

REFLECTO

Reflecto

2025 Annual Report

Never Miss An Address Again!

School - Barberton Highschool

Teacher - Mrs. Coldwell

Volunteer - Randy Killbride

**Junior Achievement of
North Central Ohio**

Executive Summary

Our Problem

Did you know that 30 or 40% of houses do not have a visible address. When mailbox numbers are falling off or hard to read, it can make it tough for delivery drivers, friends, family, and especially emergency services to find the right house quickly.

Our mission

Making your address numbers visible.

Our Product: Reflective Address Numbers

The address numbers are reflective and stick to any surface. They stay there under all types of weather and you can apply these numbers on a mailbox, garage door, or anywhere else you'll like. A set of numbers cost \$14.99 and you'll have to apply it yourself.

Our product and innovation

We take rolls of reflective adhesive vinyl and customize it to fit your mailbox and address numbers. These numbers are super sticky, come in many different colors, and stand out to make your address noticable.

Reflecto	Regular address stickers
-Reflective	-Not reflective
-Different fonts-	-Fades easily
-Different colors	-Not custimozable
-Adds uniqueness to property	



Our Target Market

Our product is specifically designed for middle-aged adults who are homeowners. During our visit to the Hartsville Marketplace, we observed that the majority of our sales aligned with this target demographic. Given that our product focuses on address numbers, it was a strategic decision to tailor our marketing efforts toward homeowners, as they are most likely to require and benefit from our offering.



Financial Breakdown

Total In The Bank

\$518

Spent On Units

\$500

Spent On

Merchandise

\$65.94

Total Units Sold

10

Average selling price

\$14.99

Cost per unit

\$5.00

Sales revenue

\$149

Grants

We got a \$1000 grant by John Carrol

Investing In Our Future

The profits generated from our sales will be reinvested into the local fire department, as our product is designed to support Emergency Medical Services (EMS) and Police Departments (PD).

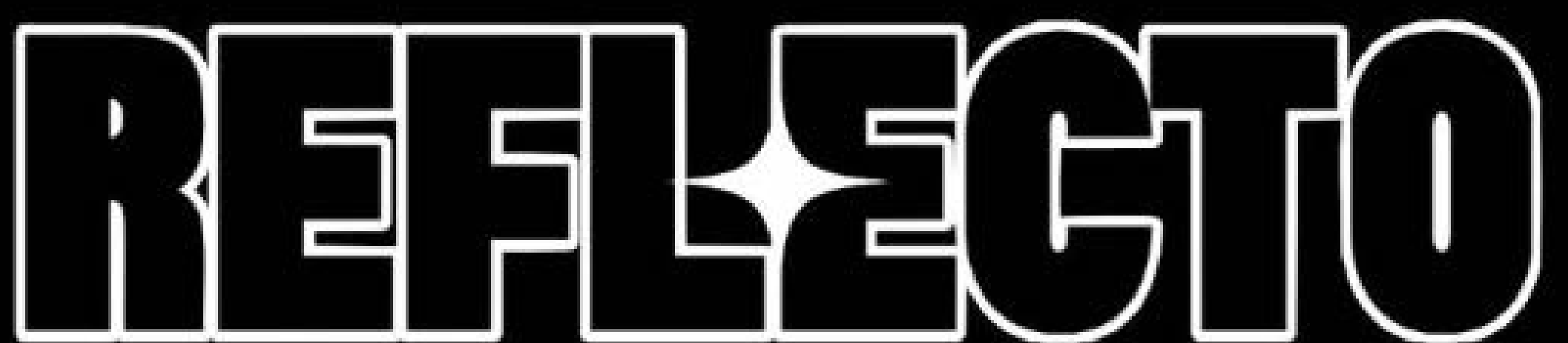
We are committed to enhancing the efficiency of emergency response teams, as we believe that improving the speed at which they can access homes is crucial in saving lives and delivering timely care.

Leadership and Organization

Effective leadership is fundamental to the success of any business. This year, we have prioritized a unified team approach. When faced with critical decisions, we fostered a collaborative environment to determine the best course of action.

To cultivate a positive and motivated workforce, we actively recognize and celebrate significant achievements. This may involve company-wide acknowledgments, such as providing refreshments, or offering specific commendations to individuals demonstrating exceptional performance. We believe that a positive and engaged workforce is directly correlated with enhanced productivity.

Furthermore, our organizational structure promotes a high degree of collaboration and agility. By minimizing hierarchical barriers, we facilitate open communication and seamless teamwork, enabling swift adaptation to evolving needs and challenges.



REFLECTO

Social Responsibility

Purpose

We wanted to create a product with the goal of supporting local firefighters and EMS workers. When we created Reflecto, we came to the agreements we wanted to donate 5% of all profits back to our local Wadsworth fire department .

**We even met with the
Wadsworth Fire Department!**



Teams accomplishments

Received a 1000\$ grant

Presented to the Rotary Club of Wadsworth

Had our first selling event at Hartsville Marketplace

Lessons Learned

When being in the business world, communication is key -
Shawn Kincaid, Sales


You need to stay on top of things because you dont want to
have setbacks. - Colin Wodicka, Operations

You can have a great idea but its about putting it into action
that matters the most. - Joe Davis, Sales

There will be days where no one wants to get work done but its
about what you do on those days that make a company
successful - Cam Croley, CEO

Setting goals is the corner stone of having a sucessful business-
Conner Hornfeck, Finance

You can have the best product ever, but it doesnt matter if
you dont know how to market - Parker Kennell, Marketing

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REFLECTO