

Business Plan Competition

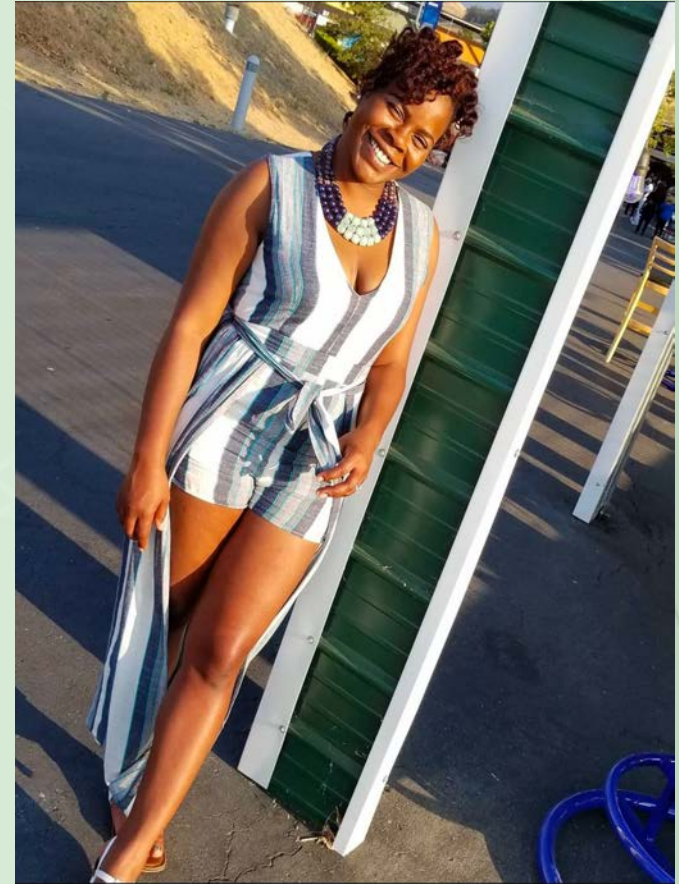
Collaborate & Cultivate Garden

Yanil, Brennan, Shanay, Cristal



→ Our Client ~ Kelly

- African American Woman
- Passionate mother of 2
- Founder of Women's Defense Group
- Struggles with time and money management.
- Wants healthier eating habits



→POV Statement

Kelly is a caring mother of 2 and passionate about women's empowerment.

Kelly would like to find a way to meal prep each week before her produce goes bad.

Her goal is eat healthier and not waste food and money.

>Our Solution?

- ❑ A collaborative garden for all ages!
- ❑ Allowing her self defense students to get involved
- ❑ Can also be sold to families!

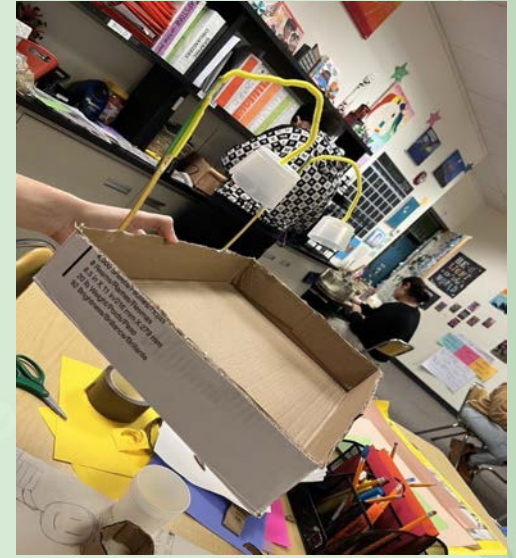
→Original Prototype

Original plans:

- ❑ Multi tier features
- ❑ Built in watering feature
- ❑ Built in greenhouse lights - plugged in
- ❑ Mobile - on wheels

Original plans changed in 3 ways

- ❑ Made more affordable
- ❑ Easier to manufacturer by removing the electronic components.
- ❑ More accessible to multiple ages of youth
- ❑ More customizable (bins, markers, and white paddles)



→Market Research

Main competitor: Calipso Kids Gardening 3-1 = **\$149.99**

Theirs...PROS

- ❑ Children Friendly
- ❑ No competition for similar product
- ❑ Includes watering system

