

TRAVEL GUARDIAN

A JA COMPANY

ANNUAL REPORT

2024-2025



YOUR JOURNEY, OUR PRIORITY

Executive Summary

At Travel Guardian, after encountering numerous issues with our vehicles, we identified a pressing need for better education and resources for young drivers when it comes to car maintenance. To address this, we created an educational car kit designed specifically for young drivers like us.

Our mission at Travel Guardian is we believe in the importance of giving back to our community while simultaneously providing comprehensive roadside assistance kits designed to keep travelers safe and prepared for their journeys.

We are dedicated to promoting car safety and education, offering valuable resources such as QR codes and brochures that help our customers learn about this often-overlooked aspect of vehicle care.

The Problem

Around 70% of young drivers are unsure of what to do in an on-the-road emergency, and many don't even know the basics of car maintenance or where to begin. At Travel Guardian, we're here to address this issue. The challenge isn't limited to just young drivers—many Americans face the same uncertainty when it comes to basic car maintenance. We're committed to providing the guidance needed to help everyone feel confident and prepared.

The Solution

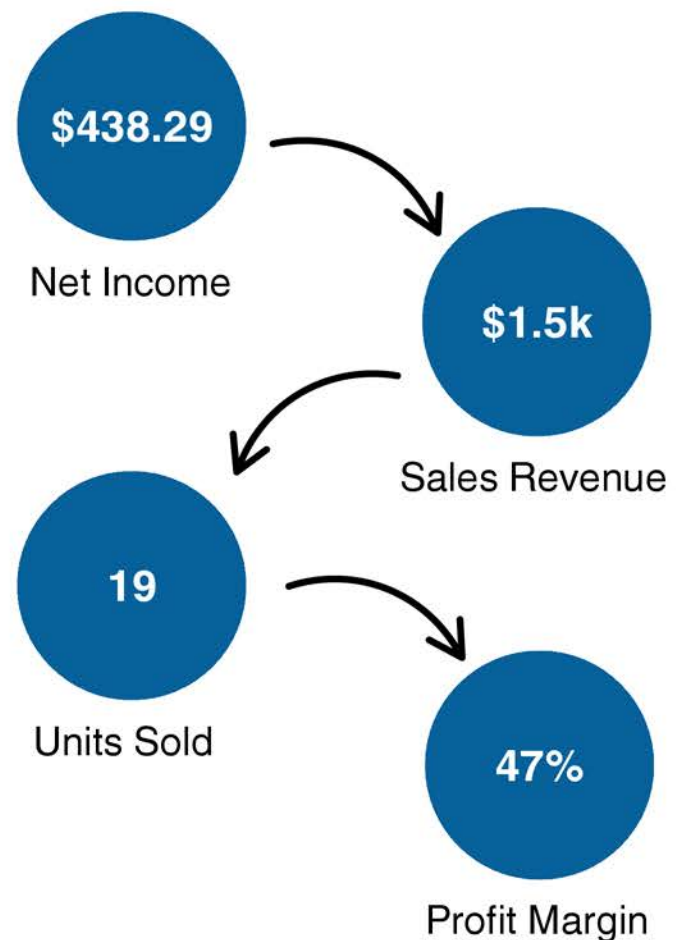
At Travel Guardian, we've developed a solution to assist young drivers who struggle with basic car maintenance. We have compiled a bunch of car essentials in a convenient kit that you can have on you at all times. Our kit includes many items to help keep drivers safe but it doesn't end there. To make things easier, we've created a helpful brochure for our customers. It includes step-by-step instructions on performing essential car maintenance tasks, along with a scannable QR code that links to our YouTube channel, where you can watch instructional videos demonstrating how to handle common maintenance tasks.



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Performance Snapshot



The Team



Andrew Bonvenuto
CEO



Delaney Walsh
COO



Haley Brown
CFO



Makana Coblentz
Marketing



Preston Decker
Sales



Thomas Lombardi
Supply Chain

School: Lake High School
Junior Achievement of North Central Ohio
Teacher: Aja Tompot and Andrea Chavez
Volunteer: Zach Coblentz

Leadership & Organization



Company Structure & Organization

Travel Guardian operates with a horizontal organizational structure, emphasizing collaboration, shared decision-making, and open communication across all levels. We focus on creating a cohesive, agile environment where everyone contributes to strategic decisions. Due to the flat structure, team members take initiative and delegate tasks among themselves. Travel Guardian also utilizes a shared Google Drive to store all company-related documents. We hold daily meetings to review tasks and set goals for the week.

