



PROFIN TECHNOLOGIES
PROTECTING FINANCIAL TECHNOLOGY

Annual Report

2022-2023



Junior Achievement of South Florida

NSU University School
3375 SW 75 Ave | Ft. Lauderdale, FL 33314

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Officers: Lily Miller | Luke Salman | Jordan Singer |
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Executive Summary

In a technological world, ProFin Technologies (PFT) needed to meet consumer needs to keep them safe. Through market research and selling events, we found a product line compatible with the needs of our target audience and resources to educate the community.

Through our partnerships, we developed unique curricula that taught fundamental lessons in financial literacy, budgeting, fraud prevention, and building lasting financial protection.

Finally, our team is happy to have engaged and negotiated with Fortune 500 corporations, non profit organizations, and groups hoping to spread the PFT mission of financial protection and literacy.

Mission Statement

ProFin Technologies provides individuals with a simple and reliable approach to financial protection through a variety of technology accessories, along with education through our curricula and partnerships.

Product Line

- **ProFin Technologies Bundle**
 - **RFID Vegan Leather Phone Wallet**
 - **RFID Card Insert for Wallet**
 - **Webcam Cover**
 - **Multipurpose Technology Cleaner**
 - **Portable Phone Stand**
- **RFID Vegan Leather Phone Wallet (individual)**
- **Multipurpose Technology Cleaner (individual)**
- **ProFin Technologies T-shirt**

Millions of minors are optimal targets for identity and financial fraud. Through extensive research, PFT identified how vulnerable this demographic is, and the team devised a product line focused on protection, convenience, and reliability.

Product Overview

A consumer's identity is stolen every three seconds. The impact is much more severe. According to Business Wire, losses from identity theft are expected to double to \$5 billion in losses by 2024. This staggering statistic impacted the PFT team and everyone we knew. We felt it was our responsibility to address this need with an effective range of products.

PFT is an innovative bundle of products created to protect and educate the community. Consumers are protected the moment they buy a bundle and armed with knowledge to stay financially safe.

Summary Statement

PFT had a highly successful year financially, and helped forever change the ideas and perceptions about how to protect oneself. Not only did we break even within our first month of sales, but we also made over \$30,000 in revenue.

Our team even made appearances on WPLG Local 10 News and ABC's Shark Tank during Mikaila Ulmer's update. Overall, our year was highly profitable and highly fulfilling!

Total Revenue	\$38,331.94
Total Costs	\$3,810.13
Gross Profit	\$34,421.81
Charitable Contributions	\$6,884.36
Net Profit	\$27,537.45

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Letter to Shareholders

Dear Shareholders,

ProFin Technologies (PFT) began operations in October of 2022, and has since embarked on an invaluable learning experience. After developing an RFID phone wallet, we sought to expand our target audience and product line by offering a bundle of products. With your support, we sold 75 shares of common stock at \$10 per share within 24 hours! This initial capital allowed us to manufacture and distribute our technology bundle, RFID phone wallet, multi-purpose tool, and t-shirts.

Our team carefully selected each product in the technology bundle to efficiently protect personal information. After market research, we decided on five items that align with our goals. The signature product in our bundle is the RFID phone wallet, also sold separately.

With an increased concern regarding identity theft and fraud, we concluded that we needed to help our community become educated about their safety. We are proud to say we developed curricula for all age levels to boost financial security from a young age. Our story was picked up by a local news station and ABC's Shark Tank.

ProFin Technologies's prosperity has allowed us to give back to our community. We are delighted to announce that we are giving 10% of our proceeds to both Junior Achievement of South Florida and United Way of Broward County. Both organizations support our mission as Junior Achievement promotes student entrepreneurs and United Way fights for the education and financial prosperity of the community. Thanks to your support we have been able to donate to these organizations and create an everlasting impact on our community.

We are humbled by the trust you have placed in ProFin Technologies. All 75 shares represent your belief in our company and its mission. We are now proud to report to you that with a 3701% return on investment, the total shareholder equity has increased to \$380.10!

