



ECO VOY AGE

**Junior Achievement
of North Central Ohio**

TEACHER
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Jackson High School, Massillon, Ohio

Annual Report 2023-2024

ECOVoyAGE

Executive Summary

Product

EcoVoyage introduces an innovative, eco-friendly solution for sustainable hygiene practices on the go. Our product is a **Biodegradable Essentials Travel Kit**, priced at \$19.99 with free shipping. The kit includes three TSA-approved soap bottles, a razor, a comb, and a toothbrush. These toiletries are made with wheat straw plastic, a better alternative to plastic. In addition to minimizing single-use plastic consumption, we further reduce our ecological footprint by incorporating a seed paper business card inside a cornstarch zip bag.



99%
biodegradable

Our Mission

The global travel industry generates a **staggering 1.3 billion tons of single-use plastic waste**, posing severe health risks and environmental challenges. We've seen for far too long the negative impact pollution and single-use plastic have had on the environment. It's time for us to be active participants in the solution. This led to the creation of EcoVoyage, a dynamic initiative founded by a team of visionary high school entrepreneurs poised to address the environmental crises.

Financial Snapshot



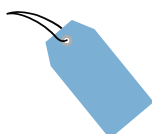
87.61%
Profit Margin



\$1,727.84
Sales Revenue



110
Kits Sold



\$19.99
Retail Price

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Financials



Overview

The EcoVoyage Essentials Travel Kit retails for \$19.99 on our website and \$15 in person. It costs us \$2.18 to produce each kit, giving us an average profit margin of 87.61%. As of March 20, we have made \$1,727.84 in gross profit from selling 110 kits.



Raising Capital

EcoVoyage raised startup capital by selling raffle basket tickets. We took donations from local businesses to build the baskets, and each basket was valued at \$1,250. We also held a fundraiser with Blaze Pizza. We generated \$2,806.82 in total from both sources.

Cost Structure and Break-Even Analysis

EcoVoyage has two variable expenses. Our salesmen earn a 10% commission per sale, and 6.5% of each unit price goes to pay sales tax. Our break-even point was our 66th kit sold, which we achieved on February 16, 2024

Profit & Loss

Revenue	
Net Sales	\$1,727.84
Cost of Goods Sold:	\$(239.80)
Gross Profit	\$1,488.04
Expenses	
Advertising and Marketing	(652.59)
Materials and Supplies	(685.34)
Shipping Expenses	(3.46)
Commissions	(11.50)
Total Expenses	\$1,352.89
Net Income	\$135.15

Balance Sheet

Assets	
Cash	\$2,177.42
Inventory	\$850.20
Total Assets	\$3,027.62
Liabilities	
Sales Tax Payable	\$85.65
Capital Stock	\$2,806.82
Net Income	\$135.15
Total Liabilities & Assets	\$3,027.62

Book Value of Stock (Upon Liquidation)

Net Profit	\$135.15
Capital Stock	\$2,806.82
Total Owners Equity	\$2,941.97
Shares of Stock	8
Book Value of Stock	\$367.75
Percent Return per Share	4.82%

Innovation

Sustainable Solutions

We created the Essentials Travel Kit to address the pressing environmental issues from traditional single-use plastics in the travel industry. Recognizing the urgent need for sustainable alternatives, we wanted to offer travelers a convenient and responsible option that minimizes plastic waste, preserves natural ecosystems, and promotes a greener future.



Our commitment to sustainability drives every aspect of our product, ensuring sustainability, without sacrificing convenience.

Logo Changes



In early September of 2023, the company began the process of establishing a brand through logo design. Several early concepts contributed to the final logo that is recognizable today.

A decision to re-brand the color scheme was made on November 13, 2023. Transitioning from the previous forest green and beige toward black and blue was done to symbolize oceans and other waterways.

Timeline

1

August 28, 2023

Brainstorming was initiated and early ideas included a prescription drug log/holding kit and a natural disaster kit. After thorough consideration and research, the idea for EcoVoyage was decided on and the company was born.

2

October 6, 2023

EcoVoyage began the fundraising process by assembling two raffle baskets, each valued at over \$1,250. We spent our time selling raffle tickets to gain the capital for our product.

3

December 22, 2023

The Essentials Travel Kit went live on our website, retailing for its current price of \$19.99 on launch day. We began selling and marketing our product shortly after its release.



Our Product



Our product is a biodegradable toiletry travel kit. It includes three TSA-approved bottles, a toothbrush, a razor, and a comb. All of our toiletry products are made with wheat straw material, which is 100% biodegradable. We package all of our products in a custom bag made with cornstarch material. All materials were manufactured overseas, as we found that it was more cost-effective than local suppliers.



Seed Paper

Each kit includes a seed paper business card with a QR code to our website and a list of our social media platforms. However, the true uniqueness of this card is in empowering our customers, who already care about the environment, to directly contribute to environmental preservation. Embedded with a blend of wildflower and sunflower seeds, this card embodies our commitment to sustainability while providing a tangible opportunity for individuals to make a positive impact on the environment.



Sales Strategy

We have been participating in craft shows, where we showcase our products to potential customers through personalized interactions. Additionally, we target local businesses via cold calls and mutually beneficial partnerships that amplify our brand presence within the community. Conventions like the **Akron Home & Garden Show** provided us with invaluable opportunities to reach a broader audience and network with professionals, solidifying our position in the eco-conscious travel industry. in the eco-conscious travel industry.



