

ANNUAL REPORT 22



LAKE HIGH SCHOOL

ACCOMPANIED BY TEACHER AJA TOMPOT
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JUNIOR ACHIEVEMENT OF NORTH CENTRAL OHIO

EXECUTIVE SUMMARY

Our mission at Health Hub is to make it easier for someone who works out to reach their full potential. At Health Hub, we strive to be able to get the products to you that you need to succeed in the weight room. Health Hub skips past the confusing question of where to start when working out. We realize that fueling your body is just as important as the exercises you perform. It is also understood that not all people may know what to get or what will benefit them when going to the gym for the first time. The Health Hub team is here for your journey and can't wait to see your full potential.

TABLE OF CONTENTS

- Executive Summary (pg. 1)
- Leadership & Organization (pg.2)
- Financial Performance (pg. 3)
- Marketing (pg. 4)
- Sales (pg. 5)
- Supply Chain (pg. 6)
- Innovation (pg.7))
- The Beginning & Learning Experiences (pg. 8)

58.56% PROFIT MARGIN

QUALITY PRODUCTS

10% OF PROFITS SUPPORTS YOUTH SWIM LESSONS!



Leadership & Organization



"The structure of Health Hub has helped verify what I'm good at, but also teach me what I need to grow in."

CEO
Nick Teeple



Marketing
Riley Boyd



"Strength is tested by how you deal with adversity. Your Story is formed by how you overcome adversity. The steps you take. How you fight the pain. Once you conquer adversity, Then is story is told for years to come."

Health Hub's leadership is delegated among team members in a non-hierarchy structure. Each team member is the head of their division and reports their work to the CEO. This gives them a relatively quick decision making process and allows them to have more freedom and creativity for the task they are working on. During the start up phase of Health Hub, each team members personality, skills, and interests were evaluated to put them in a position to best serve the team and one they would strive in through enjoyment and knowledge. Before Health Hub, we pursued a product we all believed in but had to transition late in the year to Health Hub. This took a lot of encouraging and vision forming to ensure my team was on board and we were all working to the same goal.

"Due to the adversity we faced at first, I learned how to overcome my fears and be pushed out my comfort zone."

CFO, Sales
Danny Schoeppner



Supply Chain
Laney Hockwalt



"Every journey begins with one small step" In this experience I've learned so much involving how a business is ran and I learned to be more confident and more passionate in the business.

Our team followed a schedule that was shared with all and each team member could see their personal tasks they had had to get done for the day and/or week. There were also tasks below our names for the whole group to complete together. This helped build teamwork and solid communication. This type of scheduling fell nicely into place when a team member would not be present in class. Team members could work on other tasks or help others with their tasks once they complete their own. On Mondays and Fridays we would start the day with a 10 minute meeting to see where we were at, what we needed to do, and what we have accomplished.

Overview

Health Hub wasn't always Health Hub. We originally had another idea for a business. We spent many days and weeks on trying to make it work. After Christmas we came up with Health Hub. Health Hub has a set price of \$29.99 plus tax. With 9 boxes sold we have a revenue of \$293.98.

Break Even

Health Hub had a total of \$140 in fixed costs. We had a \$12.43 gross profit per box.

Capitalization

Due to the fact that we all have great public speaking skills, we were able to be rewarded with a \$600 investment in our company.

Return On Investment

Health Hub received a starting investment of \$600. Currently we are operating at a \$436.70 loss.

Liquidation

The remaining inventory or supplies will be sold or donated.

Balance Sheet

Assets	
Cash	\$427.49
Supplies	\$561.01
Total Assets	\$988.50
Liabilities	
JA Investment	\$600.00
Capital Stock	\$139.35
Total Liabilities	\$739.35
Equity	
	\$685.85
Total Liabilities & Equity	\$1,425.20

Income Statement

Income Statement	
Net Sales	\$293.98
Donation Income	\$55.00
Total Income	\$348.98
Expenses	
Supplies	\$672.74
Website	\$60.00
Interest Expense	\$50.00
Sales Tax Expense	\$17.94
Total Operating Expenses	\$800.68
Net Profit	-\$451.70

Uniqueness

In our product market there is not much like ours. We know that there are some things that could be comparable such as workout plans and meal plans. We also have worked with the trainer at our high school to create a good workout plan that every customer receives with the purchase of a box.



