



RETRIEVER

ANNUAL REPORT



2024-2025

RETRIEVER

EXECUTIVE SUMMARY



OUR MISSION

To become one of the leading companies in the world of anti-loss devices by prioritizing family and safety. We do not wish to be the biggest, we wish to be the best.

"A good company offers excellent products and services. A great company also offers excellent products and services but also strives to make the world a better place."

- Philip Kolter

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PERFORMANCE SNAPSHOT

\$1,867
sales revenue

\$2,332
Total Assets

160
units sold

\$1,785
net profit

OUR PRODUCT: THE RETRIEVERS

The Retriever, an anti-loss device, is a slim card-shaped tracker that fits seamlessly in wallets, purses, and luggage. The NavTag was initially meant as a key chain tracker, but with the purchase of every NavTag comes a lanyard that allows it to fit on anything.

THE TEAM

JACKSON HIGH SCHOOL, MASSILLON, OHIO



LUKE LOMBARD
CEO

Responsible for setting and driving the company's vision, strategy, and overall direction while ensuring sustainable growth and long-term success.



BEN SANDERS
COO

Overseeing daily operations and ensuring the company's business processes run efficiently to execute the CEO's vision and strategic goals.



BRODY HUMES
CFO

Managing the company's financial health by overseeing budgeting, forecasting, financial planning, and risk management to ensure profitability and sustainability.



ZACH CAMPBELL
CMO

Developing and executing marketing strategies to build brand awareness, drive customer engagement, and generate revenue growth.



BEN PRIMACK
SALES DIRECTOR

Leading the sales team to drive revenue growth by developing sales strategies, setting targets, and building strong customer relationships.



RISHITEJ
NAGUBANDI
SUPPLY CHAIN

Overseeing the end-to-end supply chain to ensure efficient sourcing, production, and delivery of products while optimizing costs and minimizing risks.

