



Earthwise

Executive Summary



Company Snapshot

162	\$5,602	\$2,500
Units Sold	Revenue	Profit

Each Earthwise kit can save an individual over \$150 per year and reduce their carbon footprint by 10 tons.

Our Mission

At Earthwise, our mission is to empower individuals to live more sustainably by providing innovative, practical, and accessible sustainability kits. We are committed to reducing environmental impact by offering high-quality, eco-friendly products that promote conscious consumption, waste reduction, and responsible living. Our goal is to foster a greener future for generations to come.



Earthwise sustainability kits offer the perfect reusable alternatives to help you effortlessly kickstart an eco-friendly lifestyle.

Executive Summary

At Earthwise, we have developed a product, team, and company that we are deeply passionate about. Recognizing the detrimental effects of environmental degradation, we created a solution designed to contribute to the preservation and restoration of our planet. Throughout the year, our team has successfully transformed this concept into a product, establishing a strong foundation for its positive impact on the environment. We have watched our company succeed both through sales goals and community giveback. Each bag sold is a chance to further environmental education, which is why we strive to constantly set and reach goals. Additionally, our team worked to clean up around our community, hosted a recycled can drive, and eliminated 1,620 tons of carbon emissions through our kits. Earthwise is centered around creating a greener tomorrow.

-Kamdyn Hershberger

The Team



Kamdyn Hershberger
Chief Executive Officer



Emily Clark
Vice President



Griffin Swank
Marketing



Jakson Yohn
Production



Eva Winn
Finance



Connor Zets
Supply Chain



Isaiah Lopez-Garcia
Sales

Teachers:
Amanda de Fays
Mike Nieporte

Volunteer:
Katie Galvin

JA Area:
North Central
Ohio

Leadership and Organization

At Earthwise, we embrace a democratic leadership style that emphasizes collaboration. We believe our team can reach its fullest potential when each member contributes their unique strengths. Our CEO and VP, Emily and Kam, work together each week to set goals aligned with upcoming marketplaces and production needs, creating tasks that empower our team to meet those objectives. Additionally, we hold weekly company meetings to gather feedback from our members on what's working, what's not, and how we can better support their success. We also discuss ways to improve and explore strategies for boosting motivation across the team.

Compensation Structure

For compensation, our team prioritizes attendance and performance, followed by sales. Based on this, we've designed a hybrid compensation structure:

1. Initial Compensation: An equal split of all profits is allocated, then adjusted based on each team member's attendance and performance percentages.
2. Secondary Compensation: Any remaining funds from the initial pot will be distributed as a percentage of total sales made.

Company Culture

One of our biggest goals was to make sure everyone in our company felt equally valued and celebrated throughout the year. We wanted to have fun and make our team members feel special, while also being a successful and impactful company.

Each week there is an employee of the week chosen by management. They receive a reward of their choice!

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We make sure to have various team bonding events to make the best out of the year and strengthen our team dynamic!

We occasionally have fun themed days like Halloween day or Christmas day!

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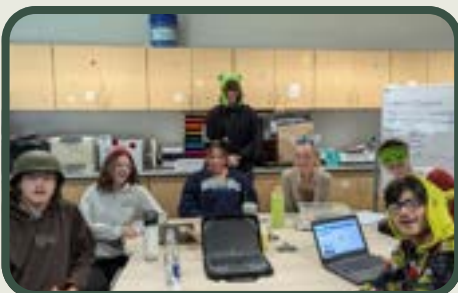
We start every day by sharing something good about our day to create a positive environment.

Birthdays and half birthdays are always celebrated with a treat!

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We have sales goals for each week & month and we make sure everyone gets rewarded when we meet these goals.



Discovery

The Problem

People often waste money on disposable items that harm the environment, and many believe sustainable living is expensive. The average American has a carbon footprint of sixteen tons each year. At Earthwise, we aim to change that by making eco-friendly living simple and affordable.