CHEST AND TRICEPS	BACK AND BICEPS	LEGS
BENCH PRESS - 3X10	LAT PULLDOWNS - 3X10	BACK SQUAT - 3X10
DUMBBELL SKULL CRUSHERS - 3X10	FACE PULLS - 3X10	GOBLET SQUATS - 3X10
TRICEPS ROPE PULL DOWNS - 3X10	SITTING BACK ROWS - 3X10	LEG PRESS - 3X8
DUMBBELL BENCH PRESS - 3X10	DUMBBELL BENT OVER - 3X10	LEG EXTENSIONS - 3X10
INCLINE DUMBBELL BENCH PRESS - 3X10	DUMBBELL CURLS - 3X10	LEG CURLS - 3X10
CHEST FLIES - 3X10	BAR CURLS - 3X10	RDL'S - 3X10

Social Media

We will use Instagram and Facebook ads to advertise to our market audience using both pictures and videos in these ads because they are both effective in catching the attention of our audience viewing them. Using shorter length videos will be more effective because long videos tend to lose the attention of the viewer. We will use YouTube for a lot of different things like what products are, how they help the consumer, potentially demonstrations, and much more. Pinterest will encourage our customers to find inspiration, exercise tips and a wide range of fitness plans from beginner's exercises to more complex workouts.

Target Market

We are targeting people who like to work out and have a healthy lifestyle. Most of our surveys early on revealed that the majority of our customers are between the ages of 16-30 because that is the age range for people starting their fitness journey. Our product is ultimately for anyone in the gym or at home willing to improve their health. As people begin their workout journey they don't know what tools and nutrition are effective. Health Hub will continue to strive to help our customers discover what is going to help them along the way. Our website will be our main sales drive and we want to direct everyone to it. It will allow our customers to order our products as well as view meal and workout plans and gain more knowledge about health and Health Hub.

Selling Opportunities

We have sold at a lot at different gyms and events and currently have an upcoming selling date at our nonprofit we were working with, the YMCA. We have the opportunity to sell at Hartville Hardware as well which will generate more sales.

**Choose What
Best Suits You**

Set up your box with products that align with you.



HEALTHHUB
WORKOUT BOX

SHOP NOW



Sales Strategy.

Our website will be our main sales driver and we want to direct everyone to it. It will allow you to order our products as well as view workout plans and gain more knowledge about health and Health Hub. We are using Instagram and Facebook ads to advertise to our market audience. We plan continue to use both pictures and videos in these ads as they are both effective in catching the attention of those viewing them.



Using shorter length videos will be more effective as long videos tend to lose the attention of the viewer. We continue to use YouTube for a lot of different things like what products are, how they help the consumer, potentially demonstrations, and much more. We are planning to also use Pinterest to encourage our customers to find inspiration, exercise tips and a wide range of fitness plans from beginner's exercises to more complex workouts. We are actively reaching out to local gyms and looking to form other partnerships. We've put order forms in staff mail boxes and put boxes with order forms around the school. We've gotten the opportunity to sell at HRM enterprises as well which will bring in additional sales.

