



TriSense

2023

ANNUAL REPORT



Junior Achievement of Greater Boston

Sponsored by AIG - Boston, Massachusetts

Mentors: Michael Kelly, Nicole Genimatas,
Adelaide Whisler, Henry Shapiro

EXECUTIVE SUMMARY

OUR MISSION:

TriSense is a company dedicated to assisting those with intellectual and developmental disabilities, particularly in public settings. Through our sensory kits, we aim to create a more accessible and open world for all.

FINANCIAL SUMMARY:

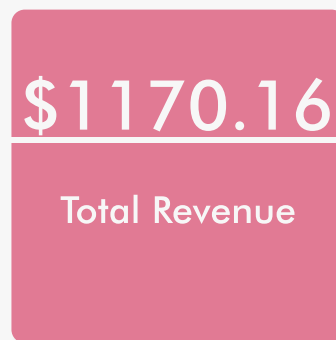


TABLE OF CONTENTS:

Financials	2
Leadership & Structure	3
Innovation	4
Marketing	5
Sales	6
Supply Chain	7
Reflective Summary	8

FINANCIAL REPORT

INVESTMENT:

\$480 - JA Seed Funding

BREAKEVEN ANALYSIS:

Cost of Goods:

Cost per Base Kit	\$8.84
Cost of 50 Base Kits	\$469.62
Cost of Website	\$12.50

Fixed + Variable Costs:	\$482.12
Revenue per Base Kit:	\$30.00

Breakeven Point:

17
Base Kits

SALES:

We reached \$687.88 in net income after selling 39 kits, giving us an ROI of 143.78%. Our base kit was priced at \$30 and we profitted \$21.16 per kit.

Selling Price for Base Kit \$30.00

\$8.84

\$21.16

Cost Per Unit

Profit

143.78%
ROI

70.53%
Profit Margin

\$687.88
Net Income

BALANCE SHEET:

Assets:

Cash \$1170.16

Liabilities:

Accounts Payable \$480.00

Sales Tax Payable \$73.12

Total Liabilities: \$553.12

Total Assets: \$1723.28

INCOME STATEMENT:

Revenue:

Sales \$1170.00

Cost of Units: \$469.62

Gross Profit: \$700.38

Expenses:

Website Fees \$12.50

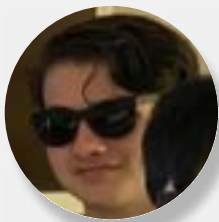
Total Expenses: \$12.50

Net Income: \$687.88

LEADERSHIP & STRUCTURE

COMPANY STRUCTURE:

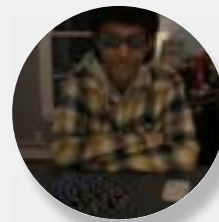
TriSense operated with a flexible and need-based structure; every team member had multiple roles and departments were very fluid. Each department had a designated leader to ensure all tasks were completed and for ease of communication, but department members changed to accommodate the needs of the department/team at that time. At our weekly after school meetings with our mentors, department heads shared their progress and all members and mentors collaborated on defining future work. Our newer members were able to transition smoothly as heads adjusted them to working on the team.



Nick Ternullo
CMO



Jimmy Yan
CSO



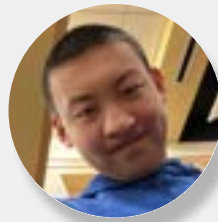
Kevin Wang
CFO



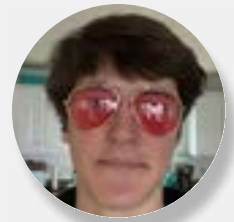
Tony Nguyen
VP of Marketing



Sean Coughlin
CTO



Matthew Hurley
CEO



Will Benson
VP of Finance

FOUNDATIONS and VALUES:

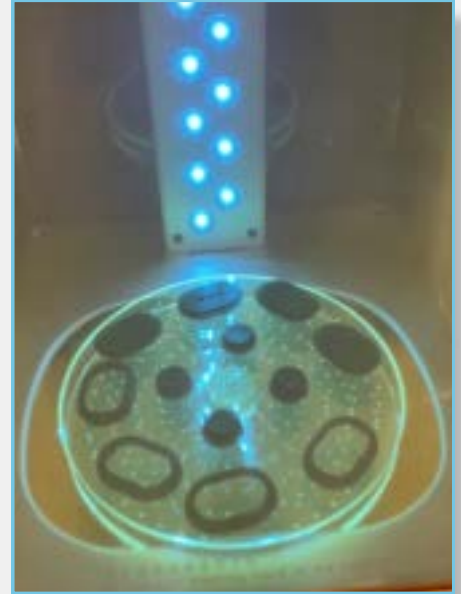
Inspired by working at the House of Possibilities (Hope House) in Easton Massachusetts - a non-profit organization dedicated to providing programs to children and adults with varying degrees of intellectual/developmental disabilities (IDDs) - our CEO was dedicated to giving back to the community. He presented the idea of selling a Sensory Kit after witnessing multiple occasions of sensory overload during his time at Hope House, which he noticed caused physical and emotional pain to the people he worked with.

