

# TriSense

# 2022 Annual Report

Junior Achievement of New England

Sponsored by RSM – Boston Massachusetts

Mentors: Ryan Gilpin, Garret Simpson,  
Michael Kelly, JP Whelan

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# 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:

\$370

Seed Funding Investment

\$450

Shareholder Investment

\$713.96

Profits

182.92%

ROI

## OUR COMPANY:

TriSense is made up of 9 friends, all from Boston College High School. Some of us have known each other for upwards of 5 years. This long standing friendship between members allowed the team to operate smoothly. Oftentimes we check up on each other in school and especially during lunch. We would openly and candidly share our opinions and thoughts. Inspired by working at the House of Possibilities in Easton, Massachusetts, our CEO was dedicated to giving back to the community. The CEO presented the idea of selling a Sensory Kit after witnessing multiple occasions of severe sensory overload in public settings, which caused physical and emotional pain.

# LEADERSHIP & STRUCTURE

## COMPANY STRUCTURE:

For logistical and practical reasons, TriSense operated through a loose company structure. We did have department heads who oversaw their departments (leadership, marketing/sales, finance, and supply chain) who were responsible for coordinating resources and communicating to the team, but every team member had multiple roles and departments were very fluid. Team members often floated throughout departments depending on which department needed the most aid at that time. In the early stages of our company, Supply Chain and Finance needed the most work, while in the final stages of our company, Marketing/Sales need the most resources.

Marketing

Nick Ternullo, Matthew Hurley, Ben Bliss

Finance

Eamonn Young, Tyler Kwong, Jack Ferullo

Supply Chain

Jimmy Yan, Marvin Le, Nico Bezzerides

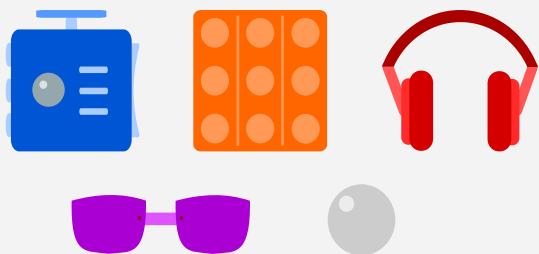
## COMPANY VALUES:

TriSense values the dignity of all people. We believe that every person should be given the proper tools to succeed in their life. Through the commitment to help those that need help, TriSense took a conservative approach with profits. In order to benefit the community we serve, TriSense collectively decided to donate 20% of all profits to an organization which services the intellectually/developmentally disabled community. Through our charitable giving, we hope to show that we truly care about our community. We hope that our kits epitomize our values of honesty, equity, charity, and quality.

# INNOVATION

## PROFESSIONAL SURVEY:

In an effort to better understand the people we were trying to help, we surveyed 37 professionals who work with children and adults with intellectual and developmental disabilities. We did this in order to hear their thoughts and opinions on what should be in our kits, and as a result we added a laminated card explaining how to use the kit, an addition we hadn't considered previously.



## LAMINATED CARD:

The laminated card we added to the kit was included to explain to non-professionals how to use the items in the kit. Also a picture-choice board illustrates each item on the back of the card so that non-verbal individuals can use the kit.

## WEBSITE:

Our website was coded by our Chief Marketing Officer to allow for a more customized experience for the user. We were also able to incorporate a Google Map displaying all of the locations that provide our Sensory Kits.

A screenshot of a website inquiry form. The form has a dark blue background. On the left, under the heading "Inquiries:", there are input fields for "Name:", "Email:", and "Message:". At the bottom of this section is a red "Send" button. On the right, under the heading "TriSense Locations:", there is a Google Map showing a location in North Easton, MA. The map includes a red pin and text indicating the address "350 Washington St, North Easton, MA 02279".

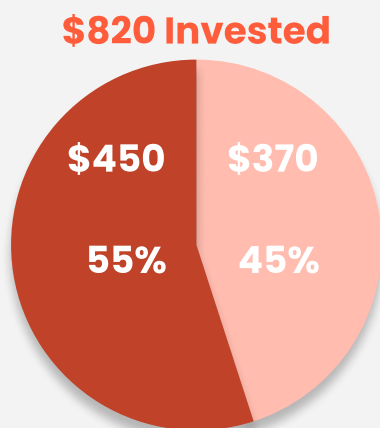
# FINANCIAL REPORT

## INVESTMENTS:

\$370 – JA Seed Funding

\$450 – Shareholder Investment

\$820 – Total Investment



## SALES:

We reached \$713.96 in net income after selling 50 kits, giving us an ROI of 182.92%. Our kit was priced at \$30 and we profitted \$14.53 per kit.