Teacher

Shawn Donaldson

Volunteers

Katie Tolin

Robert Gardner

LEADERSHIP AND ORGANIZATION

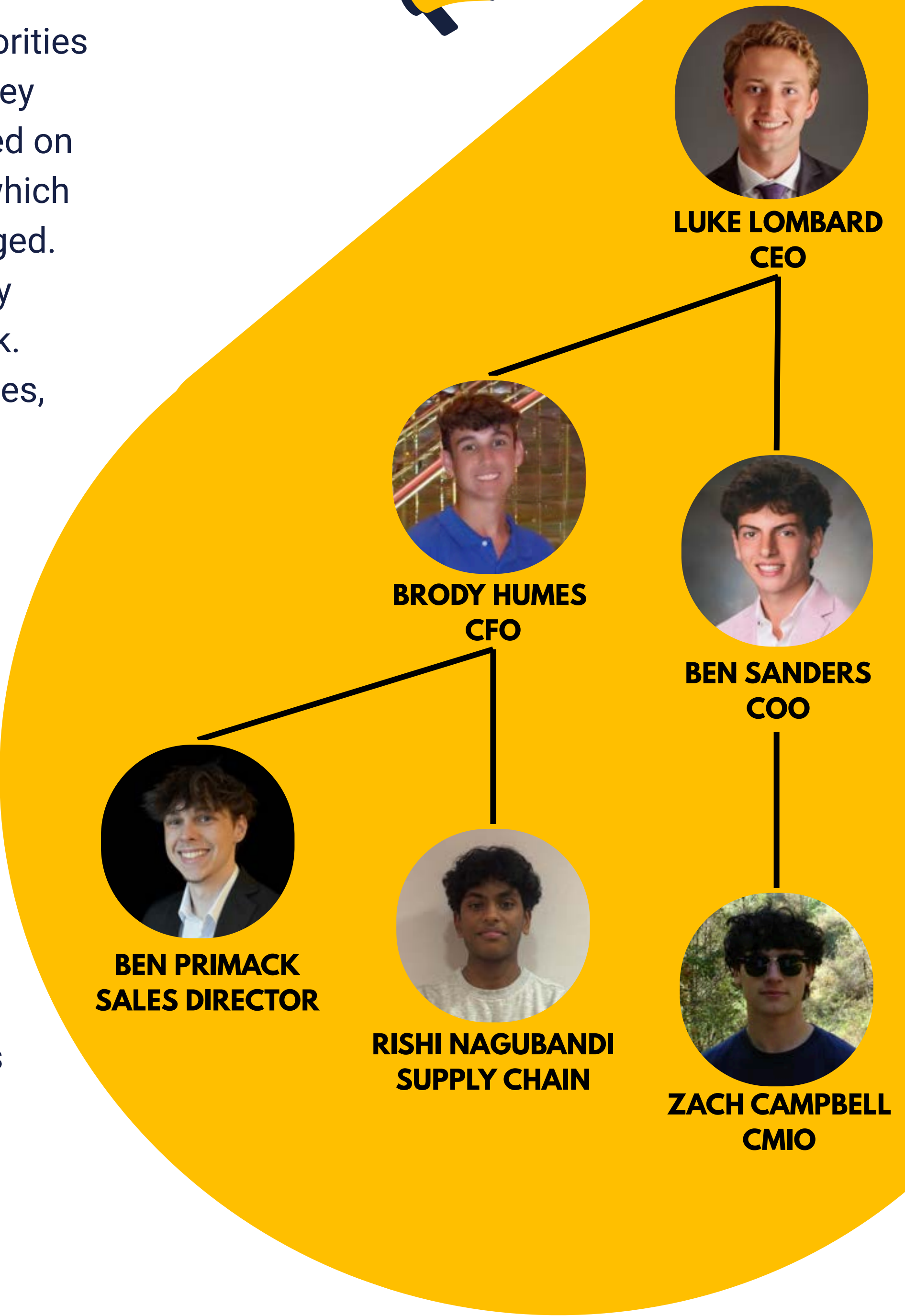
Culture

Each week, our team meets to assess priorities and plan upcoming tasks. The CEO sets key goals, and project leads assign roles based on each member’s strengths and interests, which helps keep everyone motivated and engaged. This structure allows us to work efficiently while building a strong sense of teamwork. We’ve also made small operational changes, like focused check-ins and clearer role definitions, to boost collaboration and maximize performance across the team.

Motivation

At the heart of our company is the great people that run it. We boost company performance and sales by hosting sales competitions at every selling event we attend. The top seller gets bragging rights or monetary compensation in the form of cash or a gift card. We strongly believe in transparency, and we show it through our company evaluations used to maintain efficiency.

Team Structure



The Problem

As teenagers, we lose things all the time. But the truth is, this affects everyone, whether they recognize it or not. During our early innovation stage, our teacher shared a story about how he left his wallet at his kid's karate studio. A simple mistake meant a 45-minute drive back to the studio during which he missed dinner with his family, helping with homework, and tucking his kids into bed. These moments may seem small, but they're everything.

Design & Testing

Through multiple rounds of design and development, we decided what features we believed to be a priority and what designs would stick out the most. In the end, we ordered samples from 3 different distributors and tested them to ensure we provided the best customer experience possible.



Research

- Over \$2.7 billion in items are lost every year
- More than 46% of all couples fight over lost items
- 33% of people say that they often forget where they park their car
- 60% of people say that they have run been late to work or events because of misplaced items

20 million
are reported
lost annually





TRACK WHAT MATTERS, ANYTIME, ANYWHERE.

WHAT MAKES US BETTER

Retriever offers a seamless and reliable GPS tracking solution designed to help you keep your valuables safe and within reach. Whether it's your wallet, keys, or luggage, Retriever's slim, card-shaped tracker fits effortlessly into your daily life. With a focus on innovation, quality, and efficiency, we're committed to providing the most trusted, user-friendly tracking devices to keep you connected to what matters most.



