



ANNUAL REPORT

2023-2024

School - GlenOak High School, Canton OH
Teachers - Amanda de Fays & Mike Nieporte
Volunteer - Lena McMichael
Junior Achievement of North Central Ohio

EXECUTIVE SUMMARY

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OUR MISSION

Flashback knows how important it is to preserve memories; we are committed to helping our customers safeguard these cherished memories to be enjoyed for generations to come.



FINANCIAL SNAPSHOT

- Sales: 142 units
- Revenue: \$8,399.33
- Net Profit: \$5,705.90
- Profit Margin: 59.2%

EXECUTIVE SUMMARY

The joys of getting older lie in the wonderful memories you create. At Flashback, we have created a product, team, and company that we are passionate about. We took that product from conception to production and watched our company succeed, from winning grants to being a thinkBIG winner. We have expanded our customer base from business-to-consumer sales to business-to-business sales. We were able to achieve this through strong sales strategies, social media campaigns, and a consistent production plan. We have also partnered with a local Alzheimer's Support group to be in support those who might not be able to relieve their cherished memories.

~ *Katie Galvin*

Grant Recipient



thinkBIG! Winner



thinkBIG!
Waste Innovation Challenge & Summit

OUR TEAM & LEADERSHIP



KATIE GALVIN
Chief Executive Officer



BRAEDEN KEYES
Vice President



BECCA KLOTZ
Public Relations



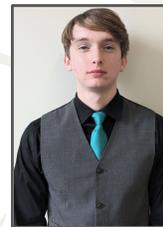
BRANDEN WAKELEY
Sales



CARTER SMITH
Sales



MORGAN STOKER
Marketing



DYLAN MAURER
Production



BRADEN HALE
Finance

COMPANY STRATEGIES

360 Review Process

To ensure fair management practices, we implemented a 360 review process to assess the performance of both our employees and management:

- Weekly performance evaluations
- Regular surveys
- One-on-one conversations
- Open door policy

Employee Motivation

To motivate our employees, we utilized several different techniques:

- Employee of the Week
- Sales contests
- Sales goal tracker
- Team building outings
- Weekly treats
- Recognition and rewards for meeting goals

Initiative & Creativity

To take Flashback to the next level, we prioritized building brand awareness while engaging in the community:

- Seek and create fundraising opportunities
- Network at Chamber of Commerce events
- Take advantage of all networking opportunities



Flashback
Employee of the Week
(Gets Bragging Rights)

MORGAN



“My Vice President role taught me valuable life skills with how to handle high-pressure situations and patience. I loved the connection I grew with my team. I feel confident, and look forward to taking on more challenging leadership roles in the future.”

- Braeden Keyes, Vice President

PRODUCT & INNOVATION

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THE PROBLEM

There is a lack of time capsules on the market and those that exist do not provide any experience pages or activities. Current market leaders are expensive (average cost ranges from \$60-\$150) and require assembly.

OUR SOLUTION

We aren't just giving you an empty container, we provide an immersive experience kit! This includes a guide, and 5 additional experience pages including: About Me, Handprints, documentation of Today's Prices, and Letters to Your Future Self. Our spacious container also helps inspire our customers on what items to include in their time capsules through our suggested inventory ideas lists.

FLASHBACK TIME CAPSULE

- \$30
- Spacious 6 x 12 inch size
- Zero assembly required
- How-to guide
- Activity pages, inventory ideas, and prompts for a group of 4
- Coordinating envelopes, wax seals, and a black gel pen

AMAZON COMPETITOR

- \$93
- Small 3.5-inch interior diameter
- Assembly required



To maximize sales potential, we explored different ways to connect with our target markets. We accomplished this in two phases: B2C and B2B. Our sales team is always brainstorming new opportunities to widen our reach and make fresh connections.

PHASE 1

B2C

To build momentum and sales in our initial phase, we focused heavily on our business-to-consumer market.

- School Sporting Events
- Today's Bride Wedding Show
- Akron Art Museum
- North Canton Farmers' Market
- Hartville Marketplace
- Family School Dance
- Chamber of Commerce Expo

PHASE 2

B2B

After business-to-consumer sales slowed, we directed our efforts toward business-to-business opportunities.

