Net Profit	\$1,038.45

Balance Sheet	
Assets	
Cash	\$1,091.12
Finished Goods	\$620.00
Total Assets	\$1,711.12
Liabilities	
Sales Tax Payable	\$120.26
JA Company Loan Payable	\$630.00
Total Liabilities	\$750.26
Total Owner's Equity	\$960.86
Total Liability & Owners Equity	\$1,711.12

Successes

- We placed 4th at the Stark Tank competition; winning \$500
- Teaming up with the Canton Fire Department
- Received a \$600 loan from JA
- Received a grant from SLS Machining for \$500
- Selling out of one of our genres during our first selling event



Learning from Failure



In the process of expanding and getting more connections with our business, we ran into some problems with our packaging, getting our card prices lowered, and struggling with our website. But from that, we learned, and we adapted by getting different packaging, getting our card prices lowered, and figuring out where we sell best!



Quotes from the group:

"This is more than just a card company, we have created a source of affirmation for so many people."

—CEO Addie Berrios

"Being connected as a team is so important when creating such a unique product."

—COO Emmitt Filisky



Reaching Target Markets



We have a large target market, which creates numerous selling opportunities. By creating our multiple genres, we've been able to reach specific markets, like the workforce, that may not have been reached otherwise. In order to target classrooms and teachers, we not only created a teacher genre, but we got into contact with our Superintendent, discussing possibilities of incorporating our cards into a classroom.



>> Company Connections

We've collaborated with a local printer company in Hartville, allowing our business to save money in the production process, and we also met with the Canton Fire Department, allowing a possible partnership for an event this upcoming summer.





Thank you,
Judges!



“Caring Cards’ mission is to spread positivity one card at a time.”

– Addie Berrios ,
Caring Cards CEO

