



**2025-2026**



# EXECUTIVE SUMMARY

At Open Me When, we have developed a product, team, and company that we are truly passionate about. Recognizing the growing loss of meaningful, handwritten communication in today's digital world, we created a solution designed to revive authentic messages and strengthen personal connections. Throughout the year, our team successfully transformed this idea into a thoughtfully curated gift box containing 10 personalized letters for life's most meaningful moments. With every two boxes sold, we donate one toy to the Salvation Army, turning each purchase into an opportunity to give back. Our team worked diligently to meet sales goals, refine our product, and promote a deeper connection within our community. Open Me When is centered around creating lasting memories, meaningful moments, and genuine connection in a fast-paced world.

- *Braden Rosche*

## Our Mission

Our Mission is to bridge the growing disconnect between family and friends by making it easier to express care in meaningful ways.

In a fast-paced digital world, we strive to revive the art of authentic, thoughtful communication. By removing the stress of figuring out what to say or do, we empower people to take initiative in nurturing their relationships and creating lasting, heartfelt connections.



## Product

Open Me When is a gift box that includes 10 themed letters, guided prompts, and meaningful keepsakes, to create a deeply personal, handwritten gift.

## Financial Snapshot

Sales: 176

Revenue: \$3586.16

Sponsorship Revenue: \$250

Profit Margin: 58.75%



# THE TEAM



**Braden Rosche**  
CEO



**Benjamin Kurtz**  
VP



**Jonah Dunnivan**  
Marketing



**Braxton Martin**  
PR



**Brody Lowry**  
Production



**Cole Zackiewicz**  
Sales



**Laine Amos**  
Finance

## Advisors

Michael Nieporte & James Halmasy

## Volunteer

Emily Clark

## Location

GlenOak High School  
North Central Ohio

# Leadership & Organization

## Organization

This year at Open Me When, we focused on improving organization as our materials continued to grow. With limited locker space, we created a system to better store and sort supplies so everything is easy to access. We also tracked inventory using a spreadsheet, allowing us to stay organized, reduce waste, and make sure we always have what we need to build our boxes.



## Leadership Style

At Open Me When, we lead with a Servant Leadership mindset by putting our team, customers, and community first. We collaborate openly, use majority votes so everyone is heard, and hold monthly peer performance checks to keep everyone accountable and focus on areas of growth not to discourage but motivate and uplift each other as we've navigated our senior year.

NAME: \_\_\_\_\_

DATES BEING REVIEWED	PERFORMANCE CATEGORIES (1 = Best Possible Rating, 5 = Worst Possible Rating)	COACHABILITY	TEAMWORK
	<b>PRODUCTIVITY LEVEL</b> Consistently and reliably meets the minimum requirements for the company and the program each. On time. Dependable. Shows initiative.	<b>INITIATIVE</b> High degree of effort. Shows initiative and is able to complete assignments. Does not wait for a leader to direct.	<b>TEAMWORK</b> Works well with others. Shows initiative and is able to complete assignments. Does not wait for a leader to direct.
	<b>PROFESSIONALISM</b> Consistently meets the minimum requirements for the company and the program each. On time. Dependable. Shows initiative.	<b>COACHABILITY</b> Shows initiative and is able to complete assignments. Does not wait for a leader to direct.	<b>TEAMWORK</b> Works well with others. Shows initiative and is able to complete assignments. Does not wait for a leader to direct.
	<b>COMPANY MEMBER</b> Shows initiative and is able to complete assignments. Does not wait for a leader to direct.	<b>COACHABILITY</b> Shows initiative and is able to complete assignments. Does not wait for a leader to direct.	<b>TEAMWORK</b> Works well with others. Shows initiative and is able to complete assignments. Does not wait for a leader to direct.

## Celebrations & Team Bonding

We build a positive team culture by celebrating birthdays and dressing up in costumes for Halloween. We celebrated winning Stark Tank with shout-outs during meetings and pictures to commemorate the event. Employee recognition happens during company meetings for those who go beyond what is expected or take initiative when they have downtime, such as making extra sales or finding other ways to contribute. For example, Cole sold 25 boxes in a single sale, which was especially exciting since we had never sold more than three at once. We celebrate these efforts through commission, directly recognizing and rewarding our team members for their hard work and initiative.



# Innovation Process Discovery

## The Problem

Across America, growing emotional isolation and the pressures of daily life are straining personal connections, with **40%** of Americans reporting that they sometimes or often feel their relationships lack meaning and that they feel isolated from others.