We are grateful for your support!



Lily Miller
Chief Executive Officer, ProFin Technologies



Shares Issued	\$75
Earnings per Share	\$380.10
Shareholder Equity at \$10 per Share	\$750
Dividend Payable	\$27,610.13
Return on Investment	3701%

Marketing

Strategy

- PFT developed curriculum programs for our preschool and K-12 programs to educate students on financial protection/literacy.
- Through social media we promoted events, contests, games/raffles, media appearances, and provided helpful tips on protecting finances and identity.
- Our team was featured on WPLG Local 10 News, discussing the many benefits of PFT and educating millions of viewers.
- On March 17, the team appeared on ABC's Shark Tank on a segment featuring CEO Mikaila Ulmer of Me and the Bees Lemonade. The team hosted a live Zoom watch party where participants interacted with PFT and Mikaila.

Market Research

The PFT team completed countless hours of research to determine how to satisfy consumer needs while making a product that would have a lasting impact. Through primary and secondary research, the team captured and quantified data. We also used focus groups to help us better understand how to appeal to our consumers and determine what they valued in technology accessories.

The data collected helped the team make informed decisions on product acquisition, branding, and how our target audience might change.

Scan for More!



@profintechologies



@profintechologies



profin.tech.company@gmail.com



profintechologies.com

Competitive Advantage

- PFT products are convenient, innovative, and protective, but they are still more affordable than big-name brands (e.g. Apple, The Ridge, Fossil).
- PFT offers unmatched convenience to its clients with easily portable products that are compact for travel.
- Purchasing is accessible for consumers as our team has multilingual capabilities. Additionally, we offer customization and branding.
- As mission driven social entrepreneurs, every product purchased makes a difference in the community, especially PFT's educational opportunities



Target Audience

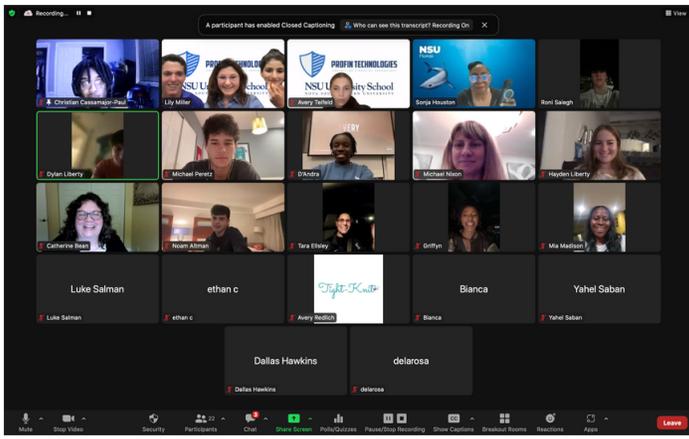
PFT aims to help people of all ages, but we specifically target teenagers to help them with their financial protection needs. Our products are suitable for people who seek protection with on-the-go convenience.

Consumer Target Markets

- Students & Teachers
- Travelers
- Teenagers
- Smartphone, Technology Users

Business to Business Target Markets

- Retail Organizations
- Corporations
- Schools



Supply Chain

Sourcing

- The team dedicated time to researching and evaluating various manufacturers globally to meet our high quality standards.
- We employed a thorough and selective process to evaluate various samples.
- We used air shipping, reducing delays and ensuring a quick delivery time.
- Our products helped create jobs for businesses throughout the world.

Quality Control

- We initiated background checks on our manufacturers to guarantee the fastest delivery of goods of the highest quality.
- Our rigorous inspection process required thorough training to guarantee accurate product checks before being packaged, delivered, or shipped.

Assembly/Production

- Our team used production line techniques to assemble bundles.
- Our packing procedure uniformly prepares each bundle, increasing the efficiency of our production process.
- We cross trained our sales representatives to also package bundles at the highest level of quality.

