



ChokeAssist
Your Breath, Our Mission

**CHOKEASSIST
ANNUAL REPORT
2024-2025**

Your Breath, Our Mission

Executive Summary



Our Mission

ChokeAssist's mission is to provide a life-saving device that remains accessible and affordable while protecting everyone from choking emergencies.

Product Description

Our product is an anti-choking device designed to remove the object blocking your airway in case of an emergency. The device comes with both an adult and pediatric mask.



ChokeAssist Device



Adult Mask



Pediatric Mask

Financial Results

We have made over \$2,200 in sales and have sold 69 total units.

Sales Revenue

\$2K+

73%

Profit Margin

Units Sold

69

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Company Performance

We have experienced success at the Akron Home & Garden Show and the Canton Chamber of Commerce sales event. Social media campaigns yielded additional sales.



Meet the Team

3

Massillon
Jackson High
School

Junior
Achievement of
North Central
Ohio



**Nico
Kutty**
CEO



**Jack
Damis**
COO



**Andre
Baldwin**
CFO



**Mason
Campbell**
CMO



**Julian
Griffith**
Supply Chain



**Jared
Baughman**
Director of
Sales

-Volunteers-

Katie Tolin
Robert Garner
Stephen Tope

-Teacher-

Shawn Donaldson

Leadership & Organization



Team Structure

After an initial interview with our teacher, the CEO was selected. The CEO then interviewed the rest of the students and conducted a draft to choose company members. Each person was assigned specific roles and responsibilities based on their strengths. By dividing tasks, everyone could focus on their duties without becoming overwhelmed. This structure improved efficiency and helped us perform at a high level.

Motivation

Each team member is evaluated monthly based on their performance during that time period. The CEO conducts evaluations for all members, while the COO evaluates the CEO. These evaluations offer valuable insights by highlighting both strengths and areas for improvement. This process not only helps us grow individually but also pushes the company toward greater success.

Delegation of Duties



Nico Kutty (CEO) - Shapes the company's vision, drives strategy, and oversees financial and operational success.



Jack Damis (COO) - Manages daily operations, optimizing processes and teams to ensure efficiency, productivity, and growth.



Andre Baldwin (CFO) - Manages finances, ensures compliance, and guides strategy to maximize growth and profitability.



Mason Campbell (CMO) - Promote our product through research, branding, and campaigns to boost sales and customer engagement.



Jared Baughman (Sales) - Drives revenue growth by leading the team, setting strategies, and optimizing sales processes.



Julian Griffith (Supply Chain) - Directs sourcing, logistics, and inventory management to enhance efficiency and support business goals.

The Problem

The problem that we seek to solve is the amount of unintentional casualties resulting from choking. Choking is a very tragic event that most people do not think about and are not prepared for. During our discovery phase, we conducted a survey to better understand people's experiences with choking, their preparedness for choking emergencies, and who our target market is. This helped us reach our market of people that we found would be most likely to purchase our product



Did you know?

According to the American Academy of Pediatrics, the most common things children choke on are grapes, hot dogs, hard candy and nuts

Surveyed Data



Researched Data



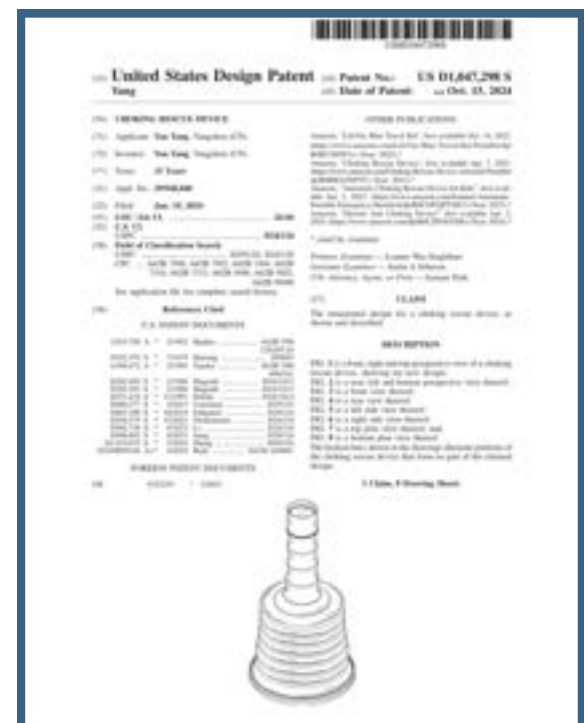
While similar products exist on the market, many lack the proper certifications to guarantee reliability in critical situations. Our device stands out not only for its FDA registration and U.S. patent but also for its affordability. Priced at just \$30 per unit—compared to \$70 or more for competing options—we are committed to making life-saving solutions accessible to everyone, reinforcing our mission to ensure that everyone is prepared for a choking emergency..



Protect your loved ones with our life-saving anti-choking device — it's quick, effective, and easy to use in emergencies. Designed for all ages, it provides peace of mind in every situation.

Our anti-choking device stands out by its U.S. patent and FDA registration, offering a reliable, effective, and more affordable solution for choking emergencies compared to other options.