## Evaluating our Solution

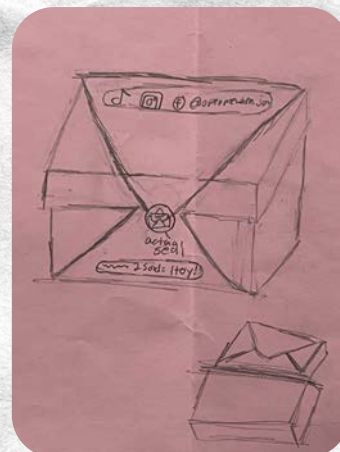
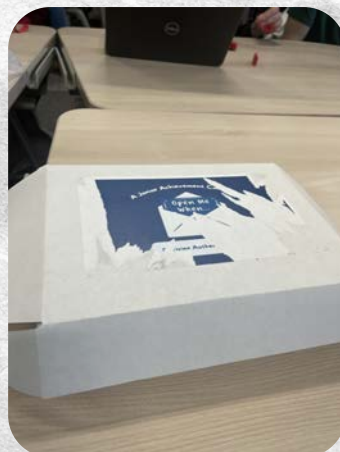
At Open Me When, we developed and evaluated our product in response to research on the growing loneliness and prevalence of meaningless relationships in America, as well as the significant amount of money wasted on gift cards, leading us to create a more meaningful, personalized gift option.



The average amount in unused gift cards, **\$244** per person!

## Design Process

We designed "Open Me When" to feel homemade and calming by researching comforting colors, selecting our logo through surveys, starting with a simple shoebox prototype that evolved into a minimalist design, creating prompts based on everyday positive and difficult emotions, and adding small gifts, an erasable pen, and "to" and "from" labels to make the product more meaningful and convenient as a heartfelt gift.



62% of Americans prefer to receive a **PERSONALIZED** heartfelt **GIFT** over a **STORE-BOUGHT** generic **GIFT**

# Innovation Process

## Market Analysis



\$20.00

### Open Me When

Aesthetically Pleasing  
Comfortable Pricing  
Includes Keepsakes  
Prompts to Guide Writing



\$83.00

### Other Competitors

Overpriced  
Only Letters  
Non-Personalized  
Lack of Direction

## Value Proposition

Open Me When stands out by offering a meaningful and affordable experience. Our aesthetically pleasing gift box includes themed letters, keepsakes, and guided prompts that make it easy to write personal messages. Unlike competitors that offer only basic, overpriced letters, Open Me When provides a more thoughtful and interactive way to create lasting connections.

## Our Advantage

- Holds sentimental value and not tacky items
- Promotes local small businesses
- Creates memories
- Organizes your feelings held in each letter
- Brings family everywhere closer together



# Innovation Process Product Overview

## Our Solution

Open Me When is a thoughtfully curated gift box filled with everything needed to create a deeply personal experience.

Inside are 10 pre-labeled themed letters for specific moments, along with guided prompts and clear instructions to make writing simple and meaningful. A quality pen is included so you can begin right away.

Each box also features special keepsakes, such as a picture frame, a party popper for celebration moments, and a small voice recorder to share a heartfelt message, making every envelope interactive, memorable, and truly one of a kind.



# Customer Elements

Our target market includes people looking to strengthen meaningful connections with loved ones, especially during important life moments or when distance separates them. This includes families supporting graduating students or deployed military members, individuals in long-distance relationships, and anyone going through emotional challenges such as stress or loneliness who could benefit from heartfelt encouragement.

## Personal Sales

We leveraged our personal connections to generate our first sales by sharing Open Me When with friends, family, and close supporters. Their belief in the meaningful experience behind the product helped spread the word, and positive word-of-mouth introduced Open Me When to new people looking for a more thoughtful way to connect.



## Social Media



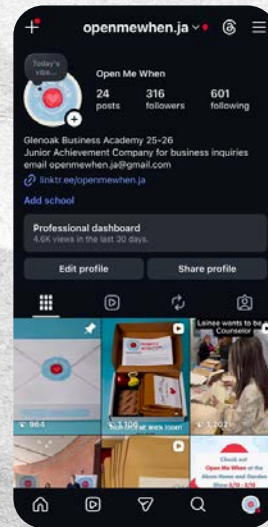
@openmewhen.ja



@openmewhen.ja



@openmewhen.ja



Followers: 367

Views: 6.7K

Posts: 54

## Marketplaces

- Akron Home and Garden Show
- Speech and Debate Tournament
- Hartville Marketplace & Flea Market
- GlenOak Basketball Game
- Today's Bride Show
- Freshman Transition Night
- Chamber of Commerce Regional Expo



# Business Performance

**25**

Largest single sale  
(in boxes)