Challenges

- We persevered by adjusting our operating hours to conduct business with our global manufacturers.
- We placed orders ahead of time, and pivoted to domestic suppliers.
- Our team's successful system offered customers multiple options for pickup or delivery, ensuring satisfaction.
- Due to exorbitant shipping costs, we encourage in store pickup, but we have also done research and have begun negotiations for international shipping to ensure rapid and confident delivery.

I didn't want to switch wallets, but the card is great works perfectly!

Lidia O.



I love my PFT bundle! I even use it for my chargers and cables!

Sabine H.



Sales

Strategy

Our sales team of over 120 students have been trained to sell PFT. These students play a crucial role in closing over 50% of our sales. Students were incentivized to sell PFT through service hours, gift cards, awards, and recognition! Our team spoke over 5 languages, resulting in numerous sales in over four continents and dozens of countries.

Sales Channels

- In November 2022, we began accepting pre-sales at our school's Holiday Boutique, resulting in close to \$2,000 in sales.
- We sold PFT at various events in and around our school, allowing us to build a strong and loyal customer base.
- Launched in December 2022, our website, www.profinetechologies.com, operates as our primary sales channel and information hub.
- Dozens of sales were generated through our social media platforms and created awareness.

Sales Promotions

- Appearing on ABC's Shark Tank resulted in incredible exposure, with millions tuning in. This opportunity helped us reach a wider audience and for a limited time, viewers used the code "SHARK10" for a 10% discount at checkout on our website!
- Our various social media promotions brought hundreds of customers to our website, generating views and sales.
- We strive to ensure customer satisfaction by promptly answering customer emails and including a thank you card in every single order.

Corporate Sales

We have contacted over 500 companies through our ProFin Technologies LinkedIn and email, engaged in cold calls, and got our sales representatives involved as well. We have been very successful and have sold to dozens of corporations.

We offer discounted rates and customization for corporate sale orders, and all corporate sale offers were negotiable.

Corporate Pricing

Our corporate sales were tactically tiered and all quantities were negotiable. Customization was available for bulk orders and several corporations decided to utilize this feature.



Retail Pricing

- Multipurpose Technology Cleaner - \$10
- RFID Phone Wallet - \$12
- ProFin Technologies T-Shirt - \$20
- PFT Bundle - \$27.99

Corporate Structure

Chosen through a rigorous process, the PFT team was composed of a CEO, CMO, CFO, CSCO, COO, and CSO. These officers gained invaluable experience in all areas of the business world.

The PFT team incorporated our JA Fellows into nearly every aspect of the company. These fellows meet every week with the Executive Team in order to teach key selling strategies, acquire corporate sales, and market for the company. Through talent recognition, select members also participated in specialized events and corporate negotiations. Fellows have continued to learn and teach one another in order to achieve success on behalf of PFT.



Our CEO, Lily Miller, led PFT utilizing experiences from other competitive business programs. Her dedication helped the company succeed.

Lily Miller
CEO



Our COO, Avery Teifeld, helped manage scheduling and events through her organizational skills. The team was able to engage students with her assistance.

Avery Teifeld
COO



Our CMO, Luke Salman, was an integral part of the team as he was responsible for our marketing, commercial development (filming and editing), and so much more!

Luke Salman
CMO



Our CSO, Jessie Gross, mobilized to find and utilize sales channels and used PFT's 100+ sales representatives to reach their quotas.

Jessie Gross
CSO



Our CFO, Jordan Singer, monitored our finances and made sure to assist Jessie in reconciling information. This attention to detail drove our success.

Jordan Singer
CFO



Our CSCO, Naomi Schilkrut, put her negotiating skills to the test after working with manufacturers worldwide. Her sourcing skills have been invaluable.

