

Welcome to the Online Pitch Competition

Congrats on making it to the top 20!



**STUDENT
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CHALLENGE:**
SOLUTIONS FOR
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Leah Deppert, Director of Marketing & Communications, NACCE



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Anelisa Lauri, Project Consultant, NACCE



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Before we get started...

- This session is being recorded.
- You will receive the slides and recording approx. 24 hours from now.
- Please submit your questions and comments via your GoToWebinar dashboard.
- Share your insights on Twitter with the hashtag #StudentEshipChallenge – tag @NACCE and @HPLIFE_Program



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Thank you, HP Foundation!



Ina Progonati
HP LIFE Partnership Consultant



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Thank you, Judges!



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Review of Online Pitch Competition Format

- Each team will have 3-4 minutes to pitch their business idea
 - We will give you a 30-seconds left chat reminder.
- All judges together will have 2 minutes to ask questions
- We will announce team rankings on the 21st



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Next Steps

- We will announce team rankings on the 21st



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Top 5 Teams

- Continued Professional Development via HP LIFE Courses and Virtual Mentors from HP Employees
- Attend NACCE 2019 in Newport Beach, CA from October 13-16
 - Exhibit
 - Guest speakers + Workshops
 - Cash prizes



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Teams 6+

- Continued Professional Development via HP LIFE Courses
- Online Pitch Competition – Round 2
 - Gift cards
 - Business development



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Team #1 – 4:00 PM

Pohaku Kauhane, Beorn Chantara and Anuhea Higa
Kauai Community College (Hawaii)
Instructor: Dirk Soma



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Hui 'o Nā Pua

Team: Beorn Chantara, Anuheā Higa, Pohaku Kauhane



Current Issues we Believe we Can Improve

- **Students aren't motivated to go to school**
- **Kauai has seen a significant drop in middle and high school students who enjoy going to school**
- **Growing number of high school students are feeling sad and depressed for significant periods of time**
- **Only 35% of students are proficient in math going into ninth grade**



Our Solutions for a Better Future

- A collaborative education center and career incubator



Why we meet United Nations Education Goals

4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship



Making our solutions a reality

This program is a revolutionary model for partnering businesses and education

Resources needed: Commercial property

Partners: Schools, Businesses, Government, Community

Seeking financial assistance and greater access to business and government partners outside of Hawaii.

Team #2 – 4:10 PM
Joseph Maza & Isaac Hosking
Kauai Community College (Hawaii)
Instructor: Dirk Soma



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Alpha Bridge Connection English Tutoring