RETRIEVER BUNDLE



TILE BY LIFE 360



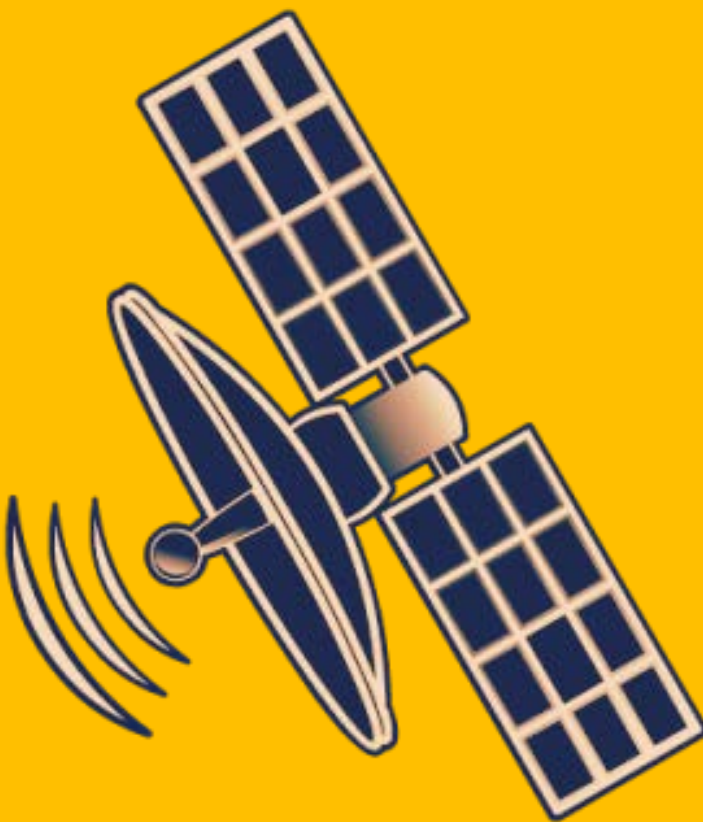
APPLE AIRTAG

OUR COMPETITION

Our biggest competition is the Airtag or Tile. They are Bluetooth trackers with a limited range. Tile offers a range of 100 feet outdoors, priced at \$24.99 for a single tracker or \$34.99 for a bundle. The AirTag, at \$29.99, uses nearby iPhones for location updates. Both require an additional purchase to attach them. These products were developed in 2013 and are yet to make a long-lasting impact on the issue of lost items retrieval.

COMPETITIVE ADVANTAGE

Retriever uses satellite tracking to locate your most important belongings, unlike competitors which use a ping system that requires you to be near its related devices. This means Retriever can show your live location no matter where you are on Earth. Plus, it comes with a lanyard inside that allows you to attach it to anything with just one purchase.



THE RETRIEVERS

Products

The Retriever Card is a slim, credit card-sized tracking device made to fit in wallets, purses, or luggage. It pairs with the easy-to-use Find My app, allowing you to quickly locate lost items and keep your essentials safe and within reach at all times.

RETRIEVER CARD



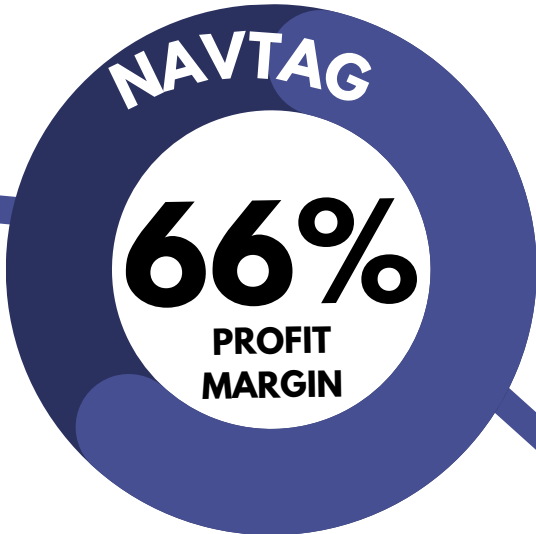
NAVTAG



The Retriever NavTag is a compact, attachable tracking device designed for keychains, bags, and other personal items. It works with the easy-to-use Find My app to help you quickly find misplaced belongings, giving you peace of mind wherever you go.

The Retriever Bundle includes both the NavTag and Retriever Card giving you full coverage for tracking keys, bags, wallets, and more. With seamless integration through the Find My app, you can easily locate lost items and stay connected to your essentials from anywhere.

THE BUNDLE



CUSTOMER ELEMENTS



Target Audience

Retriever is designed for busy individuals who need an easy way to track their essentials. Our target audience includes college students and parents, aged 20-40 who are managing hectic schedules. Whether a morning commute, a busy class schedule, or the chaos of parenting, Retriever ensures keys, wallets, and valuables are never misplaced.



COLLEGE STUDENTS

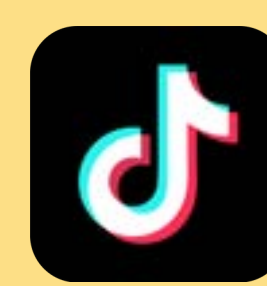


PARENTS

>30,000 VIEWS

TO OUR WEBSITE, SOCIAL MEDIA AND NEWS CHANNELS

Our sales efforts have been a huge part of our journey and have helped our team learn important skills like public speaking and handling rejection. When selling in-person and online, we used incredible discounts and sales strategies to grab our client's attention. Online we have a hidden NavTag discount, our "find our NavTag" lets customers show come to our website a discount if they find a navtag hidden on our home page



WAOH.TV
AKRON | OHIO

In Person



young
entrepreneur
market





Our Success

Our core values are based on family, safety, and security. The most important metric to us is our customer satisfaction. To measure this, we have reached out to multiple customers for real-world feedback.