- Local realtors
- Local photographer
- Michaels retail stores
- Plain Local PTOs
- Paw Paw's Market
- National Church Association



- **Today's Bride Wedding Show:** We secured a *free* table (valued at \$1,000) at the Today's Bride Wedding Show and targeted couples planning a wedding.
- **Michaels:** We discussed possible shelf space in Michaels Arts and Crafts Store. We are in discussions with Michaels about a possible selling event.
- **Local Realtors:** We approached realty firms to suggest gifting time capsules to clients for their new homes.
- **Local Photographer:** We met with a local photographer/entrepreneur to offer our product to her clients, and place them at her new location opening soon.
- **Plain Local School PTOs:** We presented to five of the Plain Local Parent Teacher Organizations and successfully formed partnerships and collaborated to bring time capsules to their student populations (kindergarten fairs, school dances, fundraisers, and more)
- **Paw Paw's Market:** Paw Paw's Market bought 10 units to sell in their store to local families.
- **National Church Association:** We attended a National Church Association meeting to discuss partnerships with their vibrant programs.

“Even if you don't think it's the best thing to do, put your trust in your teammates. They will always be able to guide you. Trusting is not something that is always easy for me to do.”

- Carter Smith, Sales

“I really enjoyed sales because it gave me the opportunity to make connections and meet a variety of new people. I enjoyed the people aspect of my job. Because of this opportunity, I am sure of my path forward in sales.”

- Branden Wakeley, Sales

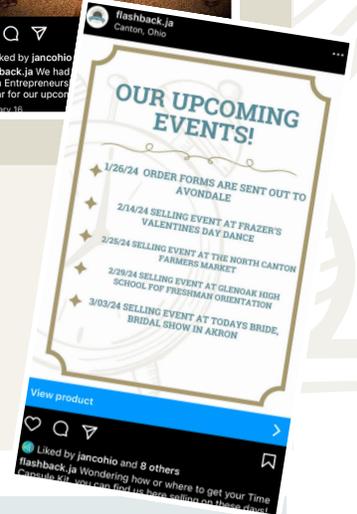
MARKETING

OUR TARGET MARKET

Flashback’s target market consists of mostly women, who cherish family values. In addition, we targeted certain groups such as newlyweds, new parents, families, and graduates.



Our strategy was to use Instagram, Facebook, and TikTok. Our goal was to post every weekday and use our branding package to create consistent and aesthetically pleasing posts to attract our target market and grow our reach.



SOCIAL MEDIA



FLASHBACK.JA



FLASHBACK JA



FLASHBACK.JA



FLASHBACK_JA

FOLLOWERS

108

IMPRESSIONS

7,731

POSTS

66

REVIEWS

“Everyone needs a time capsule to fill it up with your family for the holidays!” - Shawn

“I love everything about this product.” - Silas

“This is the perfect way to document a time period!” - Matt

“My daughter and her friend loved doing this activity together!” - Lena



“My marketing role gave me an opportunity to express my creativity and grow our social media. We were able to really grow our social media by consistency and aesthetic posts. I plan to run my own business, and this was a great trial-run.”
- Morgan Stoker, Marketing

“I loved my public relations role because I got to have first-hand experience with helping the community and sharing our mission.”
- Becca Klotz, Public Relations

PRODUCTION PROCESS

1

PURCHASING

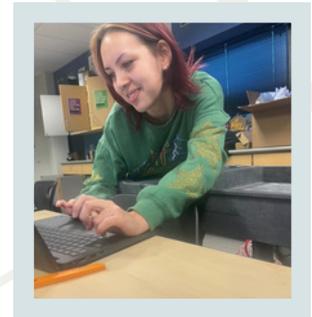
Our Supply Chain Manager purchased all individual components from Grainger, Humboldt, and Amazon. We saved money by using Amazon and buying in bulk.



2

PRINTING

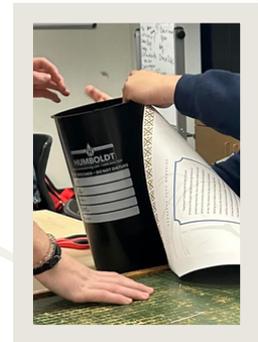
The GlenOak High School Graphic Design Department supplied us with vinyl for our wraps and lid stickers in addition to color printing services for a reduced fee. We also printed our experience pages at school on card stock that we purchased on Amazon.