It's compact and portable for everyday use. Whether at home, in your car, in your purse, or in your diaper bag, having it on hand can make all the difference. It's always better to be prepared for an emergency and never need it than to face a crisis without being ready.



Product Overview ⁷

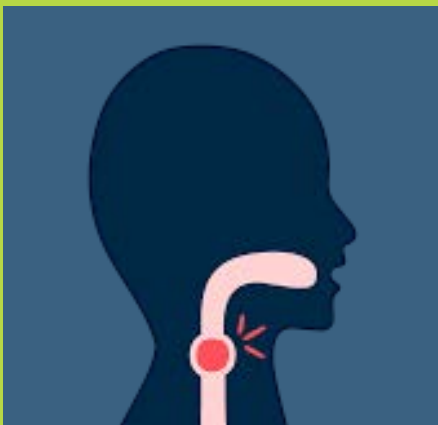
How it Works



To use the device, simply place it over the nose and mouth.



Push down to expel air through the one-way valve, then pull to create suction



If the obstruction is not dislodged on the first try, repeat the same process

ChokeAssist Package Includes:



ChokeAssist Device



Adult Mask



Pediatric Mask

Customer Elements



Our Channels

We reach our customers by marketing online through Instagram and Facebook. We ran a Facebook ad that yielded sales.

Furthermore, our best sales channel has been in-person sales events and trade shows. Getting in front of people and showcasing our product helps us to gain more sales.

Our Targets

Our target market is the elderly, mothers and caregivers.

B2B Partnerships



Customer Service

While selling at in-person events, our team members would show clients how to use the device. Most people have seen the device before but were not sure how it worked. Showing people how it worked helped us gain more sales, along with educating people on how to stay prepared in case of a choking emergency.



ChokeAssist.JA
78 followers



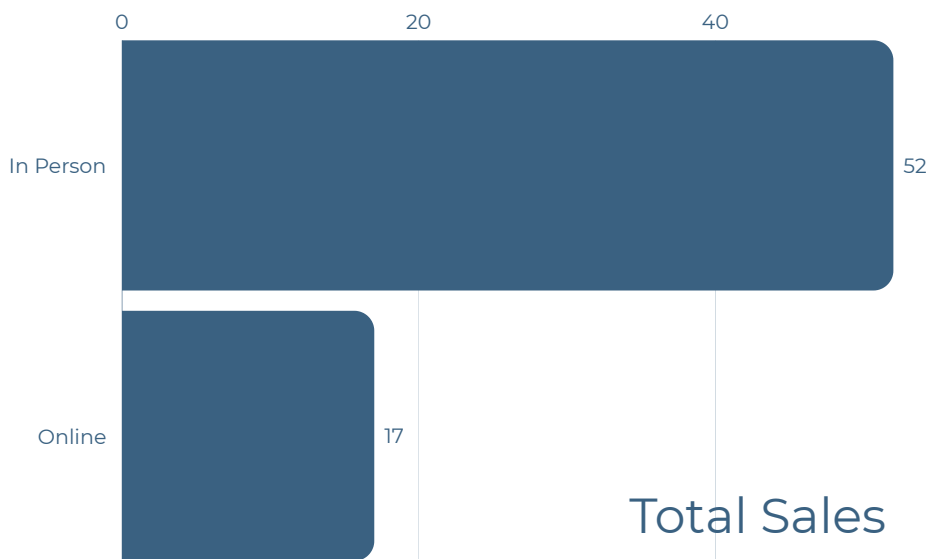
ChokeAssist JA
16 followers



Business Performance

Cost Structure

We decided on an overseas supplier because we could not design the device in time ourselves and couldn't find a supplier in the United States. We found a product that had a good design and provided a U.S. patent along with being FDA registered. Our product was very affordable for us just starting up and came in bulk.



Revenue Streams

The primary source of revenue comes from selling the anti-choking device through our online store and at in-person events or partnerships. We offer discounted rates for bulk purchases made by schools, restaurants, care facilities, and other organizations, creating a steady stream of larger-scale revenue.



Key Metrics

We made 44 in person sales, 37 of these came from the Akron Home and Garden Show. We experienced success at in person selling opportunities.

The product's 94% success rate motivated us to educate the public and encourage preparedness. Our business wasn't all about making money, it was bringing attention to a unintentional cause of death and helping people realize it can happen at anytime.

Milestones

DECEMBER - Product Launch

JANUARY - Twisted Citrus Partnership

FEBRUARY - Akron Home & Garden Show // Canton Chamber of Commerce // Chick-fil-a Partnership

MARCH - Stark Tank Presentation

Financial Performance

Income Statement

Sales Revenue	2,273.75
Fundraiser	1,907.00
Cost of Goods Sold	(1,085.90)
Gross Margin	\$ 3,094.85
Expenses	
Advertising and Marketing Supplies	(163.75)
Materials and Supplies	(111.32)
Travel Expense	(45.00)
Trade Show Expenses	(665.90)
Shipping Expenses	(19.31)
General Expenses	(182.18)
Net Income/(Loss)	\$ 1,907.39