TriSense values the dignity of all people. We believe that every person should be given the proper tools to succeed in their life.

INNOVATION

MIX & MATCH:

To expand our product offerings from last year, alongside sourcing from other markets, we decided to manufacture our own products. Utilizing 3-D printers from our school, JA Innovation Center, and a member's own, we created a slider fidget. This slider fidget, alongside 10 other products, make up the TriSense Mix & Match. Customers can create a kit from any combination of 11 items that we offer. With this customization of products, we hope that TriSense could better accommodate varying types of sensory needs.

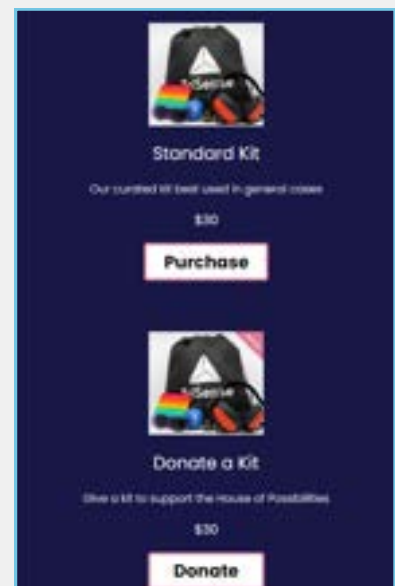


LAST YEAR'S FEEDBACK:

Customers liked the donate option where they can support our company even if they do not need our product, so we further promoted the donate option during sales events and online. We received a lot of suggestions on new items to add to the kit, so we added 6 additional items and created the Mix & Match option.

WEBSITE:

Our CMO coded a new and improved website that included updated style, graphics, and functionality. We used several platforms to keep both our team and our customers informed including the website and various forms of social media. The website gives customers the opportunity to understand exactly who they are donating to with its transparency and clarity.



SALES

TARGET MARKET & DONATIONS:

To focus more on people with IDD, we primarily targeted supporters of our cause who were willing to donate a kit to the Hope House and specific organizations/companies that directly work with people that have IDD like schools, businesses, and public areas.



HOUSE
of POSSIBILITIES

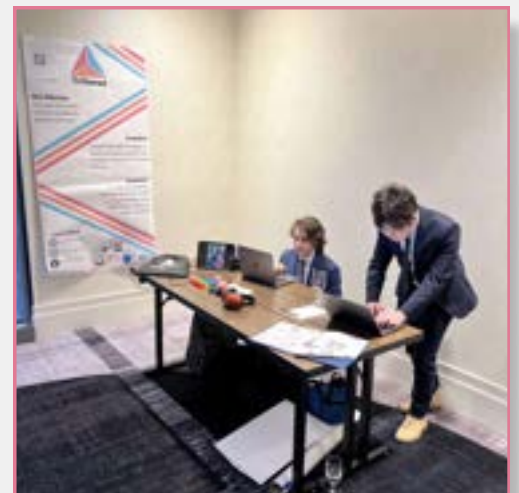
SALES EVENTS:

Our first approach to making sales was to have pop-up events at AIG's building, RSM/JA Innovation Center, and the Spirit of JA. Our team talked to passersby and people interested about TriSense's mission and goal.



SALES PROCESS:

Although we tried selling to schools surrounding Boston through cold calls and e-mails we had most success selling to people willing to support the cause and help those that struggle from sensory overload.



22

Kits Donated

17

Kits Purchased

MARKETING

MARKETING STRATEGY:

TriSense's marketing strategy involved a multi-faceted approach that included building partnerships with professionals in the field, leveraging social media channels, and tailoring our messaging and content to appeal to different demographics. Through these efforts, we were able to spread awareness about our mission and products.

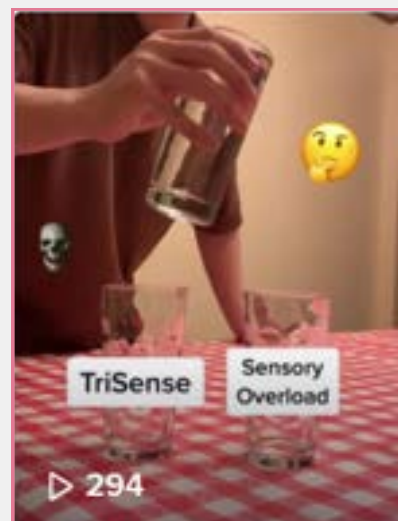
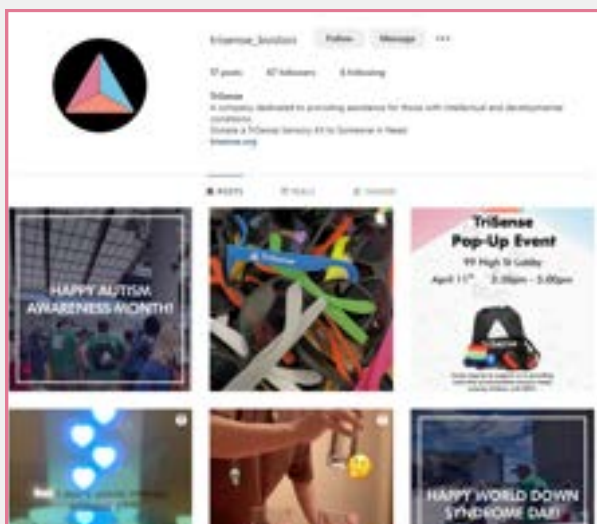
MARKETING CHANNELS:

We built partnerships and relationships by compiling a list of schools, occupational therapists, doctors, counselors, and directors of education in our local area. We then reached out to them via phone, email, and in-person meetings to introduce ourselves and our mission in order to give us the chance to expand our target audience. Meanwhile, TikTok, Instagram, and Facebook remained platforms for us to increase awareness.