**176**

Boxes sold to date

**\$3,606**

Sales Revenue

**8**

Marketplaces

**\$1,250**

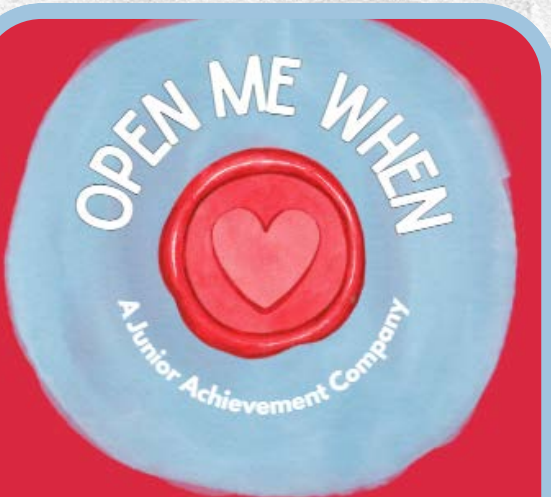
In grants and  
sponsorships

**88**

Toys donated to  
The Salvation Army

**25.74% of our revenue comes  
from grants and sponsorships**

**74.26% of our revenue  
comes from direct sales**



SPONSORED BY

**Chick-fil-®**  
Dressler Rd



**1,760**

Letters written



# Business Performance

## Financial Performance

### Open Me When

Income Statement  
For Date Ended March 26, 2026

<b>Revenue</b>	
Sales	\$3,606.16
Sponsors	\$250
EALLE grant	\$500
Market Tank	\$500
<b>Total Revenue</b>	<b>\$4,856.16</b>
<b>Expenses</b>	
Cost of Goods Sold	\$1,485.08
Team Bonding	\$12.49
Website	\$20.25
Trade Show	\$212.27
Salary Expense	\$25
Sales Tax	\$234.40
<b>Total Expenses</b>	<b>\$1,989.49</b>
<b>Total Net Profit</b>	<b>\$2,866.67</b>
Return on Investment (ROI)	329.50%

Revenue

\$3606.16

Net Profit

\$3294.99

Units Sold

177

Selling Price

\$20

Production

\$8.25

Profit Margin

58.75%

Markup

142.42%

ROI

329.50%

Open Me When

Balance sheet

March 26, 2026

### Assets

Cash	\$3,295
Inventory	\$816.08
Finished Goods	\$160
<b>Total Assets</b>	<b>\$4,271</b>

### Liabilities

Accounts payable to JANCO	\$420.00
Sales Tax Payable	\$213.92
<b>Total Liabilities</b>	<b>\$633.92</b>

**Total Owners Equity**

**\$3,637**

**Total Liability & OE**

**\$3,662**

## Break Even Report

Determining our fixed costs, we had a starting loan of \$600, website expenses of \$19.18, salary expenses of \$25, and trade show expenses of \$212.27. The variable cost to produce each box is \$8.42, while the selling price per box is \$20, resulting in a profit of \$11.58 per box. Therefore, to break even, we would need to sell 23 boxes.

# Learning experiences & Future Application



The business program allowed me to experience multiple fields of the business world and discover new strengths. It also helped me become the leader I've always wanted to be. -Braden



This year in the business program I've learned so much about managing my time, bringing a team together, and the importance of working hard to achieve our goals. Even through struggles, I've learned that there's always a way to push through and find success. -Ben



The company program has taught me what it's like to be apart of a real business. I've learned what it takes to market a company to real consumers and I will take these lessons with me for the rest of my life. -Jonah



Through my experience with Open Me When, I learned the importance of clear communication, strong organization, and working together toward a shared goal. I also gained a greater appreciation for building a supportive team culture, which helped me become more determined and intentional. -Braxton



This year, I've learnt the importance if time management. I've learned that organization is key to success, knowing what to do day in and day out is crucial. When you just go with the flow, things will not be done at an efficient rate. Moving onto college I will definitely prioritize both time management and organization. -Cole



Being in this program has taught me how important keeping up with collaboration and communication can be because one slip up could topple the tower and without my team I would never have achieved what I have this year without them. -Lainee



The business program taught me the importance of time management. How to sell and alot of motives to take with me into the real world. -Brody

# One More Thing...

## Giveback

We looked for meaningful ways to give back that aligned with our mission. While we initially aimed to support military families, we found it difficult to reach them effectively. Recognizing that our product centers around meaningful gift-giving, we shifted our approach. Now, for every two boxes sold, we donate a toy to the Salvation Army, extending our impact by spreading joy and connection to families in need.



### 2 boxes Sold = 1 Toy donated



# Thank you!

We would like to thank the Junior Achievement program for giving us such an incredible opportunity. Being part of this experience allowed us to step into the business world and learn by actually creating and selling our own product as a team.

Throughout the process, we developed important skills like communication, teamwork, and problem-solving. One of the most valuable parts was gaining the confidence to put our ideas out there and share our product with others. This experience showed us what we can accomplish when we work together, and we are truly grateful for everything the program has taught us.

-Open Me When

