



LITTLE INSPIRATION FOR TODAY

2025-2026
ANNUAL REPORT



EXECUTIVE SUMMARY

TABLE OF CONTENTS

1. Title page
2. Executive Summary
3. Meet the Team
4. Leadership and Organization
5. Innovation Process: Discovery
6. Innovation Process: Market Analysis
7. Innovation Process: Product Overview
8. Customer Elements
9. Business Performance
10. Financial Performance
11. Learning Experience and Future Application
12. One more thing
13. Thank you

JA COMPANY PERFORMANCE

Accomplishments:

Advanced to the final round of Stark Tank.

Successfully raised over \$800 in fundraising for start-up costs.

Learning Experiences:

Hands-on experience building a company from the ground up, collaboration with a team, and experience in sales.

Our Product

The LIFT Band is an elastic bracelet that is embedded with an RFID (radio frequency identification technology) chip. When tapped to the top of your phone it takes you directly to our website that unlocks a daily motivational quote, three weekly challenges that focus on the heart, mind, and body, as well as resources for help. The LIFT Band is unique with a total of eight designs and different uplifting messages on each design. The LIFT Band serves as a reminder to reconnect with positivity and that connection and care are always within reach.

FINANCIAL RESULTS

\$1873.01 Total Revenue

95.9% Gross Profit Margin

100+ Transactions

OUR MISSION

We strive to promote positivity and mental well-being through our unique bracelets using style and purpose. Our products serve as reminders for self-care and mindfulness.



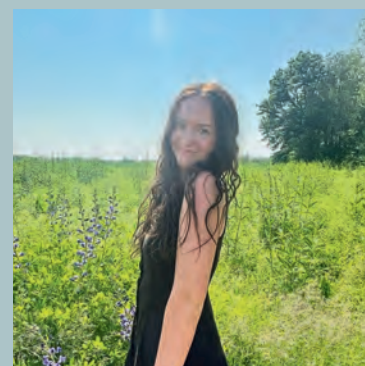
MEET THE TEAM



Allison Shaffer
CEO



Justin Landes
COO



Aubrey Maddock
CFO



Cutter Micale
TECHNOLOGY



Jillian Sanders
SALES



Tyler Hembury
SUPPLY CHAIN



Carter Herendeen
MARKETING

Junior Achievement of North Central Ohio
Lake High School
Teachers: Aja Tompot and Andrea Chavez
Classroom Volunteer: Peter Husted

LEADERSHIP & ORGANIZATION

Motivation & Compensation

Members of LIFT Band decided on their roles within the organization at the start of this project. Each member agreed on the role in which they would contribute the most. Depending on workplace abilities like **attendance, teamwork, effort, and work quality**, these could fluctuate. This strategy inspired members to complete tasks and help the business succeed. Every other week, we have Donut Day on Thursday to increase our positivity. We also have sales contests to encourage increased sales by giving away gift cards for the most sales in a certain time frame. We decided on our **personal compensation** as a group early this year, and we recorded all the percentages in our company charter. At the end of the year, all remaining money will be divided up based on the charter. Lastly, some members have voiced their opinions on continuing to grow LIFT Band after they graduate!

Delegation of Duties:

- **CEO** - Oversees all business operations and strategic direction.
- **COO** - Manage daily operations and ensure workflow efficiency.
- **CFO** - Manage financial planning, budgeting, and cash flow.
- **Marketing** - Develop and execute marketing strategies to promote products.
- **Sales** - Develop sales strategies and goals.
- **SupplyChain** - Source and negotiate with suppliers for cost-effective materials.
- **CTO** - Create and manage all websites across all platforms

Structure

LIFT Band follows a **Horizontal Organizational Structure**. This structure promotes easy collaboration between departments and open communication between members. To ensure each team member was suited for their role, each member underwent an in-depth interview process deciding if they were a good fit for the company.

Organization

LIFT Band makes use of a shared Google Drive, where all documents containing company data are kept. We discuss **tasks and goals** for the week at our daily meetings, which follow a regular agenda. Every month, LIFT conducts peer assessments and performance reviews to make sure everyone is working together and giving their best effort so that we achieve our goals. **Our emphasis on efficient communication has helped us accomplish our objectives at LIFT Band.**

Modifications

As **LIFT Band** continued to grow, it became clear that certain adjustments were necessary to keep the business moving forward. We had to modify the design and format of our bands in the early stages of our company. This modification **led to easier and more efficient production processes.**