Motivation & Development

At the beginning of this project, Travel Guardian members agreed upon their responsibilities within the company. While we all work together, each team member is accountable for their specific area of responsibility. Travel Guardian, additionally, utilizes quarterly individual evaluations to ensure employees are actively improving in their positions. This balance of empowerment and accountability ensures that all tasks are addressed without micromanagement.

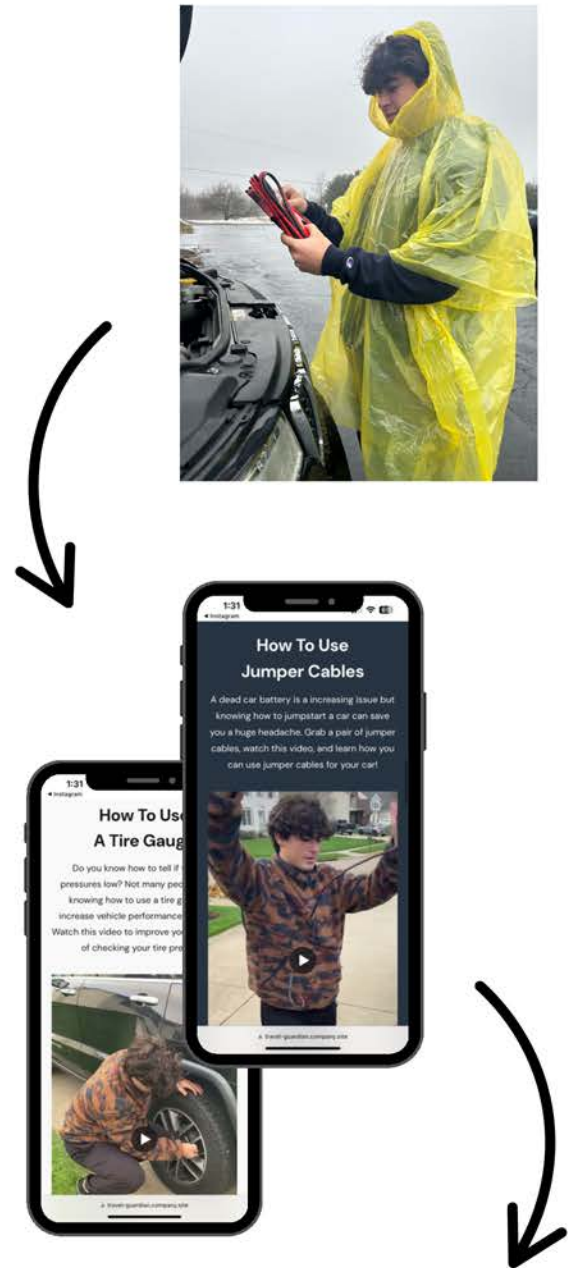
Innovation Process Discovery

Discovery Phase

As teen drivers, we have experienced many car issues and are not always sure what to do. Having a Travel Guardian kit gives a helping hand while guiding you with information. Additionally, given the nature of popular demand, it is often difficult and time-consuming to search for each individual item at a reasonable price. Our emergency roadside assistance kit provides the most necessary and essential products in one place.

Product Design and Testing

We partnered with a local wholesaler, B-Squared, whom we have a personal connection with to source our product. Once we got our logo branded onto the bag we were able to start testing the tools inside. Making sure the kit worked was the first step, and then we began constructing our website and self-made video tutorials for step 2. Step 3 was designing the booklets and adding the necessary information. Finally, it was ready to launch.



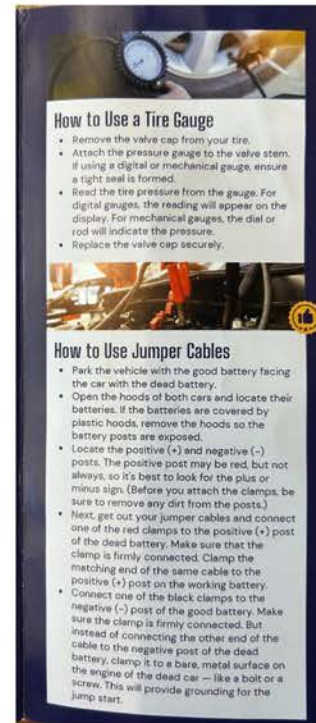
Innovation Process Market Analysis

Educational Aspect

In our market, there are multiple competitors such as Triple A and other brands that all work on car safety. However, our product is unique as we add our own twist to these car kits. Our kit includes a booklet with clear, step-by-step instructions on basic car maintenance tasks, such as changing a tire or using jumper cables. Additionally, a QR code on the back of the booklet links directly to our website, where you can watch how-to videos featuring our CEO demonstrating these skills. We are not just offering a product; we are fostering education and empowering individuals to learn valuable skills.

