

## ENTREPRENEURSHIP EXPEDITION: FOOD INNOVATION WITH A SOCIAL MISSION

Food Entrepreneurship may include innovating a food product, a meal kit for a specialty diet, or launching a restaurant/food retail business. You may even be able to work out of your home!

Does a food entrepreneur need both culinary and business skills? Find out [what skills do you need to be a food entrepreneur?](#)

Check out exciting jobs and opportunities related to food entrepreneurship.

- ★ **OWN A FOOD TRUCK**
- ★ **OWN A RESTAURANT**
- ★ **OWN A "GHOST" OR VIRUTAL RESTAURANT**
- ★ **FOOD STYLISTS**
- ★ **FOOD PHOTOGRAPHER**

To understand the dynamics of entrepreneurship and develop your knowledge and skills, we encourage you to fully engage with the expedition's resources and activities and take charge of your learning. You will have the opportunity to:



**REFLECT** on an industry expert's video and your future aspirations. Be sure to reflect throughout the expedition.



**STRETCH** your knowledge and skills.



**INNOVATE** by collecting and analyzing data, completing a passion project, and solving a real-world problem.



**SHOWCASE** your findings to an audience in an engaging way using appealing technology applications.

*Meet Peter Egan, food entrepreneur and founder of AgStandard Almonds. After finding the idea for his business, he started small, built on his successes, and had multiple roles. He paid himself a small salary to put the profits back into his business and increase his production to satisfy consumer demand.*



### FOOD ENTREPRENEURSHIP

**PETER EGAN**  
*Founder, AgStandard Almonds*

[Press PLAY](#) 

As you reflect on Peter's video, think deeply about these questions:

- What excites you about food entrepreneurship?
- What skills or traits would help you succeed as an entrepreneur or in food entrepreneurship?
- What parts of Peter's work would you enjoy doing?
- What else would you like to learn about food entrepreneurship?
- How do you plan to learn about food entrepreneurship?

# STRETCH



*Dive into these resources to expand your learning and skills:*

## *Innovating a New Food Product*

- [Start ideating](#)! Jot down ideas [inspired by existing products](#) like the [Pizza Cupcake](#), [examine trends](#), and consider the location and preferences of local consumers.
- Discover [14 Low-Cost Food Business Ideas](#) for Entrepreneurial Teens.
- Fill out the "SCAMPER in the Kitchen" worksheet.

## *Learn Socially-Conscious Entrepreneurship*

Companies of all sizes can positively change our society, and today, more consumers are interested in "doing good" while shopping. Think about [identifying a social mission](#) that would enhance a business, bring in new clients, and help your business stand out from the crowd.

- Get inspired by [Machu Picchu Energy Drink](#) and other food companies with a social mission.
- Identify where your passion for making the world better could intersect with your food innovation.
- Fill out the "Identify a Social Mission" worksheet.

## *Creating a Product*

- After ideating, [screen your ideas](#) (review PG. 3).
- Before developing your food product, ask these questions:
  - (1) Who will consume the product? (2) What health fad will make it unique?
- Food beverage innovations, consider [Healthy Beverage Guidelines](#)

## *Branding a Design*

- Investigate how to create a [one-page business plan](#) for food innovation that helps design your brand.
  - Use this [branding guide](#) and ask yourself: [1] Who is the target audience? [2] What is unique about the brand?
  - Research [branding color theory](#): What color incites hunger? Identify fast-food chains that use this color.
- Review [Food For Profit: Marketing Your Food Product](#)
- Fill out the "Branding Worksheet".

## *Financials*

Essential Questions: How do you make a profit with your food product? What is the best method to determine the price?

- Google your competitors: What is the price of a similar product? Use your competitors to guide your business plan.
- [Determine your food costs](#) and fill out the "Pricing Food Products" worksheet.

Next, determine the product's profit margin to estimate the potential of your investment and if the costs are sustainable.

- Profit per unit = Selling Price - Cost per unit
- Profit Margin(%) =  $100 * (\text{Profit} \div \text{Cost per Unit})$
- If you have sales, you can calculate your food cost percentage:  

$$\text{Food Cost Percentage} = (\text{Beginning Inventory} + \text{Purchases} - \text{Ending Inventory}) \div \text{Food sales}$$



# STRETCH



*Dive into these resources to expand your learning and skills:*

## Sales

How will you sell your product? Get creative! Opportunities are waiting for you to uncover.

- Create a list. Where do small food entrepreneurs sell their products in your community?
- Make samples of your food product and share them with friends and family. Get the feedback.
- Identify groups in your community: clubs, church, band, school, sports teams, and parents' jobs.
- Share with your social circles to start drumming up interest in your product.
- Develop a [sales strategy](#). Identify the laws or local ordinances that would regulate product sales.

## Pitching your Product

You need to SELL your product, literally and figuratively, to make money from your food innovation.