Joseph Maza





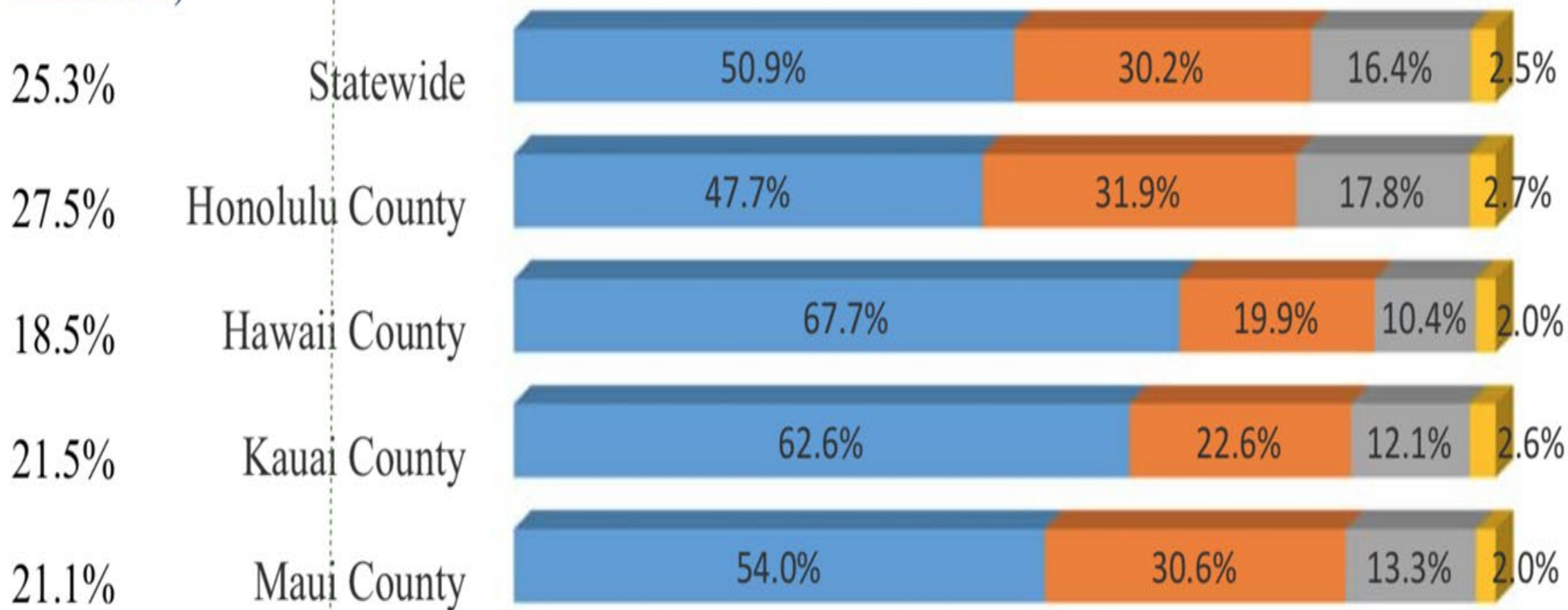
UN SUSTAINABILITY PROBLEM # 4.6

- The U.N. is looking to achieve literacy in all youth by 2030.
- Large portion of the population in Hawaii that has English as a second language (ESL). Hawaii has the second largest % of ESL population in the United states.
- In 2010 - 2014 one in four people age 5 and older spoke a language other than english at home.
- On Kauai almost 15% of them are not english proficient. (1)