The average person is spending \$150 each year replacing these disposable products, which are contributing to polluting our Earth!

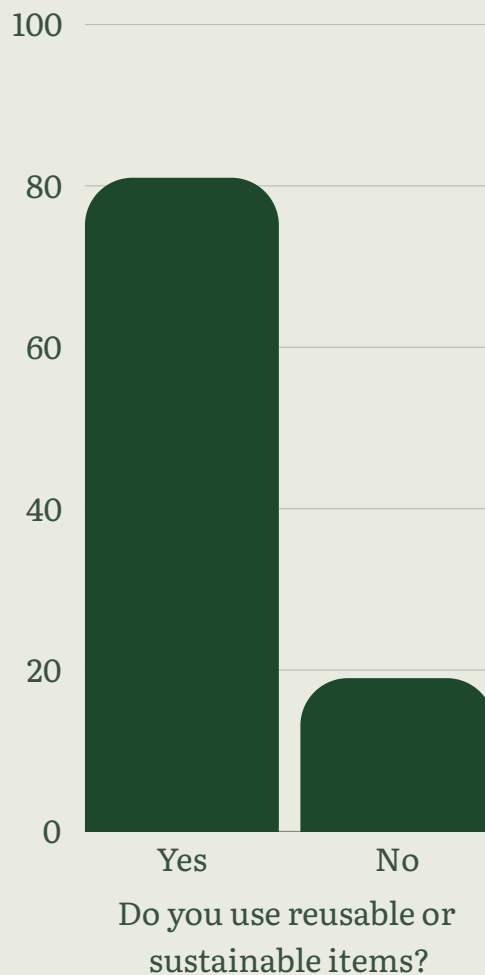
Formulating a Solution

At Earthwise, we carefully selected the products for our eco-bags by first identifying the needs and preferences of our target market. We conducted surveys and held focus groups to gather valuable feedback on the types of items our customers would find most useful and appealing, ensuring we struck the right balance between practicality and eco-friendliness. With this feedback, we curated a mix of high-quality, sustainable products that resonated with our audience. Additionally, we made sure that our pricing strategy of \$35 per bag was competitive and would allow for a healthy profit margin while still providing great value to our customers. This process helped us create a product that not only met customer expectations but also supported the financial sustainability of our business.

72% of Americans care about climate change

About **four in five** Americans have a 2025 financial goal, most notably saving money

On average people can spend over **\$7,000** each year to live sustainably



Market Analysis

Many of our competitors offer sustainability kits that are priced more than twice as high as our Earthwise bag, making them inaccessible for a large portion of potential customers. After receiving feedback from our community, we learned that many individuals were eager to purchase an eco-friendly kit but were deterred by the steep upfront costs. At Earthwise, we are proud to offer a solution that bridges this gap. By pricing our product at just \$35, we make sustainability affordable and accessible to a wider audience, allowing more people to take meaningful steps toward an eco-conscious lifestyle without the financial burden.

Competitors



\$100



\$80



\$120

VS

Earthwise



\$35

our unique value PROPOSITION

Transform your daily habits with Earthwise—a thoughtfully curated sustainability kit that makes eco-friendly living affordable and accessible. At just \$35, our eco-bag offers high-quality, essential products designed to reduce waste and minimize your carbon footprint, all while staying within your budget. Join a community of conscious consumers who are making a real impact, without the financial burden.

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competitive ANALYSIS

Affordability without
Compromising Quality

Curated for Real-World Use

Community-Driven Design

Stronger Value Proposition
than Competitors

Product Overview



6 Reusable Food Bags



Herb Seeds and Recipe Cards



2 Metal Straws



2 Reusable Produce Bags



2 Reusable Produce Bags



5 Reusable Cotton Rounds



Biodegradable Sponge



Our kit includes an exclusive educational website to teach customers how to live a sustainable lifestyle further than just our Earthwise Kit!