Naomi Schilkrut
CSCO

Financial Performance

ProFin Technologies has seen an outstanding amount of growth financially in the past 6 months. We had a total gross revenue of \$34,421.81 which was from 417 units sold and 2,193 units from corporate orders. We initially generated \$750 from issuing 75 shares of stock at \$10 each. That allowed us to order our initial quantities of products. The initial inventory cost us \$2,317.62 and we broke even after selling 83 pouches. After buying and selling additional inventory, our net profit is \$27,537.45!

PFT's philosophy of educating people about their financial security has granted us meetings and negotiations with multiple companies such as AutoNation, WOW MKTG, and we even secured a global sale to Corvest. We hope to continue educating people and selling more to spread our mission.

AutoNation

Sotheby's

COHEN'S
Fashion Optical

HB | CAPITAL



CORVEST



AMHERST
PIERPONT

Total Revenue	\$38,331.94
Website Revenue	\$5,513.84
Presales	\$1,859.04
Shareholder Investment	\$750.00
Square Space	\$1,976.09
Venmo	\$83.97
Cash	\$924
Corporate Sales	\$27,225
Expense Costs	
Costs of Goods	
Supplies and Materials (with shipping)	3,810.13
Operating Costs	
Square Subscription	\$324
Total Expense Cost	\$3,910.13
Gross Profit	\$34,421.81
Gross Profit Margin	90%
Charitable Contributions	
Junior Achievement	\$3,442.18
United Way of Broward County	\$3,442.18
Total	\$6,884.36
Net Profit	\$27,537.45
Net Profit Margin	72%

Conclusion

Key Takeaways

Timing: Timing was a challenge as PFT sourced items worldwide, making distribution and bundle assembly difficult. We overcame this by negotiating with manufacturers and strategic ordering processes.

Sourcing: Sourcing was daunting as we wanted the highest quality for the fairest prices. We were able to give our consumers an equitable bundle price for effective and useful products.

Collaboration: One of our team's biggest challenges was collaboration. Once we realized that we could go beyond our roles and help each other, we accomplished more in less time.

Giving Back: ProFin Technologies's mission of providing for the community has never been more important. A financially fit community is a stronger one, so we are donating 10% of proceeds to United Way, and an additional 10% to Junior Achievement of South Florida in order to foster entrepreneurship in students.



Future Entrepreneurs

Lily Miller - Opportunities through JA have been invaluable. Through team development, problem solving, and personal accountability, I realized the importance of building a strong team. I can't wait to use these skills in my future business!

Luke Salman - Junior Achievement has given me a platform to expand my knowledge about entrepreneurship, while also providing me an outlet to improve my public speaking. I am excited to utilize the skills I have acquired from JA in my future as an entrepreneur.

Jordan Singer - I have learned the importance of time management and communication when trying to achieve success. Starting a business has been a challenge, but the results have been worth it!

Jessie Gross - My experience as a JA Officer has been challenging, yet exciting. It taught me valuable lessons such as the importance of teamwork and communication.

Naomi Schilkrut - Creating our own company taught me so much and exposed me to the obstacles that comes with it. It has been an incredible experience that has taught me valuable lessons in leadership and decision-making.

Avery Teifeld - Participating in JA has given me real life experience in the business industry that I can use throughout my life. I have learned how to solve problems while working in a team.

Our Impact

100%

100% of surveyed customers felt satisfied with all of their PFT product.

300+

Unique curriculums created for over 300 students.

20+

Over 20 hours in curriculum development and research for students of all age groups.

99%

Through United Way of Broward County, 99% of participants reported feeling self-sufficient with their finances.



The technology cleaner is amazing! My family bought one for each person in our house!

Maya T.

The card is perfect and I love the way it looks! Thanks, PFT!

Avery R.

I like how the webcam cover works for my desktop and laptop.

RJ M.

My phone screen is always getting dirty, so the cleaner is the perfect tool!

Jake S.

I use my phone stand ALL THE TIME. It's perfect for long plane rides.

Nathan E.

I love the security I feel with my PFT bundle, and I love using the wallet!

Roni S.