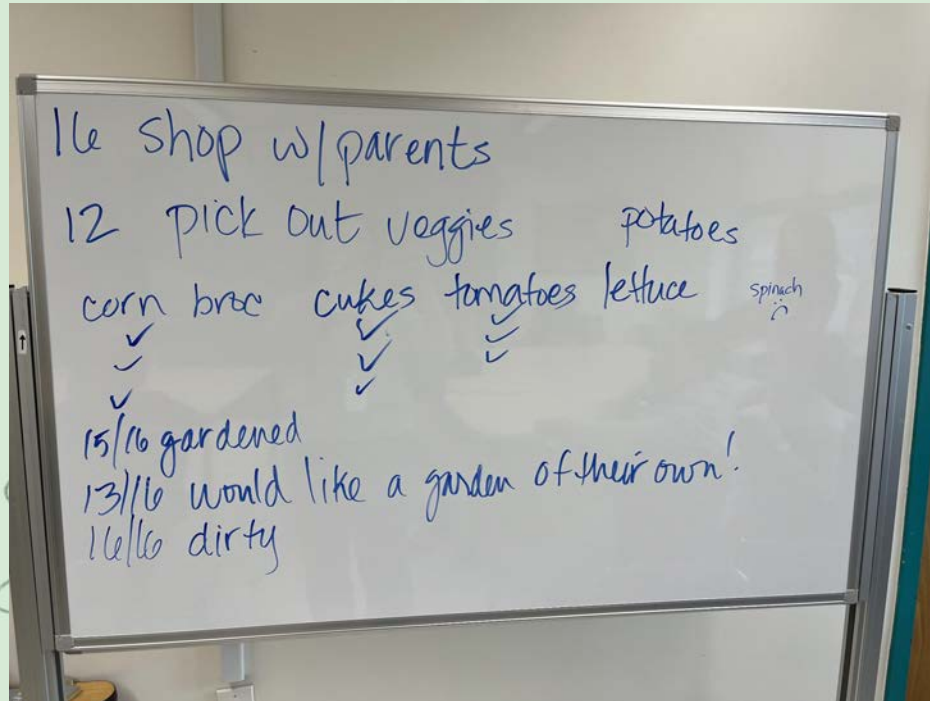
>Theirs...CONS - **Our competitive advantage!**

- ❑ Expensive
- ❑ Does not include everything required for gardening
- ❑ Only sold online one website
- ❑ Not customizable



→ Consumer Research- Student Focus Group

- Focus Group: Bentley Elementary students 4th graders.

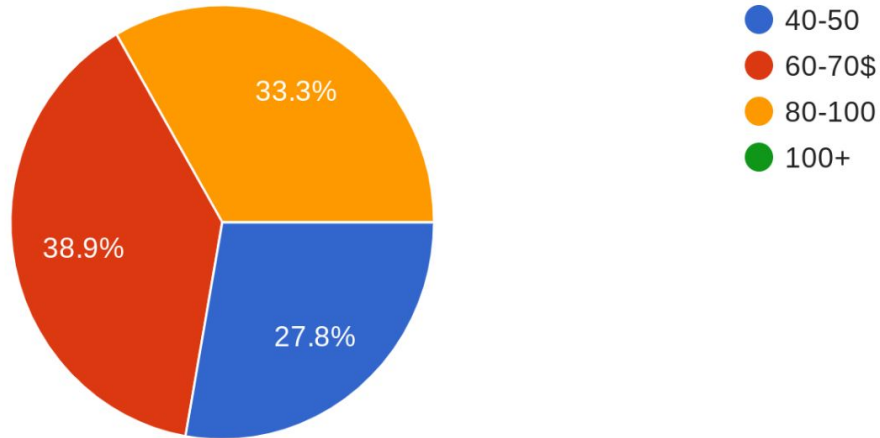


→ Consumer Research- Parent Survey

- Product Consumer Survey: Parents, Teachers, Advisors

how much are you willing to pay for this garden

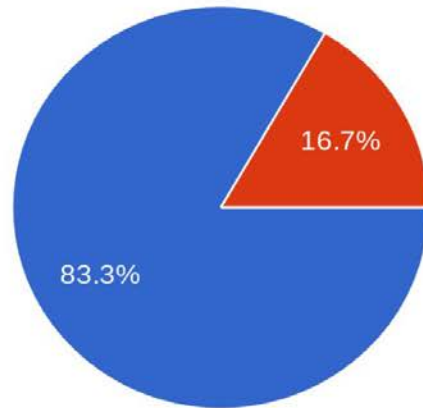
18 responses



→ Consumer Research- Parent Survey

Would you prefer if this product was bought as just the garden or sold with everything needed to garden, harvest and consume