Value Proposition

Our product is not only practical but also cost-effective. If you were to purchase each item separately, the total would easily be around \$80. However, our kit is available for just \$59.99, making it both convenient and accessible to everyone. Additionally, for every 15 kits sold, we donate one to Love Our Community, a local charity dedicated to improving quality of life.



Innovation Process

Product Overview

Travel Guardian strives to offer a variety of versatile and essential products. Our goal is to keep new drivers safe and prepared for the unexpected with our comprehensive emergency roadside assistance kit. Designed to provide peace of mind, this all-in-one kit equips you with essential tools and resources to handle a variety of situations while on the road. Below are the items we offer:



We get our product from a local wholesaler based out of North Canton.



Our kit also comes with a handy booklet that teaches you step-by-step how to do some basic car maintenance like, how to change a tire, ensuring you're always prepared, even if you're a first-timer.

On the back of the booklet, you'll find a QR code that links directly to our website. Here you can watch step-by-step videos that provide clear instructions for basic car maintenance done by our own CEO.

Customer Elements

Our Socials
Travelguardian.ja
TravelGuardian
Travel.guardian2



Website Design

Our website helps show our product and sell directly to customers. It is a well designed, easy to use website that helps reach our audience. We also include videos that show and explain how to use the products in our kit clearly and efficiently!

Marketing Strategies

Travel Guardian posts on our social media platforms, Instagram, Facebook, and TikTok. We have used these platforms to create content for our viewers that will be engaging and appealing to our audience. Through our social medias, we have reached over 20,000 accounts.



Sales Efforts

We have reached our customers through Facebook and selling opportunities such as the Hartville Marketplace, Hartville Hardware, Haymaker Market, Senior Business Showcase, and Fox 8 News New Day Cleveland, where we have encountered many parents. Word-of-mouth sales have also been crucial to spreading the word to our peers' parents in an attempt to make a sale.



Scan this to view our website and watch our videos!

Target Audience

Our main target customers and users consist of mainly parents of young drivers.



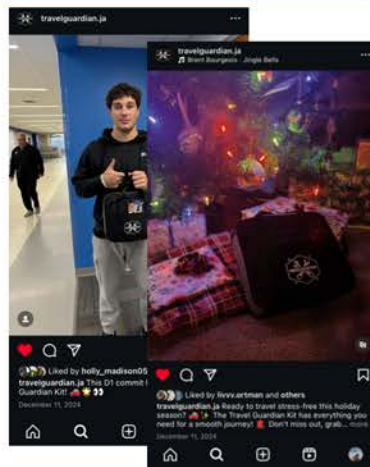
Megan B

This kit is very well thought out. There might be other things like this one on the market but the convenience factor of this kit is what really sets it apart. This kit has been a HUGE life saver and the videos have been a big help. I even got it for my daughter and it has been...



Jeremy H

I recently purchased the Travel Guardian Roadside Emergency Kit, and I have to say, it's a game-changer. I was a bit skeptical at first, but after using it during a long road trip, I'm completely sold. The kit has everything you might need in an emergency situation.



Business Performance

Key Metrics

The cost to produce one Travel Guardian kit is \$32. We retail our product for \$59.99, giving us a profit of \$27.99 per kit and a markup of about 87%. But we sell more than just a product, we sell something more valuable, information. Through our own studies, we found many kids our age, along with ourselves, don't know anything above the bottom line of how a car works. And although this kit is helpful, you can't do much with it if you don't know how. This is why we highlight the education aspect of Travel Guardian because having a plan is the first step to being prepared.

Cost Structure

Travel Gaurdian's variable costs include the cost of goods sold, \$771.22, and transaction fees totaling \$25.53. Fixed costs include marketing and advertising, \$154.11, When looking for a supplier, we wanted to stay local and be affordable and that is why we settled on working with B-Squared.

Revenue Streams

Most of our revenue comes from sales, which we have totaled \$1,112.81 in sales. We also held a raffle at the beginning of the school year which raised \$331 for our company, along with \$40 in donations throughout the school year.

Liquidation

Upon Liquidation of Travel Guardian's assets, Travel Guardian will first repay our loan to JA of North Central Ohio of \$630. We then will donate the remainder of our products to Love Our Community, a local charity. Finally, Travel Guardian will distribute profits amongst the team members.