Supply Chain

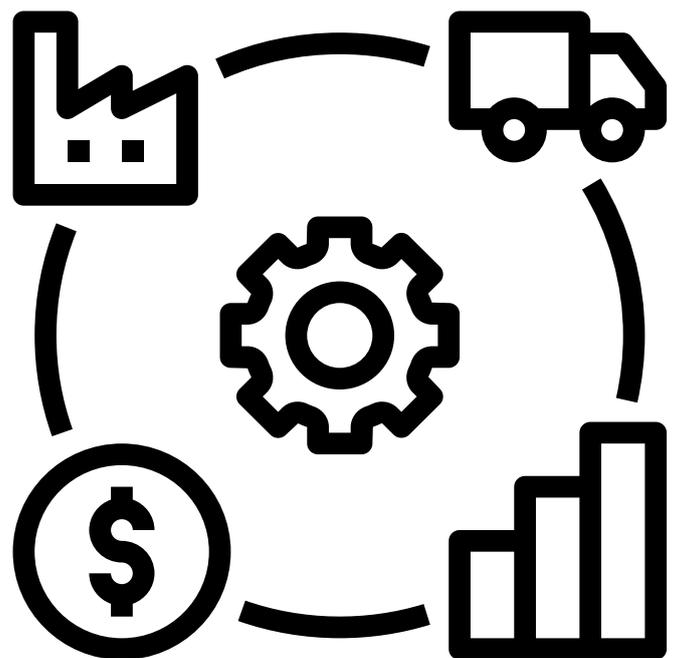


Distribution

Our focus was to get the product to the consumer as quickly as possible so we used pre-order forms to establish revenue to purchase product for the boxes. A team member would assemble the box by folding the box and stamping the companies logo on top. Then, stuff the box using crinkle paper and store all of the items in the correct locations for best presentation. Also, we include a workout plan with a flyer inside. Then we would store it aside for delivery. We created our website for customers to have the ability to order a box online but many of our boxes were sold from direct face to face contact with the customer.

Ordering Product

We ordered our product mostly from Amazon but we also ordered products from eBay, Walmart, performbetter.com and rubberstamps.com. As we continue to grow we will be ordering in bulk from wholesalers to get lower pricing. We determined from our surveys that the starter box should include a shaker bottle, journal, chalk, protein shake, TheraBand, protein bar and energy drink mix. Mostly all of our products came all at different times within 1-2 weeks. We tracked the items in an excel spreadsheet that was updated with pricing from our vendors.



Innovation



Health Hub is nothing like anything else on the market. At Health Hub, we make it easy for people who are into fitness to get all their products in one spot. Our competitive advantage is being as flexible and convenient as possible for our customers. We want to be the reason people are excited to start their fitness journey.

Partnerships

We had the chance to partner with The Lake Community YMCA!. The YMCA is a world nonprofit organization that provides programs that build a healthy, spirit, mind and body. Every sold box 10% of the proceeds will go toward youth swim lessons.



Innovative Plans

In phase 2 of our product. We would like our customers to have the ability to pick a tailored and personalized workout plan that works best for them. We believe that making it as customizable and tailorable as we can make customers feel more comfortable and it attracts a larger audience.





The Beginning

In the beginning, our team pitched the idea of a hands free back washer. At the end of our pitch we received only a small investment because the judges were concerned about the ability to produce the product. We had to persevere and had kept trying as a team. We continuously reached out to multiple manufacturers/3d printing companies, family, friends and constant emailing and calling companies for a decent quote. Although we were getting faced with many challenges. Eventually we got quotes back that were as high as \$20,000 dollars to produce. After making a tough decision our team came to the realization to pivot the idea and go with a completely different direction for the future of the business. This has been the best decision we've made because this gave us a chance to get our feet off the ground and reproduce something really great.

Learning Experiences

At the start of the school year when we started the businesses, our group came up with a business idea called "Bear Back." Bear Back was a hands free back washer that you would suction cup to the wall of the shower. While trying to get this product made, we made many calls and meetings with people who were in the manufacturing industry. Many of them liked our idea but told us it was going to be tough to get it for cheap. After 4 months of trying to get the product made and cost per unit down, we switched to the new idea "Health Hub." During the experience with Bear Back, we learned many new skills and learned what it's like to work through adversity to get to where we want to be.



"Success is usually the culmination of controlling failure."

-Sylvester Stallone