- A [sales pitch](#) tries to persuade someone to buy your product. Create different sales pitches to try out with your friends and family. Determine which pitch is the most effective and why. Next, add it to your "Food Entrepreneurship Business Plan".
- Watch Shark Tank [food pitches](#) for inspiration. What made the pitch convincing as an investment opportunity? What could have made the pitch more appealing to an investor?



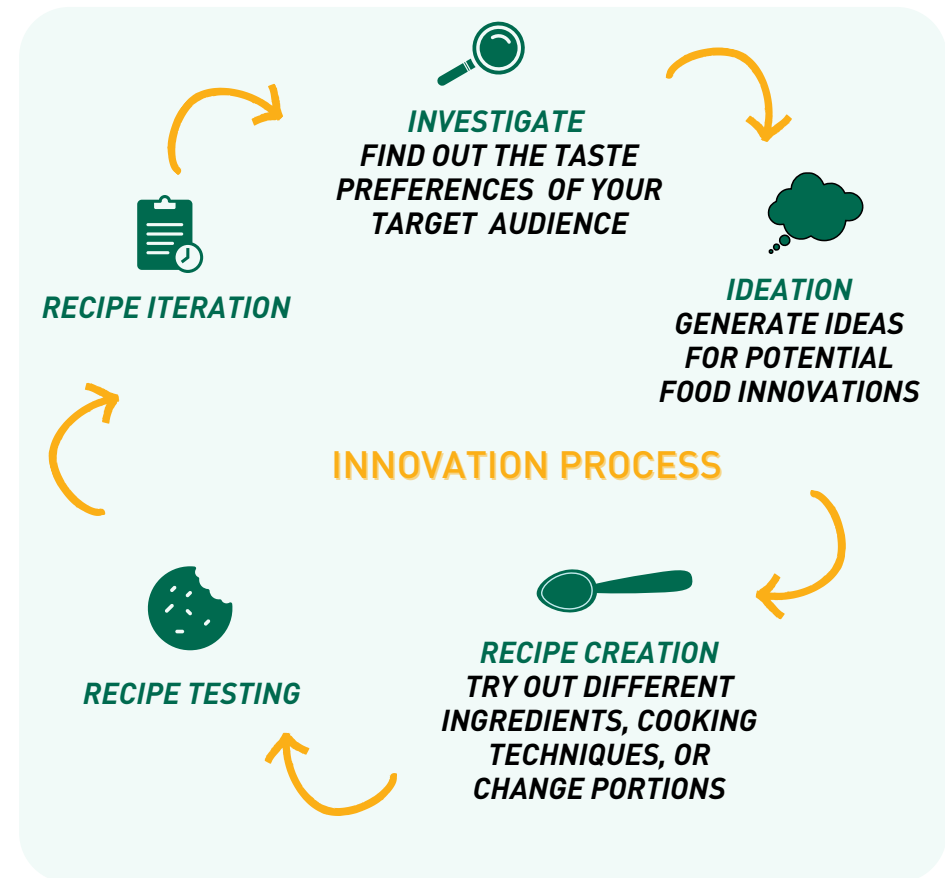
*We encourage you to continue researching this topic and curate a list of resources that feeds your curiosity, learning, and passion about Entrepreneurship.*



# INNOVATE

*It's time to think about your innovation:*

- Use the Choice Boards (on the next 2-pages) to select a project idea and presentation method to showcase your data, findings, and learning.



Adapted from: [What is Design Thinking?](#)



*Use the Innovate Choice Board to select a project that you are passionate about or one that relates to a problem you want to investigate and solve:*

Choice 1: Make a beverage with nutritional benefits after considering the dietary advantages of local fruits, vegetables, and herbs.

Choice 2: Re-imagine a classic recipe and make it different or unexpected.

Choice 3:  
Start with a solution to your problem by finishing the following sentence: "I wish there was a [INSERT FOOD PRODUCT] that \_\_\_\_\_."

## FOOD ENTREPRENEURSHIP INNOVATION CHOICE BOARD



Choice 4: Find a favorite family recipe that you can perfect and begin taking orders from friends and family. Can you modify it to make it even better?

Choice 5: Choose your way to innovate a new food product.

# SHOWCASE



Use the Showcase Choice Board to select a presentation style to share your innovative project to a local, national, or global audience:

Choice 1: Create a YouTube video to detail your learning through the project challenge.

Choice 2: Create a blog to highlight your findings and learning journey.

Choice 3: Create a digital portfolio to showcase your food innovation experience using Google Sites or Bulb to showcase your project and learning journey.



*At a young age, Mikaila Ulmer learned how bees help the environment and why they were dying out, then decided to create a lemonade sweetened with honey.*

Choice 5: Share your food innovation with an audience (your class, a school team, or connect with the academy's Advisory Board) for an exclusive tasting. Pretend you were in a press conference with reporters or on the Shark Tank show pitching to investors.

Choice 4: Code or create a simple webpage to market your food product. Consider Replit or Wix.

*If you would like to share your project with NAF, please submit it HERE. You must have your educator's permission before sharing. (NAF will not share your work without your educator's and your approval).*



Choice 6: Showcase your project in a format of your choosing.



