



A JA COMPANY

# LOVE LOCAL

LIVE. LAUGH. LOVE LOCAL.

## Profit Preview

- Units Sold: 89
- Sales: \$2,663.14
- Sponsorship Revenue: \$850
- Sponsors: 31
- Product Releases: 25
- Profit Margin: 57%

## Our Mission

We strive to encourage people to support, discover, and fall in love with local businesses and strengthen the heart of our community. We attempt to help not just educate people on what makes their community unique, but to give back to the small businesses that have supported us from day one.



## SUMMARY

Did you know that 83% of small businesses feel like they are being overtaken by large corporations that flood their markets daily? At the beginning of this year, neither did we. However, while researching our community, we discovered the preceding statistic from Forbes, and to us, it was unacceptable.

The generations of businesses that have supported us and made us feel most at home are disappearing. Throughout the year, my team and I developed a solution with the goal of lowering this statistic in the community we have known, grown up in, and loved our entire lives. Each basket highlights 19 businesses from different areas of town, giving customers the opportunity to discover, explore, and support new (soon-to-be) favorites. Not only have our baskets made lasting impacts on businesses in over 25 areas, but they have also helped educate people on the importance of shopping local. We implemented new strategies to explain why our cause matters and how our community is what makes us unique. In addition, we participated in numerous community service events that encourage shopping locally and reward consumers for visiting small businesses instead of ordering packages online. My team and I built valuable skills and overcame many challenges this year, and I can confidently say that our mission and impact will be long-lasting. I am incredibly proud of what we accomplished together and hope you that you soon feel the same.

- Ava Steepleton  
CEO

# MEET THE HEARTS BEHIND LOVE LOCAL



**Ava Steepleton**  
CEO



**Ava Scott**  
Vice President



**Grant Millsap**  
Executive of  
Finance



**Giorgios Kaberidis**  
Executive of Supply  
Chain



**Nathan Duguay**  
Executive of  
Production



**Jamilah Sealey**  
Executive of  
Sales



**Kaylynn Volzer**  
Executive of  
Marketing

## Direct Advisors

- Teachers:
  - Mike Nieporte
  - James Halmasy
- JA Volunteer:
  - Emily Clark



**Location**  
GlenOak High School

**JA Area**  
North Central Ohio

# OUR LEADERSHIP AND ORGANIZATION

At Love Local, we recognized early on the type of leadership our team needed most. We embrace a blend of Democratic and Transformational Leadership. From the start of the year, we discussed our goals and emphasized that the most important outcome was growth and experience for every team member. Our CEO, Ava Steepleton, and Vice President, Ava Scott, develop creative strategies daily to help the team maximize this year's opportunities. We assign tasks and set goals based on individual strengths, then establish clear expectations such as weekly cold calls, social media posts, or sales quotas to help each member become a more productive, engaged, and confident young entrepreneur. Additionally, we hold bi-weekly personal check-ins where anyone can share concerns, suggestions, or feedback, ensuring the team stays motivated and supported throughout the year.



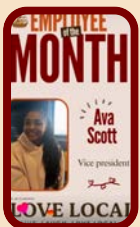
## COMPENSATION BREAKDOWN

- **Step one:** All profits are taken and split evenly between all of us
- **Step two:** Each person then gets their dividend adjusted due to attendance, quotas, and professionalism
- **Step three:** All remaining profits are split based on a grading system after taking into account bi-weekly performance evaluation grades

## OUR COMMUNITY-MINDED CULTURE

### CELEBRATIONS

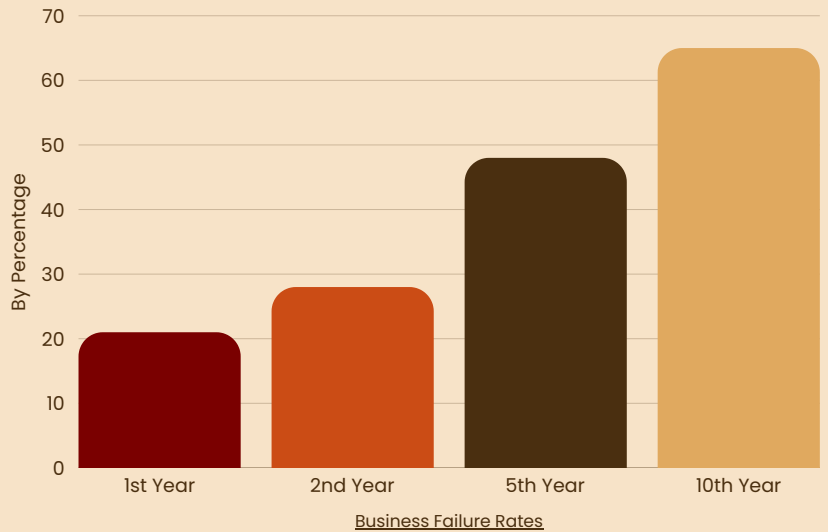
- Personal Achievements
- Birthdays
- College Signings
- Sports Recognition
- Family Milestones



