

## NSU University School Students Win Company of the Year for Kar Kit

Reprinted from Our City Davie Magazine

By Debby Teich

Cell phones are one of the most dangerous and tempting distractions to teen drivers – often leading to deadly situations. As part of the 18-week JA Fellows program, a group of students at NSU University School developed a Kar Kit to help reduce the problem of texting and driving, especially among teen drivers. They recently presented their product at the JA Fellows annual competition and were named South Florida Company of the year, which is the top award. They also won Best Trade Booth, Best Annual Report, and tied for first place in Company Presentation.

Members of the Alpha Essentials team included: Andrew Hurowitz, Alexis Bogomolni, Cole Becker, Alexander Shuster, Evan Gutkin, Matthew Steiner, Julian Camaraza, Sydney Glicksman, Harrison Groll, Sam Blum, Ethan Chase, Alexandra Donoway, Jordan Ellman, Rebeca Farache, Jenna Zwick, Daniel Benayoun, Noah Besner, Michael Cohen, Ethan Legum, and Maxwell Stettin.

Each Kar Kit sells for \$20 and comes in a small pouch that includes: a window breaker/seatbelt cutter, first aid kit, tire gauge, hand wipes, tissues, deodorant, flashlight, stain remover, breath freshener



and a rain poncho. It also has a “No Texting and Driving” pledge card that provides important statistics on the dangers of texting and driving. Customers are encouraged to sign the pledge card (and have their family members sign it as well) and send it into the student-run company to post on the company website’s list of “safe drivers.”



Since the December rollout, the students sold approximately 400 kits. To send a clear message about their commitment to curtail texting and driving, the team donated 10% of their profits to End Distracted Driving, an organization whose mission is to educate the public about the dangers of texting and driving.

At the competition, the students gave a five minute presentation to discuss the business from start-up to liquidation. They also created a trade booth with a sample kit, EndDistractedDriving bracelets, and copies of an annual report. Some of the ideas presented by other teams at the competition included a Fit Kit with healthy snacks, hot sauce, note cards with student artwork, phone chargers and more.

“I think we won because we paid attention to every aspect of the business and every aspect of our product,” said Michael Cohen, 17. “Our product had a broad appeal, not only to students at our school, but also to parents and families. The fact that our product targeted safety distinguished it from other company products. Our tie-in with the EndDistracted Driving campaign was also key.”

The Junior Achievement program requires the students to liquidate the company after the competition. Some of the students on the Alpha Essentials team have expressed interest in starting a business similar to the Kar Kit, with some small changes.