Balance Sheet	
For Date Ended May 1st, 2025	
Assets	
Checking Account	\$1,038.29
Finished Goods	\$59.99
Total Assets	\$1,098.28
Liabilities	
Sales Tax Payable	\$60.51
JA Loan	\$630.00
Total Liabilities	\$690.51
Total Owner's Equity	\$407.77
Total Liability & OE	\$1,098.28

EXPENSES ANALYSIS



15%

Marketing

This includes our monthly website cost, essential decor for booth

3%

Banking

This includes the account service charge along with the purchase of a checkbook.

74%

Cost of Goods

This includes the amount per each restock of inventory and the brochures included in the kit.

8%

Square Reader

This includes the cost to purchase a physical square reader along with the transaction fees.

Business Performance

Financial Performance

Capital

The required capital to purchase our initial inventory was \$350. We also needed an additional \$30 for advertising. We received this start-up capital from a \$600 loan from Junior Achievement of North Central Ohio with 0.05% interest.

Break Even Point

Travel Guardian has a total of \$332.40 fixed expenses. With a profit of 27.99 per kit, our break-even point is 12 kits.

Sales Summary

Travel Guardian has sold 19 units, giving us a total of \$1,112.81 in sales revenue, keeping in mind our Christmas sale which featured a 15% discount. 37% of our transactions come from our website, while the other 63% have come from in-person sales at selling events, showcases, etc.

Return On Investment

Travel Guardian received a \$600 investment from Junior Achievement. Currently, Travel Guardian has a net profit of \$438.29 which makes our return on investment 73%.

Overview

The current retail price for each kit is \$59.99 except during our Christmas sale. The net profit is \$27.99 per kit. A total of 19 kits were sold resulting in \$1,112.81 in sales revenue. Including donations, we have a total revenue of \$2,077.18.

Income Statement	
For Date Ended May 1st, 2025	
Revenue	
Sales	\$1,112.81
Donations	\$371.88
Total Revenue	\$1,484.69
Expenses	
Cost of Goods Sold	\$714.00
Supplies	\$102.07
Marketing	\$145.60
VistaPrint Brochures	\$57.22
Credit Card Fee Expense	\$27.51
Total Expenses	\$1,046.40
Total Net Profit	\$438.29

Quick Look

Total Revenue - \$1,112.81

Net Income - \$438.29

Return on Investment - 73%

Profit Margin - 46.6%

Learning Experiences & Future Applications

Learning to Sell

Over the past year, our team has made significant progress in refining our sales strategies and skills. We began by identifying our target market more clearly by attending different events where we found our customer base to be at local markets and our audience to be more female-driven. Focusing on understanding the unique needs and preferences of our customers along with a combination of hands-on experience and feedback from customers, we tailored our pitch to resonate with different client profiles. Throughout this time we've celebrated successes and learned from setbacks continuously refining our approach. By the end of the year, our team had become more confident, adaptable, and proficient in navigating sales scenarios.



Group Achievements

At the beginning of the school year, we decided to organize a raffle at one of the high school football games to earn some money to help start up our business. This turned out to be a successful night earning us a total of about \$350 and gaining us some experience in pitching our product more confidently. Later into the year, we competed against a couple of other teams in our area and won this opportunity to be featured on New Day Cleveland on Fox 8. This has allowed us to increase brand visibility and communicate our brand's story and mission to a broader audience.

New Skills

Walking into this, our team lacked any experience in finances. Through this journey, we learned how to manage budgets, track expenses, and interpret financial reports, giving us a solid foundation to make informed decisions and maximize resources effectively. We've also gained hands-on real-world application experience, where we applied classroom theories to actual business scenarios, allowing us to navigate the complexities of the market with a practical mindset. Along with that, we've learned to engage confidently with adults, mentors, and investors, navigating professional interactions with maturity. We've become resilient in the face of rejection, understanding that it is a part of the process and a learning opportunity, rather than a setback. And arguably most importantly, leadership skills have been cultivated through collaboration and decision-making in group settings, where we've stepped up to guide and motivate each other to achieve shared goals. These experiences have made us a more capable, well-rounded team.



And One More Thing...



Senior Showcase Night

On March 6th, 2025, Lake High School and Glenoak High School teamed together to host a showcase night at the Hartville Kitchen. This event was meant for us to show off our company along with acting as a selling event, where we had the opportunity to network with other students in the area.

We first presented our product to friends and family in attendance to inform them of how our company has grown throughout the year while also using this as an opportunity to pitch our product. Each team additionally had a trade show table set up around the room so that after the presentations, anyone interested could purchase products. This night turned out to be a big success for us as we were able to sell out and gain almost \$500 in sales revenue. This showcase was a great opportunity to introduce our brand to a wider audience and connect with other people in the business industry.

Thank You



Your Journey, Our Priority