Not only does Love Local love our community outside of the classroom, we also love the community we have created throughout this year inside the classroom. Monthly, we select a teammate who exceeded expectations, and that teammate receives a special announcement at the beginning of class and a post on Instagram. We also like to celebrate individual accomplishments with a small party hosted by the management team. Turning our work into team-bonding experiences was a key aspect of our success this year. Whether visiting local businesses to discuss sponsorships in groups, spending hours together producing our baskets, or simply having periodic team functions at restaurants. We were sure to create a life-long bond with the people we couldn't be happier to have experienced this year with.

# DISCOVERY

Small Business Failure Rate



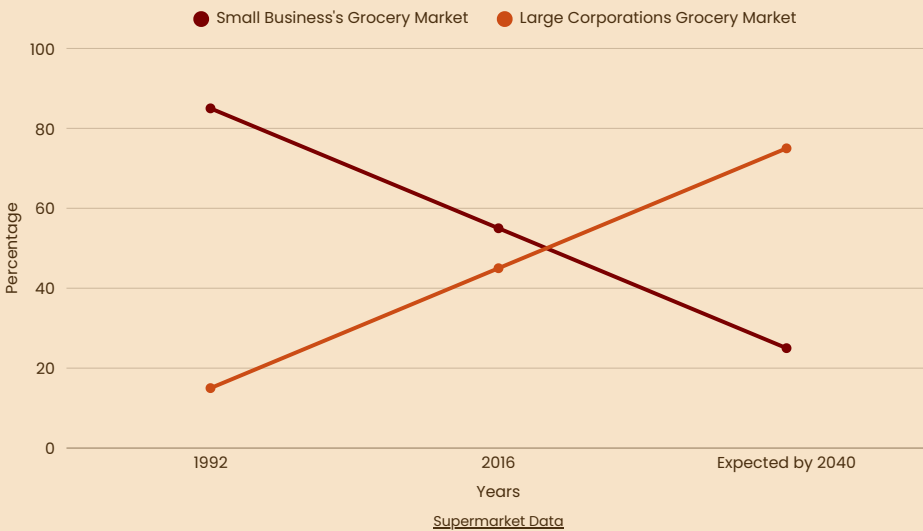
## The Problem

The root of our product began with a growing problem in our community: local businesses are being overshadowed by large corporations, especially with the rise of online shopping. This has created a disconnect between consumers and local entrepreneurs, as convenience often takes priority over community support and knowledge of nearby businesses continues to decline. In 2024 alone, Ohio lost 25,000 businesses, and 83% of those remaining feel overwhelmed by large corporations. This inspired us to create a solution that raises awareness, increases knowledge, encourages intentional spending, and supports local economic growth.

## Our Solution

With confidence in our idea we went directly into cold calling local businesses and building strategic business-to-business relationships from the ground up, as a prototype wasn't feasible for this product. Then, we conducted market research to understand what attracts consumers and intentionally designed a product that is engaging, accessible, and experience-driven, recognizing that modern customers value convenience and creativity. Through persistence, professionalism, and strategic thinking, we transformed an idea into a fully developed community-centered business model. Creating carefully curated baskets with local coupons, products, and activities to help our customers rediscover the heart of their community.

Powerful Corporations Hold America's Markets



# MARKET ANALYSIS

Competition

### Town Money Saver:

Provides advertising opportunities for small businesses through magazines and postcards, and offers customers savings in their community. - \$19.99 per year



### Entertainment Coupon App:

Provides customers with immediate access to coupons and discounts to businesses everywhere. - \$75-\$150



### Sensational Baskets:

Creates expensive gift baskets for corporate events and personal occasions - ~\$200-\$1,000+



 Town Money Saver.  entertainment  Sensational Baskets

VS.



Love Local

At Love Local, we go beyond simply offering discounts; we create meaningful connections between customers and the small businesses that make Stark County unique. Each basket is thoughtfully curated with real products and exclusive coupons from local mom and pop shops, giving customers a hands-on way to discover new favorites while directly supporting their community. Our focus is not just on savings, but on strengthening relationships, increasing visibility for small businesses, and keeping money circulating within the local economy. Love Local isn't just a product, it's a movement dedicated to helping Stark County thrive.