Balance Sheet

ASSETS	
Cash	1,664.53
Inventory	420.75
Total Assets	\$ 2,085.28
LIABILITIES	
Sales Tax Payable	147.89
Capital Stock	30.00
Net Income	1,907.39
Total Liabilities & Equity	\$ 2,085.28

Book Value of Stock (upon liquidation)

Net Profit	\$ 1,907.39
Capital Stock	\$ 30.00
Total Owner's Equity	\$ 1,937.39
Shares of Stock	6
Book Value of Stock	\$322.90
Percent Return per Share	6357.96%

Break-even Analysis

Throughout the school year, we sold our product for different prices. Our average sales prices was \$32.95 per unit with a variable cost of \$8.25 per unit. Our break even point was calculated to be 65 units sold. We sold 69 units total which is 4 units over our break even point. Our break even revenue is \$2,141.75 and we have made \$2,273.75.

Independent Accountant's Report

I have looked over the accompanying financial statements of Choke Assist (a Junior Achievement Company) which comprise the balance sheet as of April 8, 2025, and the related statements of income and liquidation for the period then ended.

Owners' Responsibility for the Financial Statements

The owners are responsible for the preparation and fair presentation of these financial statements.

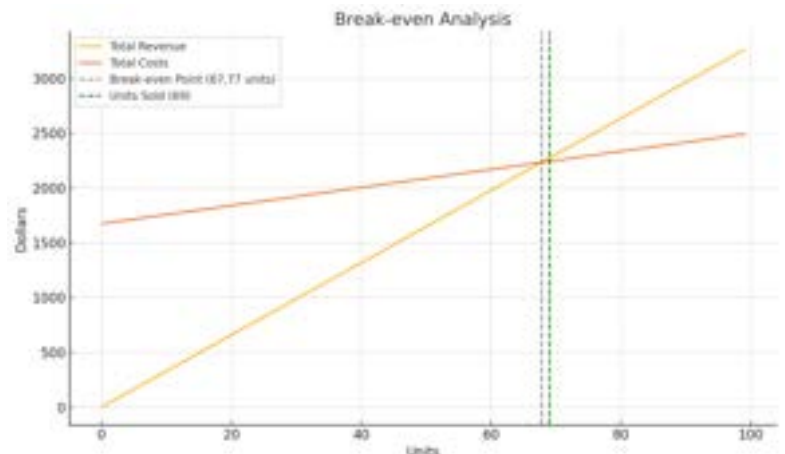
Accountant's Responsibility

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.

Stephen A. Tope, CPA

STEPHEN A. TOPE, CPA
CANTON, OHIO

TOPE ACCOUNTING & BUSINESS SERVICES, LLC
STEPHEN A. TOPE, CPA
Certified Public Accountant



Learning Experiences

We have had many learning opportunities over the past year. Through all of our successes and failures, we persevered as a team.

Selling takes trial and error. We ran an online marketing ad with a \$100 investment and made one sale. That was a high cost of acquisition compared to the three trade shows we attended that resulted in 44 sales. This helped us see that in-person selling gave us an advantage.

A crash course in business law. We ran into legal issues when a very well-known competitor reached out regarding a potential legal dispute. This gave us a first hand look at how intense competition in the marketplace can be, which gave us an opportunity to experience the darker side of the business world.



The Future

As we move forward, the skills we've gained—financial management, communication, and conflict resolution—will guide us in college and our careers. Graduates will use these lessons in their next steps, while those still in high school will continue building on them. Whether pursuing business or other fields, our experiences will shape our futures, and we'll stay connected as we grow, applying what we've learned to innovate and succeed. This journey has prepared us to tackle any challenge that comes our way, both personally and professionally.

We're not just selling a device. We're creating a movement to end preventable choking deaths — in homes, schools, restaurants, and beyond. Because no parent should freeze in fear. No teacher should feel helpless. No one should ever have to ask, "What could I have done?" Our device empowers everyday people to take action — instantly, confidently, and effectively. This is more than innovation. It's peace of mind. It's lives saved. It's a mission. And we're inviting you to be part of it.



Company Member Takeaways

Nico Kutty - A key lesson we learned this year is the importance of staying organized and managing our time effectively. Waiting until the last minute can lead to unnecessary stress and rushed results, which can affect the quality of our work.

Jack Damis - A takeaway from this year is through trial, feedback, and revision, we found that improvement comes from being open to change and willing to adapt. What started as a simple concept evolved into something much stronger because we kept refining it.

Jared Baughman - One of the most valuable lessons we've taken away from this year is the power of collaboration. We've learned that true growth and success happen when we work together, support one another, and combine our strengths toward a shared goal.

Mason Campbell - A major takeaway from this year was learning to truly value everyone's ideas and opinions. We found that even suggestions that didn't seem important at first often sparked new perspectives or became helpful later in the process.

Julian Griffith - One thing I have learned this year is that you're not just building a brand for yourself but you're building belief in yourself—every sale, every setback, every late night is proof that you're capable of more than most people ever try.

Andre Baldwin - One of the biggest takeaways from this year was learning to make the most of the limited time we had together. With everyone having different schedules, we realized how valuable class time was for collaboration and progress.



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**Junior
Achievement™**
of North Central Ohio