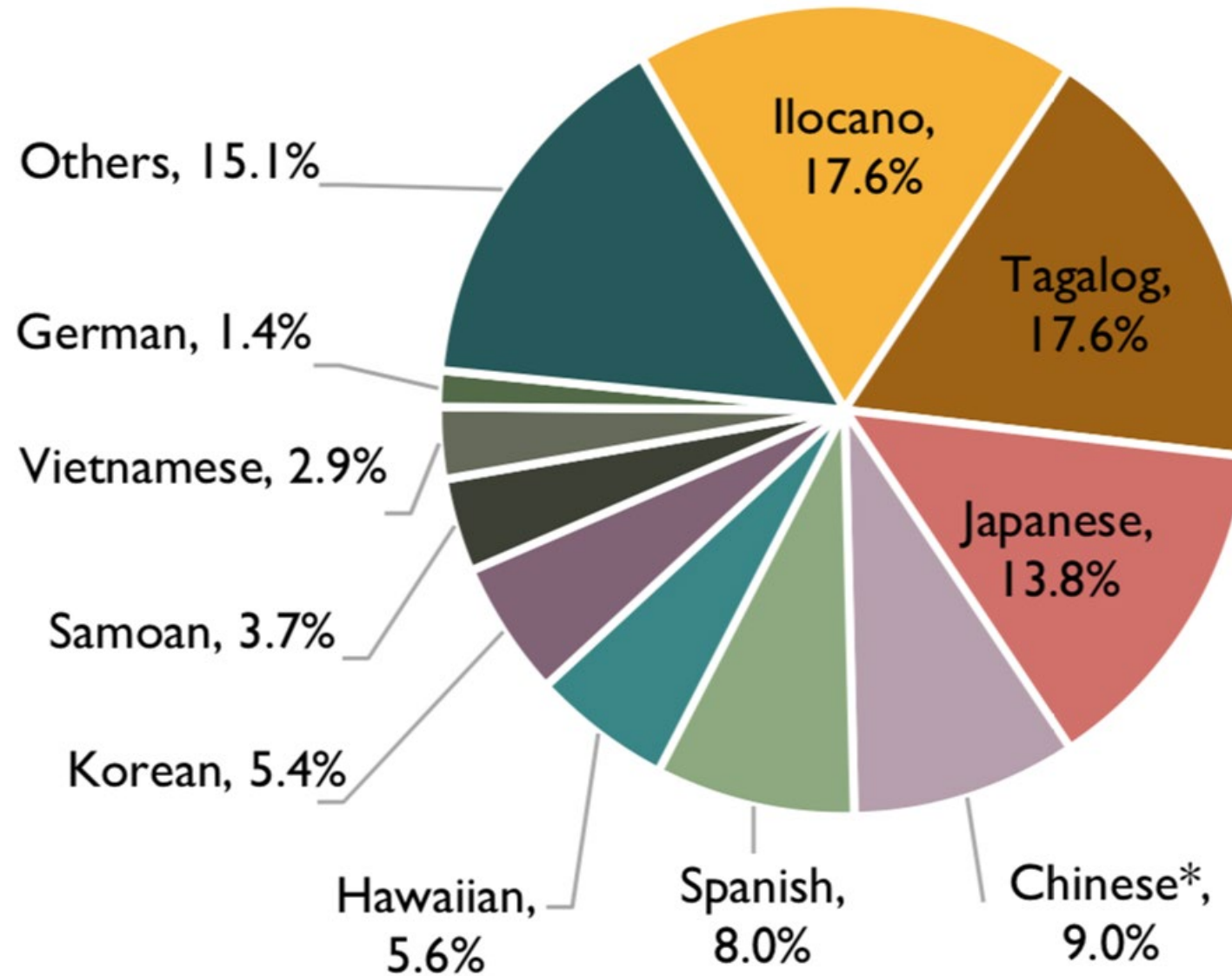
Speak other than
English at home
(% of population
aged 5 and older)

Ability to speak English of non-English speakers at home

■ "very well" ■ "well" ■ "not well" ■ "not at all"



Hawaii



Our Solution

- Our company Alpha Bridge Connection plans place to have a mentor and mentee program between peers in children closer in age and that also speak the same language instead of the normal system where it's usually an adult and child. A place where they can earn "points" to keep track of milestones and be able to earn rewards based on performance.
- Having a higher proficiency in English for our keiki has been shown to have increase Academic scores and graduation rates.
- Lower ability of English proficiency can cause anxiety and segregation from peers.
- Could have a text system between mentor mentee to build a closer connection and reminder to practice reading.

The next step

- Moving onto the next round would mean that the children who are struggling in this area would be one step closer to having a place where they can have fun learning from each other and feel comfortable. The business is scalable as there are other areas in the U.S. that also have ESL problems.
- The resources needed to execute our idea would initially need to be a small facility/storefront to bring our keiki to. Another resource we need is a website for informational purposes and educating our prospective customers. We could partner with local business in order to receive supplies as donations.
- The type of help that would be most beneficial to us is to have a partner with connections in the business world who has already been involved with or had a successful nonprofit business.

Questions?

Preguntas?