# OUR PRODUCT



\$350 Worth of Local Coupons

Anastasiades Chocolate Covered Pretzels



Mueller's Honey



Pizza Cutter Representing Gionino's Partnership



2 Assorted Hand Creams Representing Inner Whisper Partnership



Assorted Mott's Oil or Vinegar



Love Local Note Pad and Pen



Live. Laugh. Love Local Tote Bag

Each Love Local basket features a curated selection of locally made products paired with over \$350 worth of exclusive coupons to area businesses. Inside, customers find items such as gourmet treats, chocolate-covered pretzels, and other specialty goods from local entrepreneurs, along with a multitude of discounts and offers. The basket not only delivers high-quality products but also encourages continued support of small businesses in our community.

# CUSTOMER ELEMENTS

Our target market is middle aged consumers who care about supporting their community and want to help make it feel stronger and more connected again. These customers usually look to be informed about their local community and what they can do to help. Our secondary target market is realtors looking to have a more community-minded closing gift.



# SALES EFFORTS

We provide strong customer service by offering both delivery and pickup options, making it simple and convenient for customers to receive their baskets. We are extremely attentive to detail, ensuring every order is handled with care, as presentation is vital to the selling of our baskets. This creates a positive experience for our customers, builds trust, and encourages them to continue supporting local businesses through our company.

★★★★★ Edited 2 days ago

I purchased a Love Local basket and I loved it! The products were wonderful and the coupons have so much value! I discovered so many new exciting businesses that I never knew about! Their movement is incredible and I highly recommend Love local to anyone and even as a gift!

# CHANNELS

We connect with our customers by posting raffles on our social media, like Instagram, to keep people engaged and excited about our products. This allows our customers to interact with our business and stay updated on new baskets, deals, and giveaways. We also include a bingo card in each basket to make the experience more fun and interactive. When customers complete the bingo card, they receive 25% off their next Love Local purchase. This encourages people to come back and continue supporting local businesses through our baskets.



*Raffle*

- FOLLOW OUR SOCIALS
- LIKE THIS POST
- TAG 3 FRIENDS IN THE COMMENTS
- FOR AN EXTRA TICKET REPOST US

GIFT CARDS FROM:

- ALMOST HEAVEN ICE CREAM
- NORTH CANTON SKATE
- FRONT PORCH CAFE

# BUSINESS PERFORMANCE

## Key Metrics

Sponsorships were key in our business, and we are proud to share that we secured \$850 in local business partnership revenue for advertising, along with having 27 non-financial sponsors. Which means in total we were able to obtain 31 partnerships throughout this year. While growing ourselves and getting our names out in the B2B community, we tactfully utilized social media for our B2C relations, with total views of over 44,000 across all platforms.



### TIER 1



- Our Tier 1 Sponsors receive recognition on our Love Local BINGO card or Guide, along with monthly posts on all social media, and the opportunity to have a product dedicated to them in our basket

- Our Tier 2 Sponsors receive recognition on our Love Local Guide or BINGO card and the opportunity to have a product dedicated to them in our basket

### TIER 3



- Our Tier 3 Sponsors receive recognition on our Love Local BINGO card

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### TIER 2



**MOTTS  
OLD MILL  
BULK FOODS**

## Social Media



@lovelocal.ja

14,730 Views • 445 Likes  
• 51 Posts



@lovelocal.ja

20,302 Views • 1,567 Likes  
• 21 Posts



@Love Local JA

9,019 Views • 300 Likes  
• 43 Posts

## Gaining Traction

Upon reaching the decision to create our product, the Love Local Baskets, our next step was to gain partnerships to enhance our product. So, we created a pyramid-style partnership offer, including three tiers: one, a \$250 donation; two, a financial donation of \$100 or a product donation worth \$100; and three, our "non-financial" option, a coupon donation. We then reached out to nearly 225 businesses throughout the year, leading to 25 different basket releases.