Innovation

Over the year, Earthwise has evolved through inventory updates, new product additions, and internal changes. We've embraced risks and feedback to improve the company. One of our standout additions, customizable mini bags, directly addressed customer concerns about pricing, quantity, and the need for sustainable options for those already living an eco-friendly lifestyle.



Customer Elements

Our target audience consists of homeowners and environmental enthusiasts who are deeply committed to sustainability and transforming their living spaces into eco-friendly havens. We have explored a variety of marketing and sales strategies to effectively engage and connect with this audience.

Personal Sales

We leveraged our personal connections to drive sales by tapping into our existing network of friends, family, and professional contacts. By building trust and demonstrating the value of our products, we turned relationships into sales opportunities. Word-of-mouth referrals played a key role, as satisfied customers recommended our offerings to others in their circles.



Marketplaces

- Geauga Indoor Market
- The Marriott
- Akron Home & Garden Show
- North Canton Farmers Market
- The Akron Northside Marketplace
- Crocker Park Market
- YOUNity Night
- Speech and Debate Event
- Van Aken District Market
- Hartville Flea Market

Social Media



@earthwise.ja

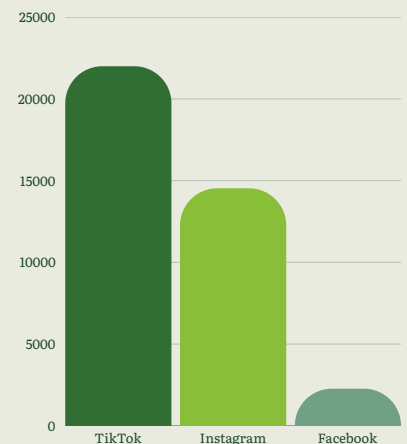


@earthwiseja



@earthwise

Views



- Chamber of Commerce networking events
- Appearance on New Day Cleveland
- Sales to other GlenOak JA Businesses
- WAOH tv interview
- Article in The Eagle



Business Performance

Quantifying Our
SUCCESS



22,000 Views
1,864 Likes
25 Posts

website hits:

1,562

marketplaces:

19



2,103 Views
13 Likes
31 Posts

carbon footprint
reduction

1,620 TONS

our customer reviews:



14,530 Views
609 Likes
28 Posts

new customers:

162

counties traveled for
markets

6

Production Process

Purchasing

The first step in our production process was carefully selecting and sourcing the components for our kit. We partnered with various suppliers, striving to strike the perfect balance between quality and affordability to ensure our customers receive a high-value product at a reasonable price point.

Customizing

Next, to create unique packaging, we used a Cricut to cut out our logo and carefully positioned and ironed it onto the tote bag for a polished, professional finish.



Our revenue streams consisted of 97% of sales, 2% of donations and 1% of fundraisers.



Assembly

Then all the components of an Earthwise kit are carefully organized into our tote bag. We chose to package everything within each other to streamline the production process and limit excess waste.



Quality Control

Before the bags were ready for sale, they underwent a rigorous quality control process to ensure every detail met our high standards. At least two separate company members review each kit, and those that are found to be faulty sit in a separate pile to be fixed and undergo our quality control process once again.



Financial Performance

Earthwise	
Income Statement	
For Date Ended March 21, 2025	
Revenue	
Sales	\$5,602.38
Fundraisers	\$28.20
Company Loan	\$600.00
Donations	\$217.09
Total Revenue	\$6,447.67
Expenses	
Cost of Goods Sold	\$1,947.56
Supplies Expense	\$268.41
Advertising Expense	\$13.00
Sales Tax Payable	\$247.76
Transaction Fees	\$114.36
Event Expense	\$342.90
Total Expenses	\$2,933.99
Total Net Profit	\$3,513.68

Earthwise	
Balance Sheet	
March 21, 2025	
Assets	
Cash	\$150.00
Checking Account	\$2,391.59
Finished Goods	\$875.00
Inventory	\$355.00
Total Assets	\$3,771.59
Liabilities	
Sales Tax Payable	\$247.76
Total Liabilities	\$247.76
Total Owner's Equity	\$3,523.83
Total Liability & OE	\$3,771.59