Akron Home & Garden Show

Partnerships



Paper Twigs Boutique

We initiated discussions with **WeEat**, a JA company at Hoover High School, to explore a collaborative partnership aimed at promoting our range of biodegradable products. Under this agreement, We will jointly market a product named "**The Ultimate Travel Kit**," which comprises of our Essentials Travel Kit alongside their Lunch box.

Additionally, we have established a partnership with **Paper Twigs Boutique** in Jackson Township. We sell our kits In their store and collaborate on social media.

Competitive Advantage

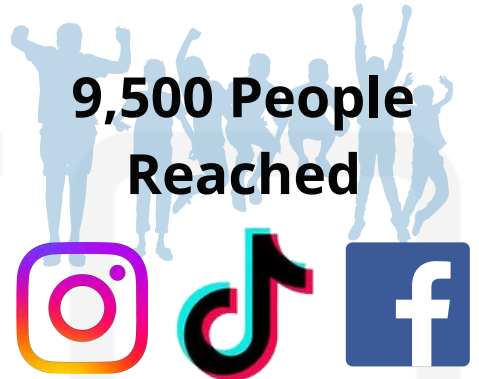
The advantage of The Essentials Travel Kit lies in its environmental sustainability, offering **guilt-free alternatives** to plastic products. By aligning with consumer concerns about plastic pollution, EcoVoyage enhances its reputation and appeal to eco-conscious customers. Market differentiation, and tapping into growing consumer **demand for sustainability** further strengthen our position in the market. Investing in biodegradable materials encourages innovation and product development, ensuring our kit remains competitive and is aligned with evolving consumer preferences in regard to product sustainability.



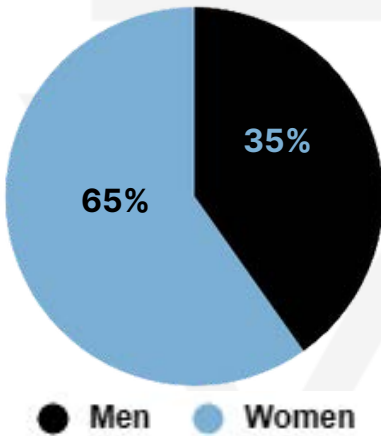
The Ultimate Travel Kit

Strategies

Our main marketing strategy consists of social media posts on platforms such as Instagram, Facebook, and TikTok. In addition, our banners and tablecloth were significant marketing investments aimed at grabbing customers' attention at trade shows and in-person selling opportunities.



Gender of Targeted Buyers

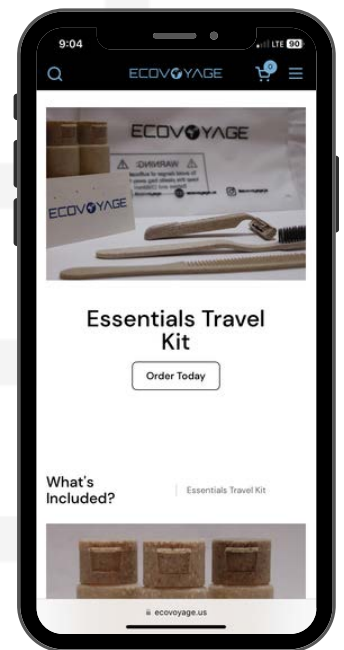


Target Audience

Social media allow us to reach our audience, while also enabling us to spread the word about our product. We found that over half of our audience is composed of women aged 35-65 and many people looking to be more sustainable enjoyed our content and cause.

Our Website

Built on Shopify, our website contains product information, what is in our kit, and our backstory. We have had 1,250 website sessions mainly coming from the U.S. We have sold 25 kits through our online store.



ecovoyage.us

Example Social Media Posts



Company Leadership

Integrity

We regularly engage in monthly peer evaluations and every team member participates in grading. Shareholders provide assessments of the CEO's performance. These evaluations cover various aspects such as work ethic, participation, punctuality, collaboration, reliability, and the quality of work delivered. We ensure transparency and alignment by conducting department updates at the end of each month to keep the entire team informed.

Incentives

Commission was a motivational strategy, as the company sought to inspire its team members to dedicate their efforts to sales. Through this incentive, every employee, excluding the CEO, CFO, and COO, was eligible for a 10% commission on each unit sold. In total, we gave out \$11.50 of commission. By offering the potential for commission, the company aimed to instill a focus on sales performance among its workforce.



Andrew Drensky

CMO



Landon Hattery

CEO



Maxwell Bruno

CFO



Ethan Kasler

COO



Gavin Connor

Sales



Carson Pastorius

Head of Sales



Brock Crnic

Sales



Aidan Coyne

Supply Chain

Learning Experiences

Successes

This year we have seen substantial success with in-person selling. We went to numerous events and got good sales. We found that partnerships were a huge success. The Paper Twig Boutique partnerships sparked reach and sales for our company. Partnerships give us a great opportunity to spread the word about our product and get more reaches.



JANCO Building Opening Event



Junior Achievement Start-Up Conference (top row)

Obstacles

We have faced significant hurdles, particularly in personnel management. Initially, internal conflicts and staffing challenges threatened our progress. However, through open communication and strategic restructuring, we developed a cohesive team environment. Through perseverance, adaptability, and a commitment to growth, we overcome these obstacles, emerging stronger and more resilient as a result.

Thanks to Junior Achievement, I've been able to develop important life skills in leadership, responsibility, and work ethic and ultimately discovered a passion for business and making a difference in everyday lives.

-Landon Hattery (CEO)

Taking Junior Achievement has boosted my skills in the business world. I have learned so many skills I never knew how to acquire. I feel like I have an advantage over many people after taking this class.

-Andrew Drensky (CMO)

2nd year of Junior Achievement