# FINANCIAL PERFORMANCE

Love Local	
Income Statement	
For Month Ended March 2nd 2026	
<b>Revenue</b>	
Sales	2663.14
Donations	58.00
Sponsorship	850
<b>Total Revenue</b>	<b>3358.1</b>
<b>Cost of goods sold</b>	<b>816.18</b>
<b>Gross porfit</b>	<b>2541.92</b>
<b>Fixed cost</b>	
Booth Expense	198.76
Photo expenses	40
<b>Total expense</b>	<b>238.76</b>
<b>Total Net Profit</b>	<b>2303.16</b>



Revenue



Net Profit



Units Sold

## BREAK EVEN ANALYSIS

With an initial capital investment of \$600, a selling price of \$30 per basket, and a unit contribution of \$17.10, Love Local calculated a break-even point of 35 baskets. Once this milestone was reached, every additional basket sold directly added to our profits



Selling Price



Cost to Produce



Profit Margin



Markup



ROI



Love local	
Balance sheet	
For Month Ended March 2nd 2026	
<b>Assets</b>	
Cash	2187.79
Booth Supplies	198.76
Invetory	816.18
<b>Total Assets</b>	<b>3202.73</b>
<b>Liabilities</b>	
Sales tax payable	159.45
<b>Total owners equity</b>	<b>4181.14</b>

# LEARNING EXPERIENCE



Planning ahead was important in striving towards the team goals.

-Ava Stepleton



I gained problem-solving skills while managing the production process.

-Ava Scott



I gained strategic skills when adjusting sales pitches per customer.

-Jamilah Sealey



Creativity was a huge aspect in making our social media engaging.

-Kaylynn Volzer



Contacting various local businesses improved my networking skills.

-Georgios Kabeiridis



Showing continuous responsibility with our finances was vital.

-Grant Milsap



I demonstrated patience while approaching a B2B timeline.

-Nathan Duguay

## PERSONAL GROWTH INSIGHTS

- Honesty
- Passion
- Strategy
- Confidence
- Adaptability
- Teamwork
- Risk Taking
- Decision Making
- Ambition
- Energy
- Communication
- Planning
- Delegation
- Critical Thinking
- Accountability
- Resilience
- Creativity

### ASPECTS OF GROWTH

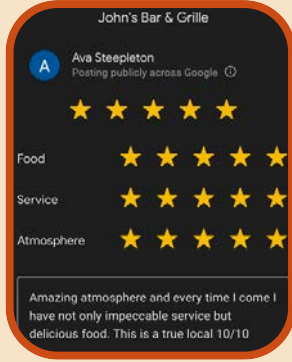
#### A DIFFICULT LESSON



Early in production, we noticed inconsistencies with our coupons; some were missing, others duplicated, which was especially challenging given our limited partner supplies. With over 30 varying items in each basket, it was hard to keep track. To solve this, we implemented a new quality-control process. After each production day, a team member carefully reviewed every basket using a checklist, ensuring all coupons were present and correctly organized. This not only improved the customer experience but also reduced printing costs and strengthened our operational accountability.

# ONE LAST THING BEFORE YOU GO

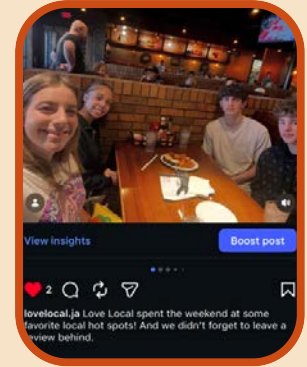
LIVING OUR MISSION



Leaving positive reviews on local businesses' Google review page



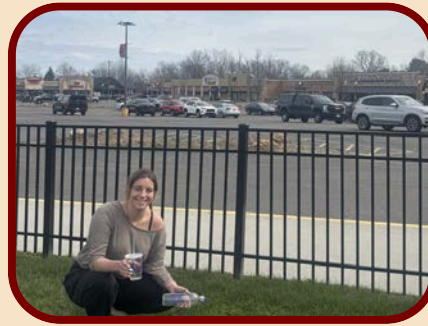
Writing thank you notes to local business owners



Promoting local businesses on social media



Trying new local favorites to leave reviews together



Beautifying local entertainment areas

## FINANCIAL GIVEBACK

In an effort to give back to our community and continue our mission even when we all go to college, we decided to donate a portion of our profits to The Stark Entrepreneurship Alliance. This organization provides assistance in all aspects of creating and growing a business. At the end of the year, 10% of all profits will go towards their mission.



- We are excited to announce that we were able to highlight and bring business to over 30 local businesses in our baskets.
- We were able to connect and promote 25 local entertainment areas directly to our customer base this year within our baskets.

To Junior Achievement,

Thank you. This year has been the most incredible experience for us, and we know that it would not have been possible without you. When starting our team, it was agreed upon that the goal of this program wasn't money or metrics but experience. Every day brought new adventures, lessons, and connections that led to the growth of our entire team, not just together, but even more so, individually. JANCO has helped us feel more prepared for our future and given us skills and confidence to go on and be the best leaders imaginable. So, thank you not only for an amazing year but for our best shot at an amazing future.

Sincerely,

*Love Local*  
Class of '26