# Supplementary Worksheets for Entrepreneurship Expedition

# SCAMPER IN THE KITCHEN



Identify an existing food product and list all its ingredients. Use the [SCAMPER](#) process to create a new product using one or more of the possibilities listed below.

- S-Substitute: What ingredients can you substitute or change to improve the food product?

- C- Combine: What happens if you combine the food product with another, to create something new?

- A-Adapt: How could you adapt or change the food product to serve another purpose or use?

- M-Modify: How can you change the look, shape or taste of the food product?

Name:

# SCAMPER IN THE KITCHEN

PG. 2 /2

- P-Put it to another use: Can you use the food product somewhere else, perhaps in another industry?

- E-Eliminate: How could you simplify the food product?

- R-Reverse: What if you try to do the exact opposite of what you're trying to do now with the food product recipe?

Which possibility did you choose? What is your prediction about the new innovative food product?

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# FOOD ENTREPRENEURSHIP BUSINESS PLAN



Review the article: [How to Write a One-Page Business Plan to Start Your Food Business](#). Next, complete the template below that outlines a business plan for your food entrepreneurship venture.

**ONE LINE PITCH:** \_\_\_\_\_

\_\_\_\_\_

**BUSINESS SUMMARY:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**MANAGEMENT:** \_\_\_\_\_

\_\_\_\_\_

**CUSTOMER PROBLEM:** \_\_\_\_\_

\_\_\_\_\_

**PRODUCT:** \_\_\_\_\_

\_\_\_\_\_

**TARGET MARKET:** \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_

# FOOD ENTREPRENEURSHIP BUSINESS PLAN

CUSTOMERS: \_\_\_\_\_  
\_\_\_\_\_

SALES/MARKETING STRATEGY: \_\_\_\_\_  
\_\_\_\_\_

# IDENTIFY A SOCIAL MISSION



Watch the video Ben & Jerry's: [Social Mission](#). Use the following questions to begin thinking about the social mission of your food entrepreneurship.

Name: \_\_\_\_\_

Defining your brand personality can help develop and strengthen your connection with your customer.

***What words or characteristics define your brand?***

Type one word in each box below.

WHAT IS UNIQUE ABOUT YOUR COMPANY?

**VIBE**

**SOCIAL MISSION**

WHAT ARE YOUR COMPANY  
VALUES?

**MISSION**

WHAT ARE THE LOCAL ISSUES  
AFFECTING YOUR COMMUNITY?

**NEED**

# BRANDING WORKSHEET



Answer the questions below to develop the brand behind your food venture.

## Sales pitch

Who are you? What makes your food innovation unique compared with other food products on the market?

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## Who is your customer?

What are the age group, gender, and family status?

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## Logos

Make a primary logo for your brand.

Next, create an alternative logo by eliminating some text or rearranging the elements to fit a smaller area.

### Primary Logo

Cut or paste your logo that you design using software like [Canva](#) or draw your logo in the box above.

### Alternative Logo

Cut or paste your logo that you design using software like [Canva](#) or draw your logo in the box above.

Name: \_\_\_\_\_

Personality

Do not focus only on your food innovation; instead, your company as a whole. Circle the words that match your brand's personality or add your own.

ACCESSIBLE

YOUNG

RELIABLE

MY WORDS: \_\_\_\_\_

ADVENTUROUS

DARING

SMOOTH

\_\_\_\_\_

CALM

COOL

EXPLORER

\_\_\_\_\_

CASUAL

HAPPINESS

EXCITEMENT

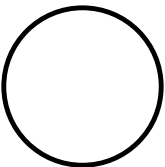
\_\_\_\_\_

Prioritize

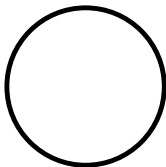
What are the top 3 words?

Palette

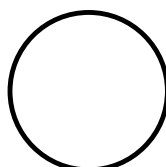
Color in each circle to create your [branding palette](#). Pro-tip: Use [Coolors](#).



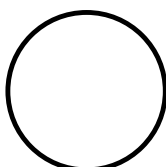
Hex code \_\_\_\_\_



Hex code \_\_\_\_\_



Hex code \_\_\_\_\_



Hex code \_\_\_\_\_

Brand Fonts

[Everything You Need to Know About Picking Brand Fonts](#)

What do you want customers to feel or think when they see your logo font? Name your font style!

\_\_\_\_\_

Heading

\_\_\_\_\_

Sub-heading

\_\_\_\_\_

Body

# PRICING FOOD PRODUCTS



Learn about [models for pricing a food product](#) and begin [recipe costing](#) or calculating the cost of each ingredient for a single dish using the sample template below.

ITEM	TOTAL
FOOD INGREDIENTS	
PACKAGING	
COST OF LABOR (HOW MUCH WOULD IT COST TO HIRE SOMEONE TO MAKE YOUR PRODUCT)	
Grand total	

Name: \_\_\_\_\_