We are proud that our work perfecting our product and selling it online and at multiple events has resulted in a 9% customer return rate. This was part of why we won first place in the WestStark Chamber of Commerce business plan competition.

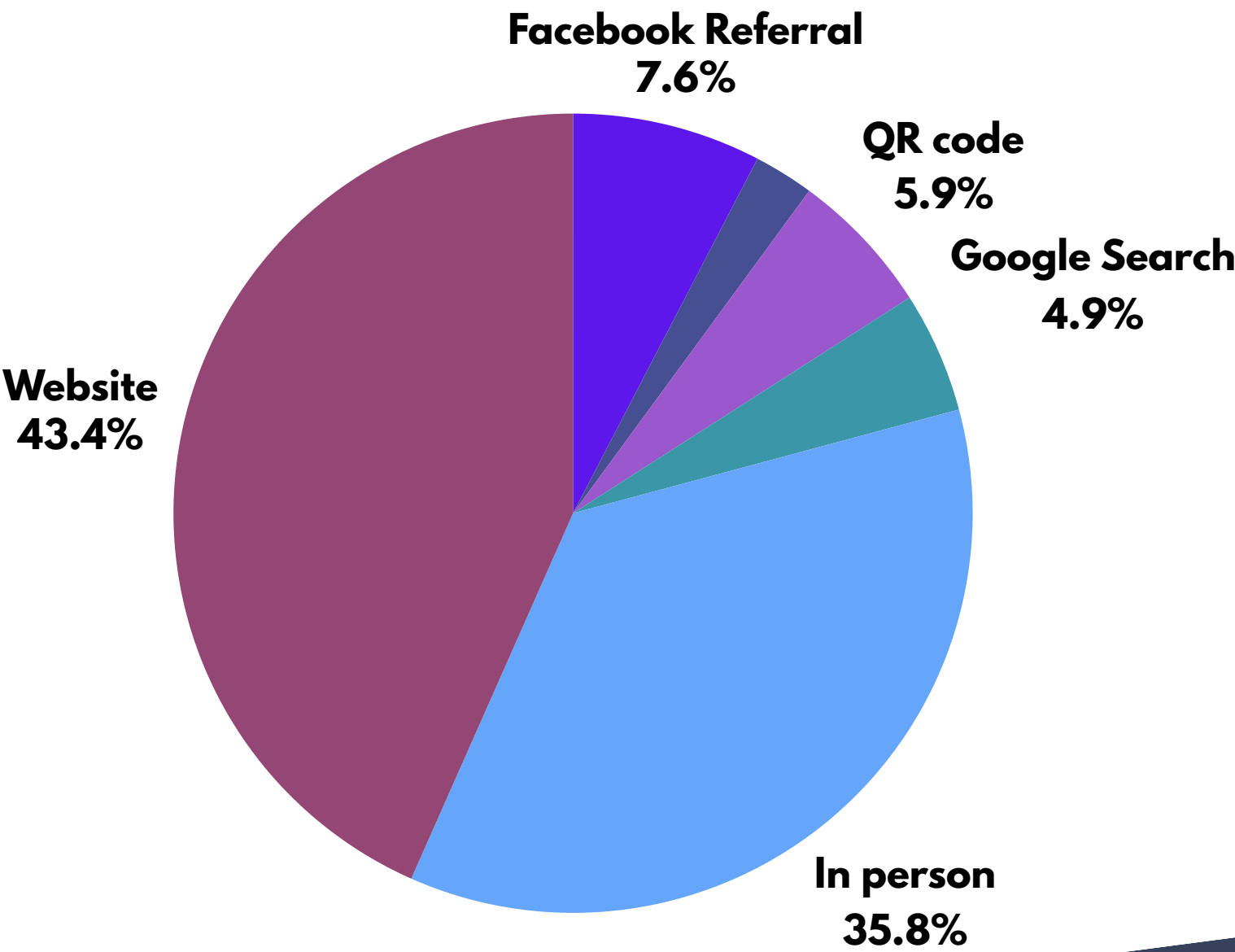


Feedback

“Great product that makes my life a lot easier when I'm unsure of where my keys are.”
- Max Bruno

“I use the retriever tag to find my keys a least once a week, it's super useful to have.”
- Maxton Escola

Revenue Stream



Cost Structure

Our fixed costs include our website and Adobe subscription, which we use to create high-quality designs. Product costs are recurring but remain fixed per unit from our suppliers. Shopify fees are variable, depending on our monthly sales. We chose our suppliers based on reliability, cost, and quality, and finalized our product design through testing and customer feedback to ensure it met both our standards and customer needs.