INNOVATION PROCESS

DISCOVERY

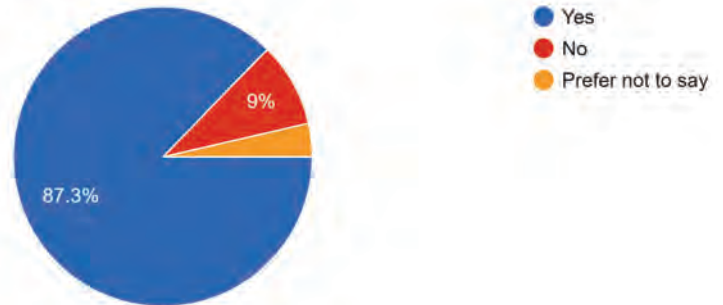
Problem

High suicide rates in teens and young adults due to mental illness

Solution

Encourage positivity in our community with a wearable reminder that connection and care are always within reach

Do you know someone who struggles with mental health?
221 responses



Our research shows that over 87% of people know someone who struggles with mental health.

RESEARCH AND DISCOVERY PHASE

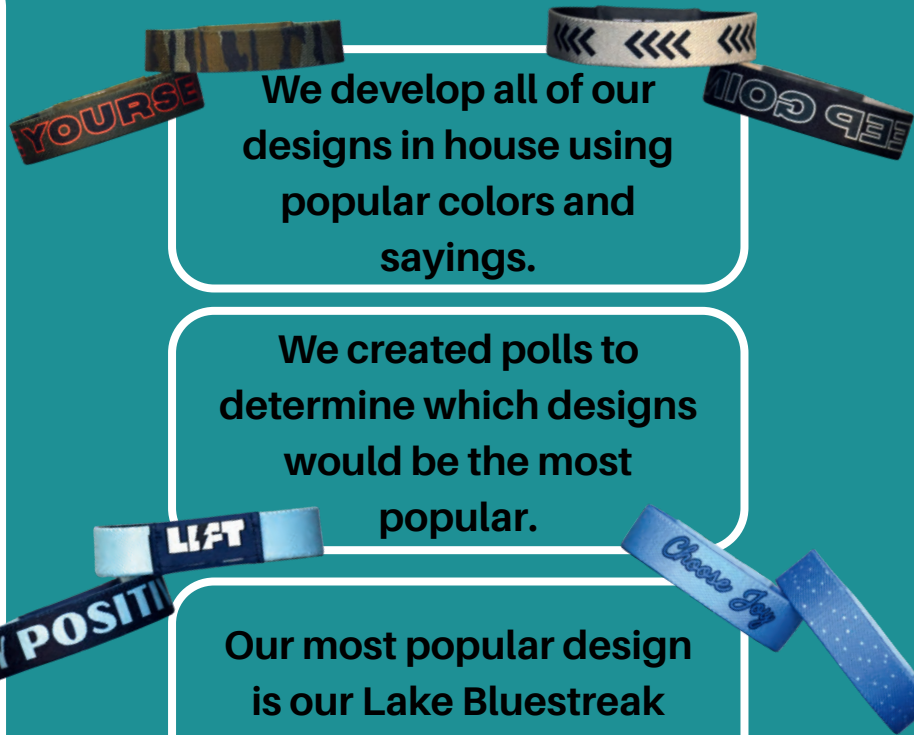
During our research and discovery phase, we wanted to find a way to reach people with positivity and support without having high prices and costs. We looked into several options and settled on embedding RFID chips into bracelets that give you a positive message every time you scan it. We found a supplier based in Florida that had the low costs we were looking for so we could make the bracelets affordable.

PRODUCT DESIGN AND TESTING

We develop all of our designs in house using popular colors and sayings.

We created polls to determine which designs would be the most popular.

Our most popular design is our Lake Bluestreak themed band.