**\$15.47**

**Cost Per Unit**

**\$14.53**

**Profit Margin**

**182.92%**  
ROI

**93.92%**  
Profit Margin

**\$713.96**  
Net Income

## BALANCE SHEET:

### Assets:

Cash \$1996.46

### Liabilities:

Accounts Payable \$370.00

Sales Tax Payable \$50.63

**Total Liabilities:** \$420.63

**Total Assets:** \$2370.63

## INCOME STATEMENT:

### Revenue:

Sales \$1500.00

**Cost of Units:** \$773.54

**Gross Profit:** \$726.46

### Expenses:

Website Fees \$12.50

**Total Expenses:** \$12.50

**Net Income:** \$713.96

# SALES & MARKETING

## TARGET MARKET & DONATIONS:

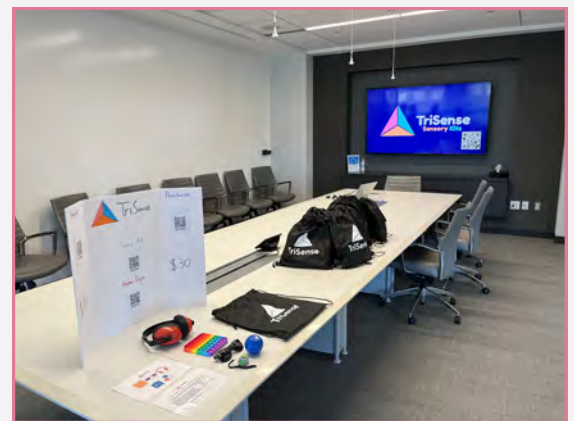
We realized that in order for our kits to be made readily available for those with intellectual and developmental disabilities, we needed to target two distinctive markets: supporters of our cause who were willing to donate a kit to the HOPE House, and people seeking to incorporate a sensory-friendly aspect into their business or school.

## MARKETING STRATEGIES:

After using social media to ask friends and family for donations to the HOPE House, we began selling our kits at events like the JA Innovation Center Ribbon Cutting event where we received many donations and began partnerships with larger organizations.

**3500+**  
Impressions

**50**  
Kits sold in 9 days

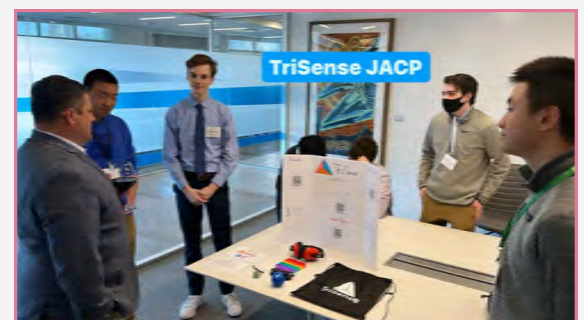


## SALES PROCESS:

When pitching the TriSense kit, we presented both the option to purchase and to donate. All donations are planned to be delivered in June to the HOPE House. We also offered bulk orders to large organizations like Boston Public Schools.

**23**  
Kits Donated

**27**  
Kits Purchased



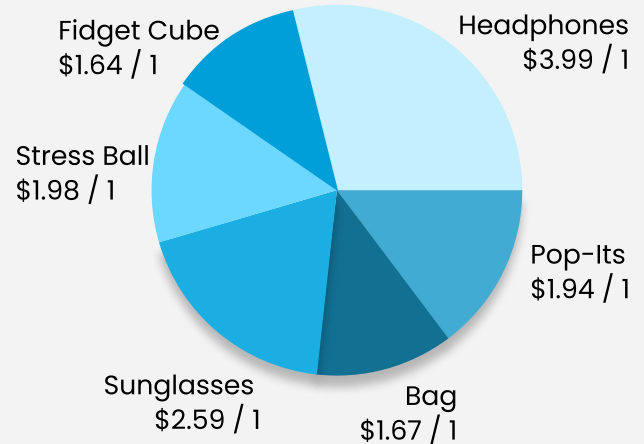


# SUPPLY CHAIN

## MANUFACTURERS:

Initially, we planned to source all products from Alibaba. Ultimately, all of our customized products (bag, sunglasses, stress ball) are from Totally Promotional, the headphones come from Harbor Freight, the pop-its are from Amazon, and the Fidget Cubes are from Alibaba.

Item Breakdown:



## ASSEMBLY:

During one of our weekly JA meetings, we assembled all of our initial 50 kits together. For subsequent kits, we plan on assembling them together abiding by COVID protocols.



## DISTRIBUTION:

For purchases, we scheduled a delivery time for the recipient or handed the kit to them at one of our events. For donations, we will be donating all kits in June to the HOPE House.





# REFLECTIVE SUMMARY

## STRENGTHS & WEAKNESSES:

Being friends before the program began proved to be highly beneficial as we were able to be genuine with each other. Our connection to the HOPE House also helped us find a community that could benefit from our kits. Our interactions with diverse communities in 6 different languages allowed us to reach a variety of people in our target markets. Despite these strengths, our indecisiveness made us have less time to sell our product.

## FUTURE OF TRISENSE:

TriSense will continue to sell kits until June 1, 2022. Going forward we plan on fulfilling a bulk order for Boston Public Schools and continue selling to individuals.

## REFLECTION:

Before starting TriSense, our team was diverse with interest fields and “areas of speciality”. Through TriSense, we were able to build off of our interest fields and skill sets. We also learned many valuable things: research, advocacy, teamwork, and communication. The skills that we have learned will continue to benefit us in the future. TriSense would love to thank the following organizations for their extraordinary assistance in our company: BC High, House of Possibilities, RSM, JACP, and the JA/RSM Innovation Center.