Overview

As of March 16, we have sold 72 units, generating \$1,814 in sales with our best-seller being the Retriever Bundle. Our Navtag has a 66% profit margin, while the Retriever Tracking Card averages 42%. Sales have come from various events as well as online.

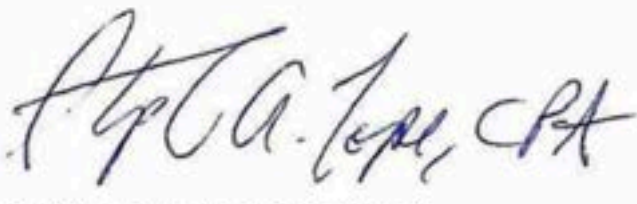
INCOME STATEMENT		BALANCE SHEET		Book Value of Stock (Upon Liquidation)	
Revenue		ASSETS		Net Profit	\$ 1,728.24
Sales Revenue	\$ 1,886.62	Cash	\$ 1,634.18	Capital Stock	\$ 30.00
Prize Earnings	\$ 750.00	Inventory	\$ 225.00	Total Owner's Equity	\$ 1,758.24
Fundraising	\$ 788.00	Total Assets	\$ 1,859.18	Shares of Stock	6
Donations	\$ 583.15	LIABILITIES		Book Value of Stock	\$293.04
Cost of Goods Sold	\$ (1,145.87)	Sales Tax Payable	\$ 100.94	Percent Return per Share	5760.80%
Gross Profit	\$ 2,861.90	Capital Stock	\$ 30.00		
Expenses		Net Income/(Loss)	\$ 1,728.24		
Marketing expenses	\$ (153.98)	Total Liabilities & Equity	\$ 1,859.18		
Materials and Supplies	\$ (178.12)				
General Expenses	\$ (273.61)				
Trade Show Expenses	\$ (507.95)				
Net Income/(Loss)	\$ 1,728.24				

Independent Accountant’s Report

I have looked over the accompanying financial statements of Retriever (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.