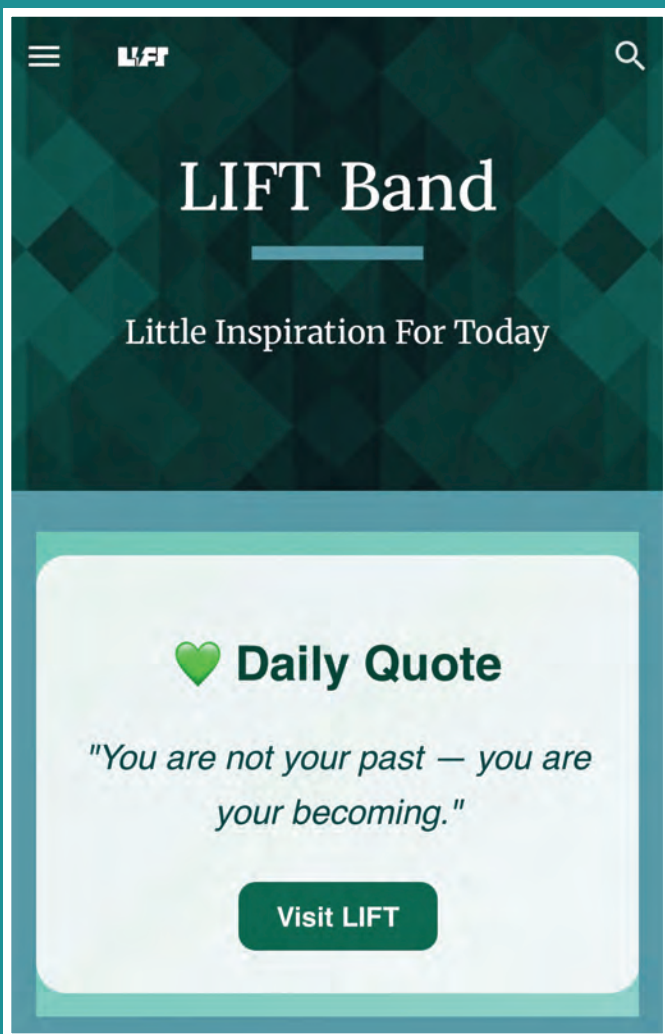


INNOVATION PROCESS

MARKET ANALYSIS

Competition

Several companies offer mental health focused products, but what sets us apart is our unique technology. Our biggest competitor is Yappy who is another RFID bracelet company, but their focus is primarily on religion. We are focused on a completely different market with that being mental health therefore we have completely different target markets.



Website that our RFID chip will bring you to.

Unique Value Proposition

Wearable, positive, and always there LIFT is the RFID bracelet that delivers daily uplifting quotes directly from your wrist to your phone, helping you manage stress and take a minute for yourself to relax.

Unfair Advantage

The LIFT band is a unique and low cost mental wellness band that is simple for everyday use. Our band requires no set up or charging and is waterproof so it's always wearable. By utilizing RFID technology it creates a fun, quick and effective way to stay positive in a time of need.

Customer Testimony

"The LIFT Band has made an amazing impact on my life. I love being able to have a daily reminder of positivity. The weekly challenges have been a great way for me to improve my mental well-being."(Quoted Debra Shultz).

INNOVATION PROCESS

PRODUCT OVERVIEW



Keep Going



Trust the Process



Blue Streak



Be Yourself



Stay Positive



Peace of Mind



Choose Joy



Happy Holidays

WHAT IS RFID TECHNOLOGY?

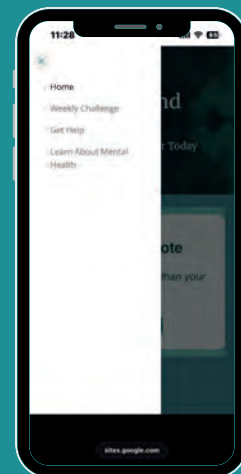
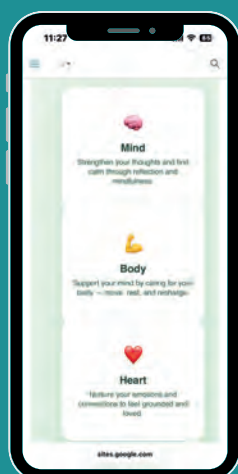
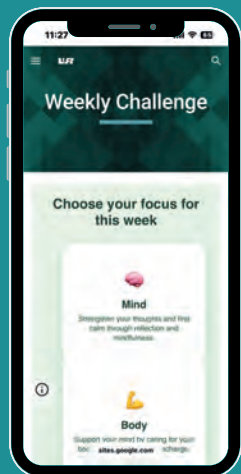
Our bands feature RFID (Radio Frequency Identification), which works by using radio waves to transfer data between a small tag and a reader or device.

How it works:

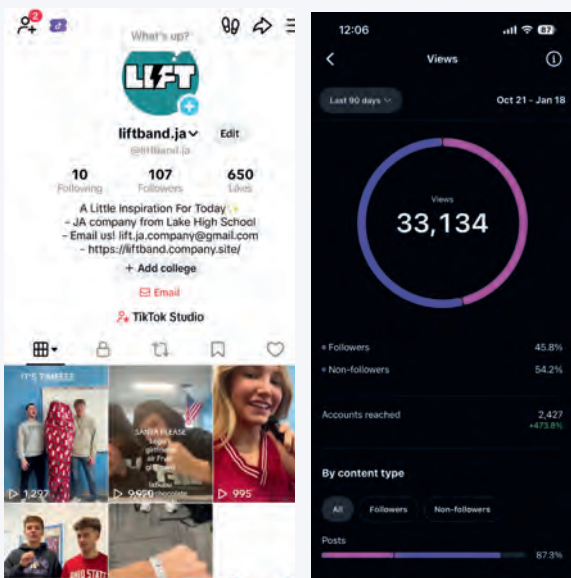
- 1 Tap the top of your phone to the RFID chip
- 2 Click the link that appears
- 3 Read your daily motivation and choose your focus for the week!