Revenue
\$5602.38

Net Profit
\$3,513.68

Units Sold
162

Selling Price
\$35

Cost to Produce
\$12.50

Profit Margin
63%

Markup
180%

ROI
586%

Break-Even Analysis

To determine when Earthwise would start making a profit, we calculated the break-even point. With fixed costs of \$600 (from the loan we received), and a contribution margin of \$22.50 per bag (the difference between our selling price of \$35 and our production cost of \$12.50), we need to sell 27 bags to break even. Once we sell this amount, every additional bag sold will contribute directly to our profit. This analysis helps us understand how many bags we need to sell in order to cover our initial investment and begin turning a profit.

Learning Experiences and Future Application



“This year has been an extraordinary adventure—one that we wouldn’t trade for anything. The lessons we’ve learned and the memories we’ve created will stay with us forever.”



“My experience with my company has been fun, with us starting back in November and growing as a team, and all the hard work we have put in to make money has been an excellent experience.”



“My experience with junior achievement this year was an absolute blast, from creating the team to the product. Every step of the process was super fun and I hope that I can carry over the skills that I have learned to the real world.”



“Junior Achievement has helped me learn and grow both personally and professionally, while Earthwise taught me valuable lessons through real challenges. Working and bonding as a team through it all has been a very rewarding experience.”



“Junior Achievement has granted me a great opportunity to run a real business. I’m extremely thankful for the great times. I feel we’ve learned a lot over the course of this year, had some great experiences, made friends, and had a lot of fun through the struggles.”



“Through all of the ups and downs I believe that my team grew this year not only as classmates but as friends. Junior Achievement has given me a real look at how a real business is run and I am so grateful to have had this opportunity.”

One More Thing...

Giveback



As part of our commitment to sustainability and environmental responsibility, we dedicated time to improving our local community through a park cleanup and a recycled can drive at GlenOak High School. We visited two parks, carefully removing trash and debris from walking paths, playgrounds, and natural areas to create cleaner, safer environments for visitors and wildlife. Additionally, recognizing the lack of a designated can recycling bin at our school, we placed collection boxes throughout the building for students and staff to deposit their empty cans. At the end of April, we will take the collected cans to a local recycling center, helping to reduce waste and promote eco-friendly habits. Through these efforts, we strive to preserve the beauty of public spaces and encourage sustainability within our community.

Problem Solving

Throughout the year, we faced numerous challenges, each presenting an opportunity for product innovation. Midway through, we transitioned from silicone to metal straws, recognizing them as a more popular and durable option. Our most significant change came with the introduction of mini bags. Many customers already owned some of the items in our kit and were hesitant to pay \$35 for the full set. To address this, we launched customizable mini bags for \$15, providing a flexible and affordable alternative.



Mini Bags

Choose 3!



3 Reusable Food Bags

2 Wool Dryer Balls

2 Reusable Produce Bags

3 Reusable Cotton Rounds

2 Biodegradable Sponges

2 Metal Straws

Thank You

This journey with Earthwise has been incredible for all of us. Beyond the amazing experiences we've shared, we know that our efforts have made a meaningful impact on the environment and our community. Seeing the tangible difference we've helped create has been rewarding, reinforcing our commitment to sustainability and positive change. However, the impact goes far beyond that. Through this team, we haven't just built connections—we've gained lifelong friendships, formed unbreakable bonds, and become part of something bigger than ourselves. The countless opportunities and experiences we've had through JA have shaped us in ways we never expected, opening doors, broadening our perspectives, and leaving a lasting imprint on our lives. This company, this mission, and this team will always be a part of who we are. We could not be more grateful for the lessons we've learned, the people we've met, and the memories we've made and we owe it all to Junior Achievement and our incredible teachers.

-The Earthwise Team