7600+
Impressions

6
Channels

50+
Schools
Contacted

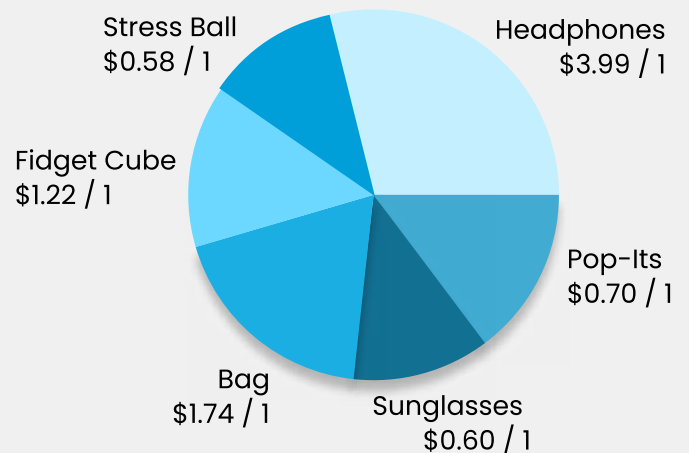


SUPPLY CHAIN

MANUFACTURERS:

We decided to keep many of the same manufacturers for our previous products. For new products, we either manufactured them on our own with 3-D printers, or ordered materials from local stores.

Base Kit Breakdown:

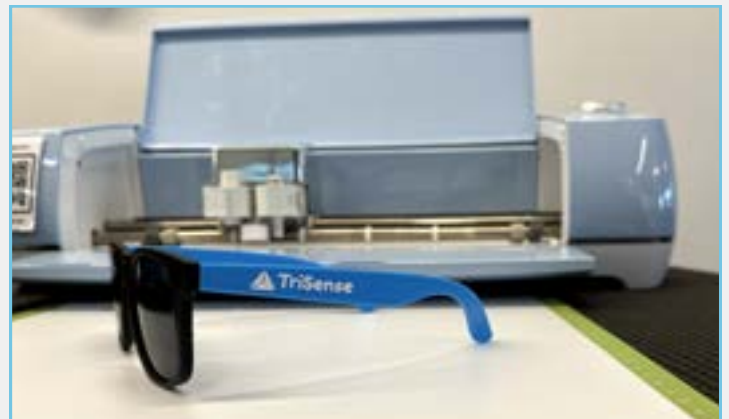


Mix & Match Items:

Slider Fidget:	\$0.27 / 1
Chewing Necklace:	\$1.25 / 1
Fabric Ring:	\$2.08 / 1
Gyro Fidget:	\$0.29 / 1

ASSEMBLY:

All kits were assembled by the team together at one of our meetings. We also chose to brand our sunglasses on our own to reduce the cost. Using a cricket machine, we created vinyl stickers and transferred them onto the sunglasses.



DISTRIBUTION:

Kits that were donated to the Hope House were delivered in bulk to reduce travel time. When people purchased a kit at one of our events, we handed them their kits upon proof of purchase. We also had the option for people to order online, and one of our team members would drop off the kit at a mutually convenient time.



REFLECTIVE SUMMARY

STRENGTHS & WEAKNESSES:

Our largest weakness was our struggle with busyness outside of Junior Achievement. As seniors in high school, we have to try to balance grades, clubs and sports, jobs, college applications, and our social life. Each team member was committed to JA and to TriSense, but trying to accommodate various schedules and workloads led us to prioritizing asynchronous work. This experience taught us about the importance of time management and communication. Also the delayed access to funds through our Square account set us back in ordering supplies. However, we were still able to work around this and start selling before and while the products were being shipped.

FUTURE OF TRISENSE:

We will continue to promote and sell TriSense Kits until June and then ultimately liquidate our company. As we are high school seniors and going to different colleges next year, we will no longer sell new TriSense Kits. Our two years of Junior Achievement and TriSense have left us with valuable learning experience and plenty of new skills. We will take all that we have learned and all of our memorable experiences to our future colleges and careers.

REFLECTION:

As a second-year team, we appreciate not only the ability for us to participate in JA our first year, but also participating in JA for a second year. JA and TriSense has allowed us to pursue our passion and grow in so many ways. Each team member has their own unique skills and interests, but JA brought us together to make a harmonious team. We developed our own skills and passions, but also became better at being open to new opportunities. All of us will take what we have learned to help us in the future. We would like to thank everyone who has helped us get to this point, especially our mentors and JA of Greater Boston staff.