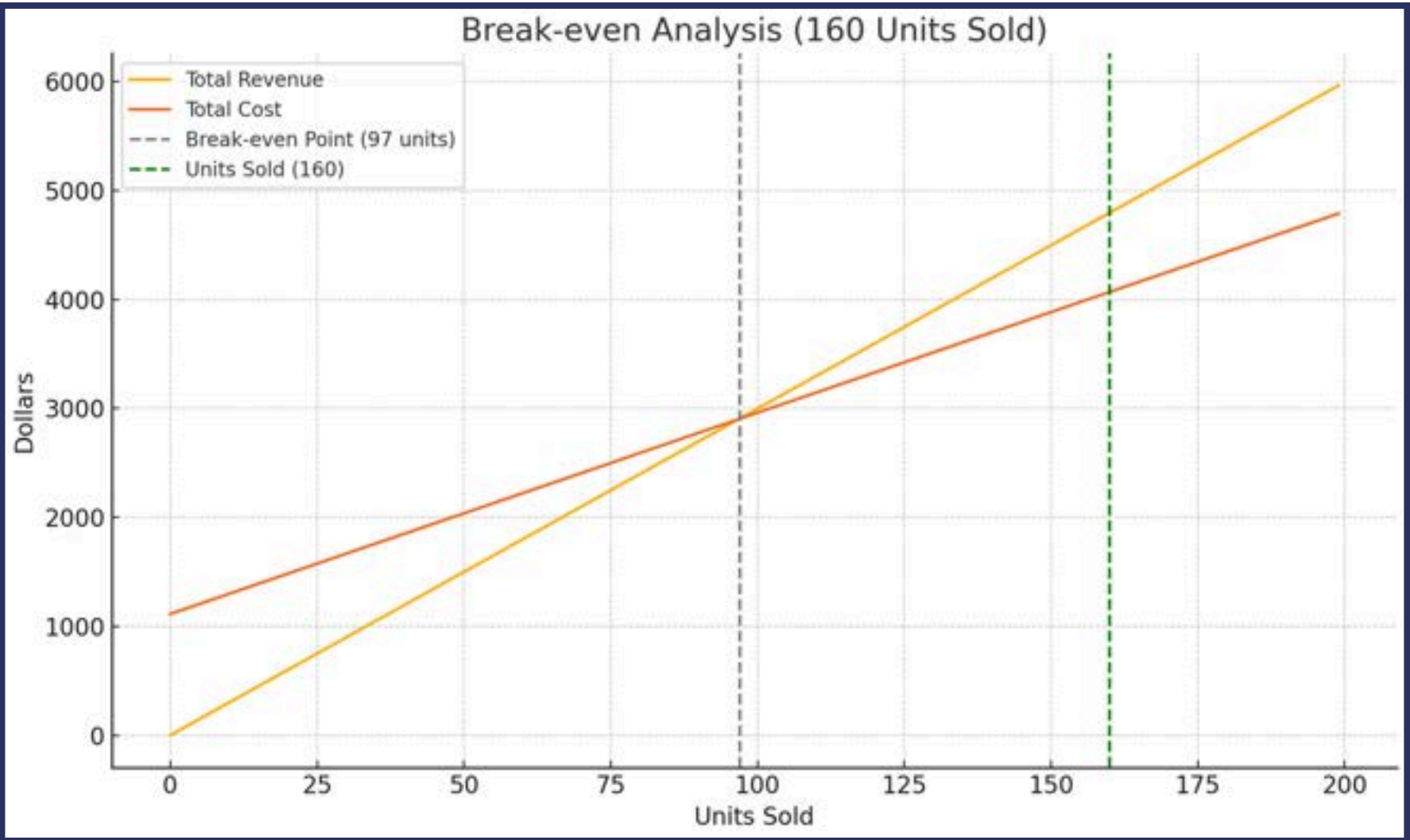
Accountant’s Responsibility
My responsibility was to check over these financial statements for fair presentation. Based upon the results of my work, I believe that the financial statements referred to above are fairly and reasonably presented.



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

STEPHEN A TOPE, CPA
CANTON, OHIO

BREAK EVEN ANALYSIS



The cost of goods sold is \$4.08 for our NavTag and \$9.21 for our card. We deliver in person so do not have any shipping costs. The average price per sale is \$11.67 and our average cost of goods sold is \$7.16Inventory was purchased for \$1,370.87, and we broke even on March 7, 2025.



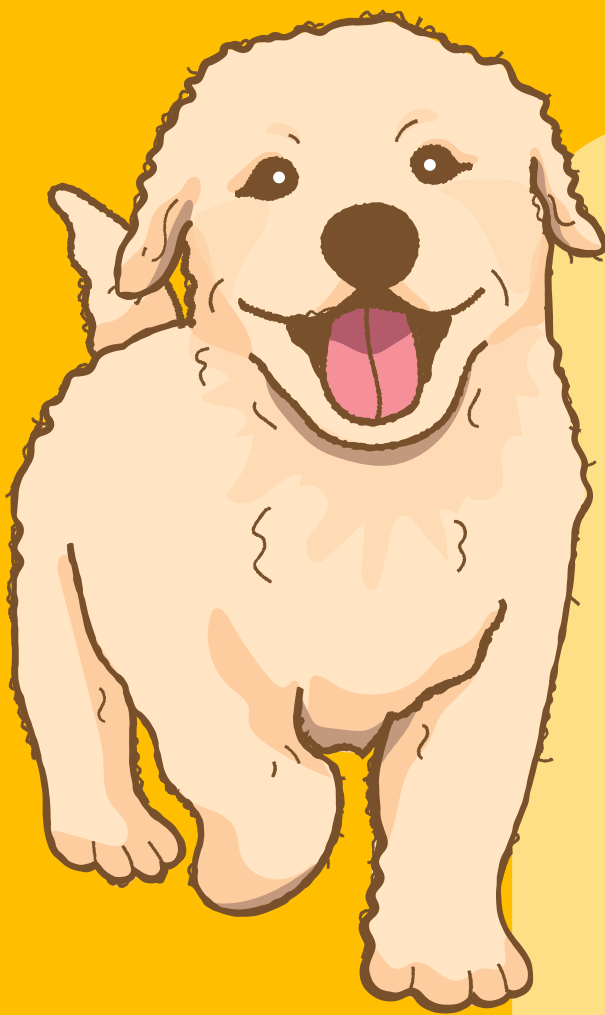
New Skills

Throughout the year, our team has grown both individually and collectively, sharpening our skills in selling, marketing, and self-improvement. We've faced challenges and setbacks, but our resilience has helped us push through and come out stronger each time. Our passion for growth and dedication to excellence has built a more unified, confident, and capable team, ready to take on new goals together.