We have a total of 8 designs, including two holiday/seasonal designs. Each band contains the same RFID chip that leads to our motivational website.

OUR WEBSITE



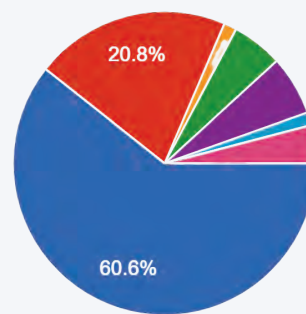
CUSTOMER ELEMENTS



TARGET CUSTOMERS

At Lift, we've found from our survey that we can make the greatest impact on teenagers and young adults, as they are the generation currently facing the most challenges.

Our
Survey



What is your age range?
221 responses

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

OUR USERS

When it comes to our connections with our buyers, it is not about always attempting to sell the product we have, but more so to hear the story's that people to have share about what they have encountered and overcome. We find the most success with this strategy because it creates a positive relationship with those who we can impact daily.

USES OF MARKETING

When it came to marketing our bands we took the online approach and have reached many phones with our connection and dedication to our social pages. With a combined total of 450,000 reached our message has been spread to a multitude of people in the time we have had. Posting light-hearted content with a deeper underlying message ultimately helped us generate a few sales directly from what we shared.

OUR SALES

In person selling events allow us to more effectively communicate our band's purpose and our company's mission to our customers, which makes it easier for us to make sales compared to online orders. Our sales strategy is that we have friendly competitions among team members to see who can sell the most bands.

BUSINESS PERFORMANCE

KEY METRICS: EVALUATING SUCCESS

\$1873.01

Total sales revenue
from the sales of
our bands

95.9%

High profit margin

100+

Transactions



COST STRUCTURE

LIFT has one fixed expense. Our website costs \$5.32 a month. We have two variable costs per unit; production costs and transaction fees. Our bands cost **\$0.65** each to manufacture and our average transaction fee rate is \$0.59 per transaction.

Revenue and Sales

Our revenue is generated from three major sources. Sales have been made through cash, credit, and check payments. From selling bands for \$9.00 each, we have sold over 120 bands and made **\$1631.30** in total revenue.

Events

We have sold products at multiple locations and events, including The Hartville Marketplace, The Akron Home and Garden Show, Lake High School, and The Akron Northside Market. We also attended a Hartville Chamber of Commerce meeting.

Suppliers

Our supplier is based out of Florida and known as "Ritton Technology." They offer the flexibility to design our bands and choose band sizes. We can do at least 25 bands per design.

Capital

We launched LIFT with capital from fundraising. We held a fundraiser at Applebees, where we collected \$828. This money paved the way for our company to grow and build inventory.

FINANCIAL PERFORMANCE

OVERVIEW

Our custom mental health bands have a retail price of \$9.00 each. A total of 119 units were sold. In addition to our other revenue streams, we generated \$1873.01 in sales revenue. Our total gross profit is approximately \$1795.66. Our gross profit margin is 95.9%.

BREAK EVEN ANALYSIS

Our fixed costs are \$1332. Each unit is sold for \$9 resulting in a break even point of 159 bands

NET PROFIT

We generated a total revenue of \$1873.01 through selling product. We have spent \$1332.00 on our total expenses. This leaves us with \$541.01 in net profit.

Revenue	
Sales-Cash	\$550.58
Sales-Card	\$454.43
Sales-Check	\$50
Fundraiser	\$818
Total Revenue	\$1,873.01
Expenses	
Square fees	\$15.59
Commision	\$93.24
Sales tax	\$49.61
Website expense	\$38.79
Marketing expense	\$78.63
COGS Expense	\$480
Payment expense	\$0.68
Supplies expense	\$10.64
Apparel expense	\$184.03
Shipping expense	\$131.30
Materials expense	\$38.49
Selling expense	\$211
Total expenses	\$1,332.00
Total Net Profit	\$541.01
Balance sheet	
Assets	
Cash in hand	\$100
Bank	\$796.77
Finished goods	\$180
Total Assets	\$1,077
Liabilities	
Sales tax	\$49.61
Square fee	\$15.59
Commision	\$115.03
Total Liabilities	\$180.23
Owners Equity	\$896.77

LEARNING EXPERIENCES

Successfully fundraised \$800 at the beginning of the year to launch LIFT Band.