18 responses



● I want Everything

● I want just the garden itself

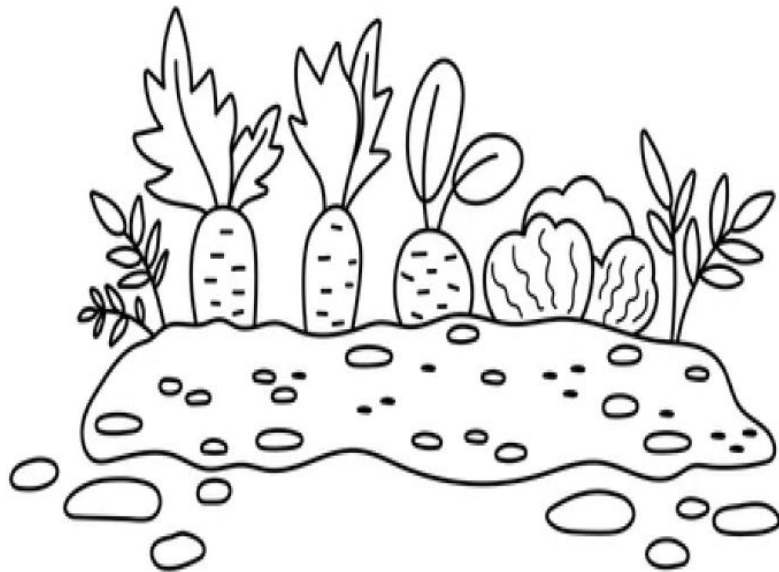
→Final Prototype (Features)

- ❑ **Wired rope** to combine bins for customized number
- ❑ **Expo markers** that work on most product parts
- ❑ **Whiteboards** for details and youth pictures
- ❑ Plastic **ready-to-color bins**
- ❑ **Accessories** ~ Shovel, Ruler, Stickers & seeds



→Product Offering- Instruction Book: English & Spanish

Group Gardening Guide



Lettuce

- Plant seeds $\frac{1}{4}$ - $\frac{1}{2}$ inch deep 2-3 weeks before the last frost
- Final spacing for head lettuce should be 8-12 inches apart
- Water lettuce regularly supplying 1-2 inches per week

→Financials: Costs: COGS, Start Up, Operating

COGS: PLANTERS = \$42.41

- 4 Plastic planters
- Plastic storage boxes
- 4 paddle whiteboards
- Rope/wire to join 4
- 8 Expo Markers
- 2 Shovels
- 4 sheets of stickers
- Packaging (boxes)

COGS: GUIDE BOOKS= \$8.00

- Paper/Printing
- Laminating
- Drilling/Single Rings

Cost of Good Sold =

\$50.41/unit or \$2,267.55 for 3 months

Operating Costs (Printing, Laminating, Labor)

\$56.25/month = \$169.56 for 3 months

Start Up Costs(drill, laminator) = \$ **0.00** done at school



→Financials- Selling Price, Profit: Assume selling 15/month

Revenue = \$ 3,600.00

Selling price = \$80.00 / unit X 45 units

Minus Our Costs - \$2,437.11

X 3 months!

Profit = \$1,162.89

Revenue - Costs = Profit
\$3,600.00 - \$2,437.11

\$69.99 Cheaper than our competitor!



→ Financials Asks, Break Even costs

COGS for 3 months \$2,267.55

+

Operational Costs for 3 months \$169.56

=

Financial Ask: \$2,437.11

Required 31 units for break even

Approx 2 months of sales (selling 15 units per month)

→ Spark Skills

- Communication
- Collaboration
- Innovation
- Grit
- Problem Solving
- Self Management



→Closing

This class not only helped us practice our Spark Skills to best of our abilities, but it also introduced us to the idea of becoming an entrepreneur and CEO of our own lives.

THANK YOU!

Brennan, Yana, Cristal, Shanay



-Q&A-

-A&Q-



→Financials-COGS - COLLABORATIVE PLANTERS

Item	Purchase Price		Purchase Quantity		Price per unit		Amount needed		Total costs
Plastic Bins	\$5.00	/	4	=	\$1.25	x	4	=	\$5.00
Shovel (2-pack)	\$1.25	/	1	=	\$1.25	x	1	=	\$1.25
Rope	\$1.25	/	1	=	\$1.25	x	1	=	\$1.25
Expo markers (8-pack)	\$7.99	/	1	=	\$7.99	x	1 pack of 8	=	\$7.99
Stickers 10 Sheets	\$7.00	/	10	=	\$0.70	x	4 Sheets	=	\$2.80
Pencil Holder 4-pack	\$13.00	/	4	=	\$3.25	x	1	=	\$3.25

→Financials-COGS - COLLABORATIVE PLANTERS Continued

Item	Purchase Price		Purchase Quantity		Price per unit		Amount needed		Total costs
White board Paddles	\$12.99	/	12	=	\$1.08	x	4	=	\$4.32
Veggie Seeds	\$10.33	/	4	=	\$2.58	x	4	=	\$10.33
Packaging	\$31.10	/	5	=	\$6.22	x	1	=	\$6.22
Total	Cost		Per		Unit	:	→	=	\$42.41



→Financials-COGS - ENGLISH/SPANISH GUIDEBOOKS

Item	Purchase Price		Purchase Quantity		Price per unit		Amount needed		Total costs
Paper	-	/	-	=	-	x	-	=	3.04
Printing	-	/	-	=	-	x	-	=	3.00
Laminating	-	/	-	=	-	x	-	=	2.30
Ring Binding	-	/	-	=	-	x	-	=	0.66
Total	Cost	/	Per	=	Unit	x	2	=	\$8.00