3

ASSEMBLY

Our whole team worked together to cut the stickers and wraps to fit our container and apply them. We then filled the clear plastic bag with the experience pages, envelopes, wax seals, and pens.



4

QUALITY CONTROL

We took an extra step at the end of each production day to check all of our products for quality control issues to make sure every time capsule we sell is our best work.



“ I enjoyed my role in production because I got first-hand experience with supply chain, and could get hands-on with the product and learn more about shipping processes. Through this company experience, I discovered just how much I thrive with processes and creating efficiency.”

- Dylan Maurer, Supply Chain

FINANCIAL REPORT

Selling Price: \$30
Cost Per Unit: \$12.23

Break Even: 48 units
Total Units Sold: 137

PROFIT MARGIN PER UNIT: 59.2%

REVENUE	
Sales	\$4,260.00
Raffle	\$42.00
JA Company Loan	\$300.00
Veal/ John Caroll Grant	\$500.00
Fundraisers	\$297.33
thinkBIG! Grand Prize	\$3,000.00
Total Revenue	\$8,399.33
EXPENSES	
Cost of Goods Sold	\$2,402.54
Market Place Expenses	\$84.00
Advertising Expense	\$200.00
Sales Tax Payable	\$269.10
JA Loan Payable	\$315.00
CC Processing Fees	\$50.59
TOTAL EXPENSES	\$2,688.21

ASSETS	
Cash	\$297.00
Checking Account	\$5,296.31
Finished Inventory	\$2,010 .00
Total Assets	\$7,603.31
LIABILITIES	
JA Loan Repayment (with 5% interest)	\$315.00
Sales Tax Payable	\$267.15
TOTAL LIABILITIES	\$582.15

“My finance role has taught me how to be organized with keeping numbers updated and keeping organized with all of our records. I have also learned the importance of keeping control of expenditures. Finances are a perfect fit for me, and I can't wait to start my college career to study them further.”

- Braden Hale, Finance

TOTAL NET PROFIT: \$5,705.90

OUR IMPACT

SUCCESS

Flashback has achieved significant success. We were honored to receive a grant from John Carroll University's Entrepreneurship program, and win **FIRST PLACE** in the Veale Youth Entrepreneurship Forum's **thinkBIG!** competition.

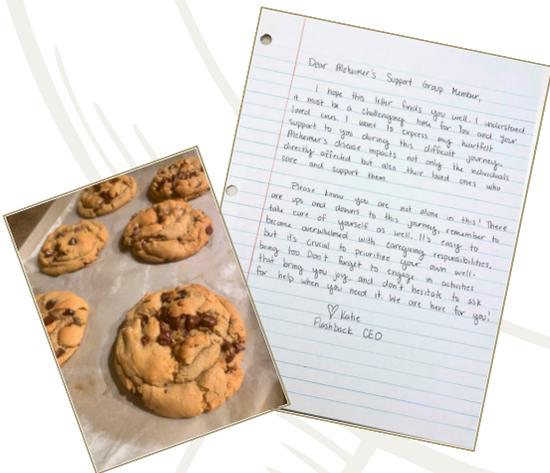


GIVING BACK

We partnered with a local Alzheimer's support group based out of Faith United Methodist Church in North Canton. We sponsored their meetings by providing cookies and handwritten letters of encouragement. They said, our letters brought some of the group members to tears. We never anticipated the profound impact that we would have on our community.

CHALLENGES

In the early stages of Flashback, we faced challenges in determining the contents of our Time Capsule Kit and acquiring materials. We realized the importance of taking action and were determined to bring our product to life. We worked diligently to create and source the elements needed to launch within a month. This experience has taught us the value of decisiveness and collaborative teamwork.



“Junior Achievement has given us many opportunities and inspired us to find more opportunities on our own. We are unbelievably grateful for this experience and everything we have learned. We fully understand the importance of hard work, dedication, and giving back. We made lasting connections and friendships along the way.

Taking on this leadership role made a huge impact on my senior year and helped me decide to further my career in entrepreneurship next year in college!”

Fondest Memories,

Katie