Challenges

Our biggest challenges have been sales opportunities and priorities. In the beginning, our team prioritized marketing and online presence and neglected in-person sales. Now that we have established our company's priorities, in-person sales are essential.

A Bright Future



When we look at our company's future, we want to provide more products that can be used on anything. We want to use our technology and influence to create an animal collar with a built-in tracker. Our initial research has shown:

- **10 million dogs go missing every year** according to the American Human Society
- **Only 1 in 3 animals that enter a shelter** are reunited with their families says Petco

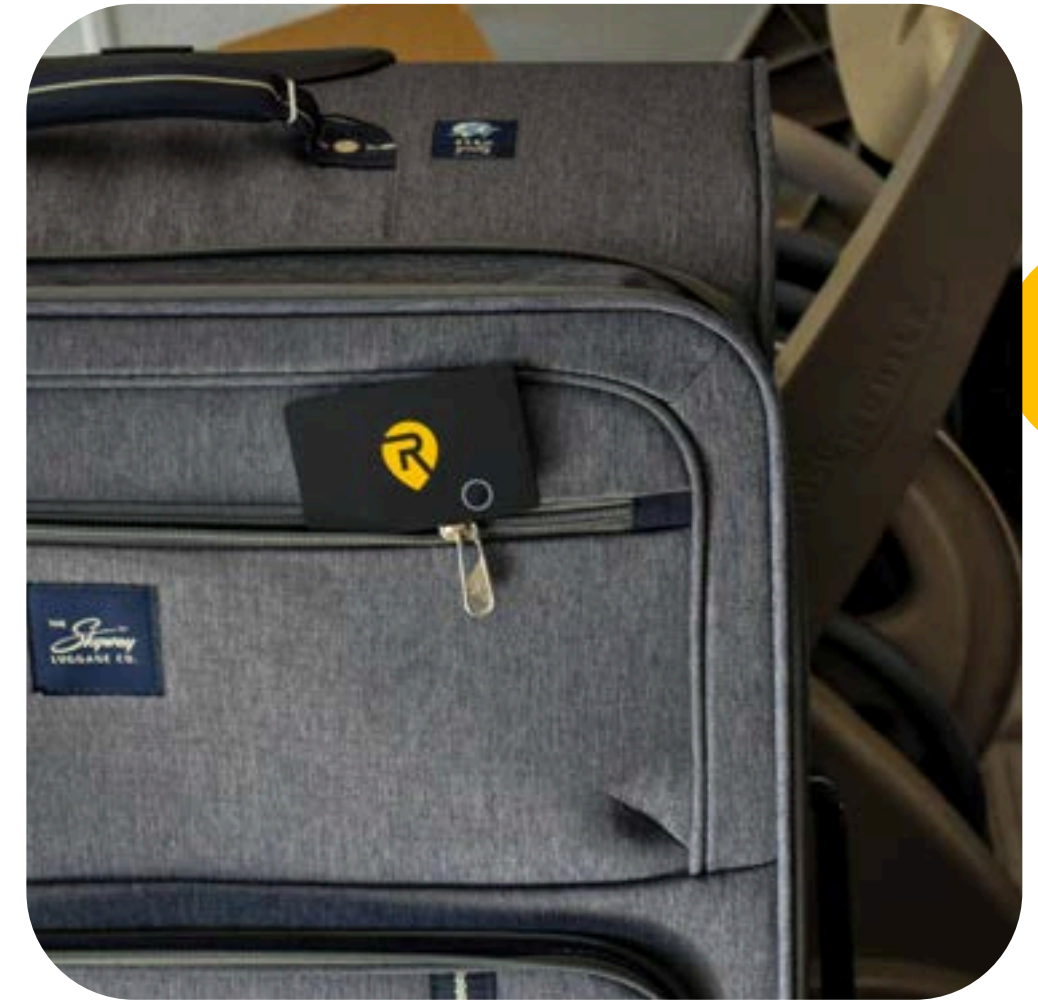
We would also like to find an adhesive product that would allow the tracker to stick to whatever the consumer wants since research says:

- The most commonly lost items are **T.V. remote controls and cell phones**



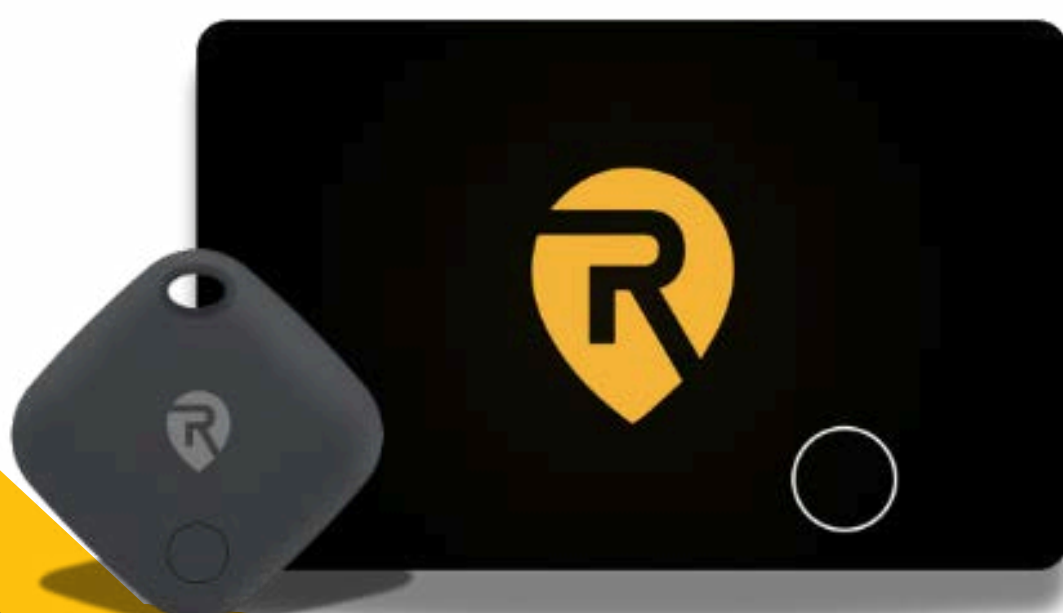


We aim to expand globally by leveraging innovative technology, strategic partnerships, and a deep understanding of international customer needs. Our anti-loss devices are designed with universal functionality in mind, making them ideal for travelers navigating busy airports, businesses managing employee equipment, and individuals who value peace of mind in their everyday lives. As we grow, we're prioritizing accessibility, reliability, and ease of use across different regions and cultures.



New Markets & Collaboration

Key collaborations, including partnerships with overseas suppliers, distribution networks, and the continued support of our mentor, have been instrumental in scaling our production capabilities and maintaining high product standards. With plans to localize the Retriever app for multilingual support and optimize connectivity across global networks, we're setting the stage for Retriever to become a trusted name in personal security and smart tracking worldwide.

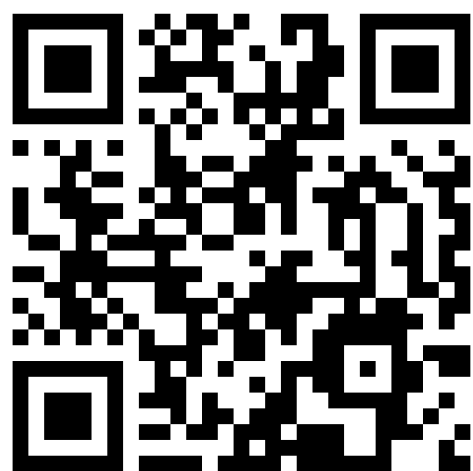
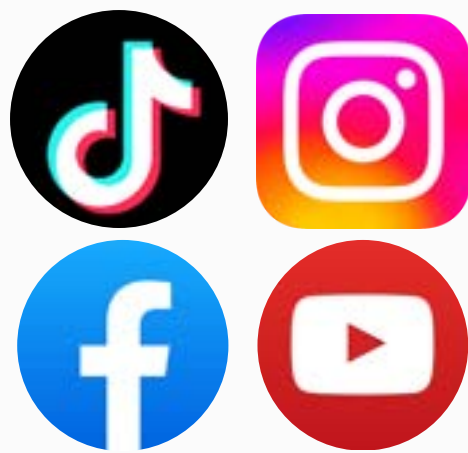


RETRIEVER



END THE SEARCH.

Thank You



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