Participated in 10 selling events, gaining real-world sales and customer experience.

We have reached over 82,735 people across our social media, this contains views and likes.

For every 10 bands we sell, we donate 5 back to local school's counseling departments in Stark County.



GROWTH THROUGH FAILURE

We faced challenges with high production costs, packaging inefficiencies, website development, and team coordination. Early on, these obstacles slowed our progress and made it harder to stay organized and efficient. To improve, we switched to more cost-effective packaging, reached out for help to strengthen our website, and reassigned roles when needed. We also focused on improving communication and teamwork, which helped us stay on track. These experiences taught us the importance of adapting quickly, working together, and learning from mistakes, helping us grow stronger as a team and as a company.

KEY TAKEAWAYS AND FUTURE IMPACT

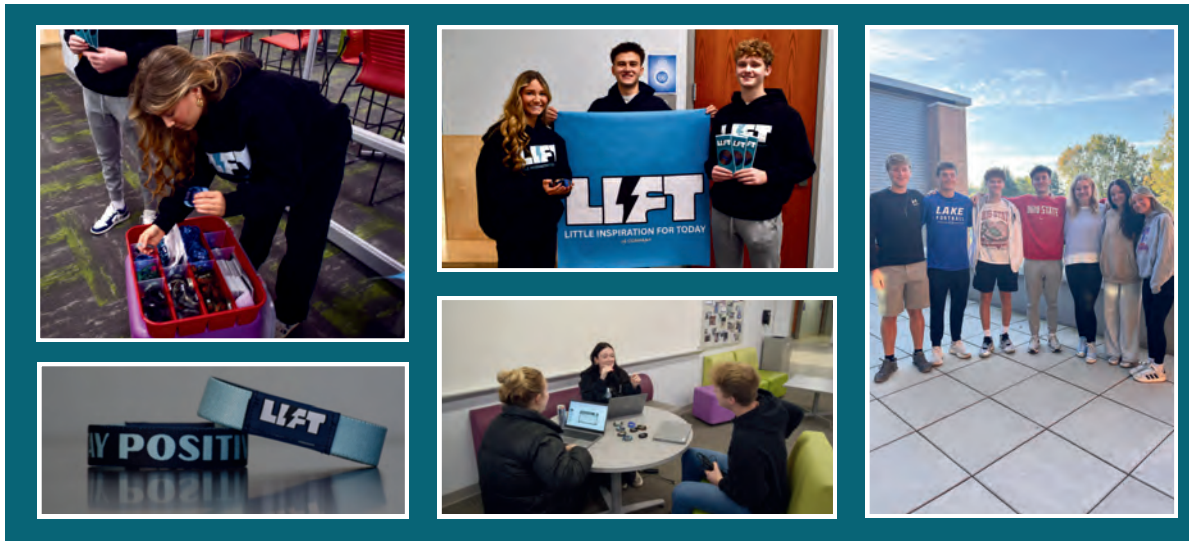
We learned how to run a real business, not just plan one

Adjusting pricing to stay competitive while still making profit

Developed problem-solving skills by adapting to real challenges



AND ONE MORE THING...



Growth

We want to grow LIFT in a real way — not just by making more bands, but by expanding our reach. We want to partner with counseling offices, schools, and other groups so more people can find support and positivity through what we're building. Our bands are fully customizable, so local businesses can easily collaborate with us to create bands that are unique to them.

Looking Ahead

We are considering adding a notebook or progress tracker so users can journal their progress with weekly challenges, mental well-being, and overall personal morale. The notebook would have prompts, including: What part of the challenge was the hardest? What changed about my mindset this week? What surprised me the most about myself this week? What is one goal I want to improve next week? This journal feature aims to foster deeper self-reflection and personal growth for our users. By encouraging them to document their thoughts and experiences, we hope to create a supportive community where individuals can learn from one another. Ultimately, this could lead to greater engagement with the challenges and a stronger sense of accomplishment as users witness their own progress over time.



THANK YOU!

LIFT

LITTLE INSPIRATION FOR TODAY

**WHERE YOUR SIMPLE TAP CAN
LEAD TO A MINDFUL MOMENT.**

As this year comes to an end, we are sad to have to end such a wonderful journey. We are grateful for the people that have supported our mission.

Being apart of Junior Achievement, has been one of the most unforgettable experiences, and we are sad to see it end, but we will forever cherish what we learned as a team.