Possible partnerships

Filipino chamber of commerce

Keiki to career

Kauai Chamber of Commerece

Japanese Chamber of commerce

Team #3 – 4:20 PM
Eli Sloan & Ese Tarin
Kauai Community College (Hawaii)
Instructor: Dirk Soma



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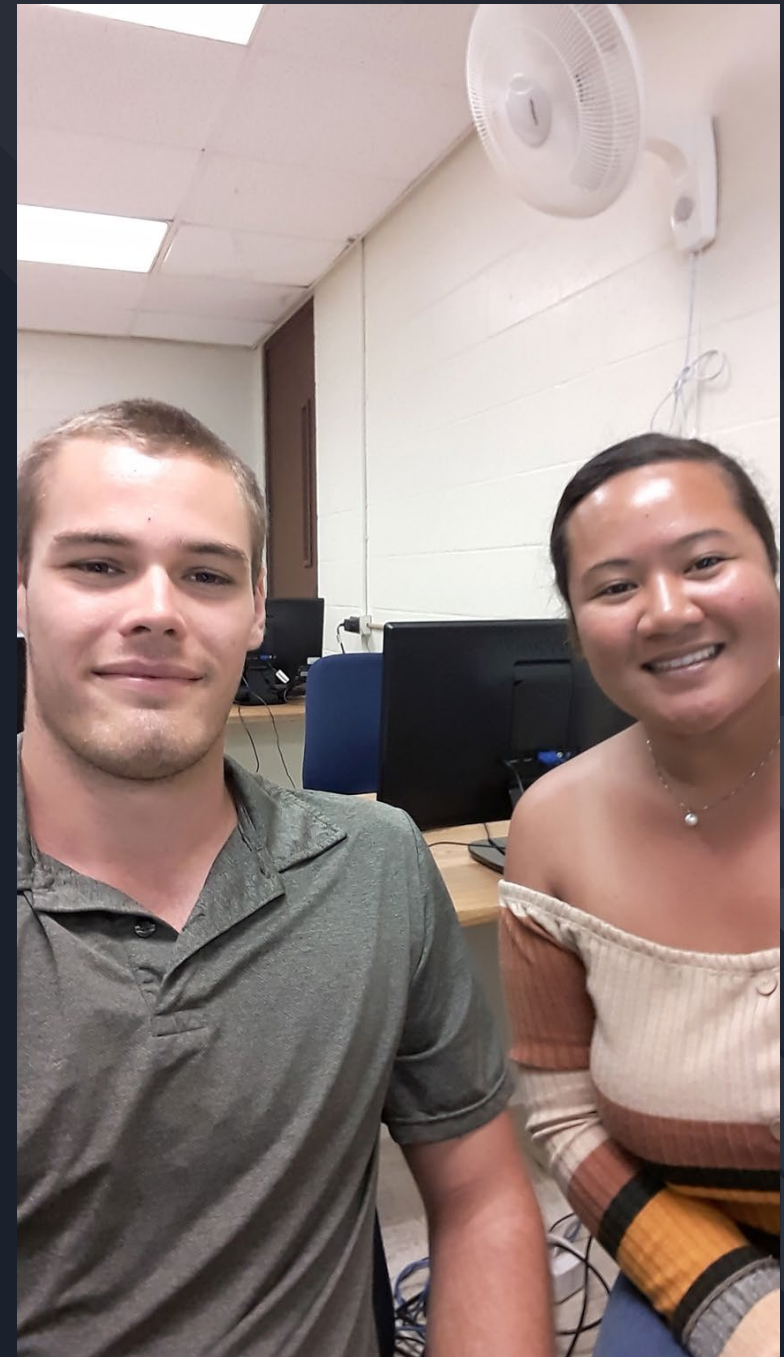
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E&E Sustainable Solutions

The Future of Sustainability

Eli Sloan
Ese Tarin




Hawaii imports 90% of its food



Housing crisis





Hawaii's energy production is 2/3rds
petroleum



Recycling





PROBLEMS

Food Security

Affordable Housing

Energy Development

Waste Management



SOLUTIONS

For - Credit Training

Non - Credit Training

Skills Training - Community Gardening

Affordable Housing on Campus



Innovative ideas for a progressive world







“Turning Dorms into Sustainable Communities”

- E&E Sustainable Solutions

Team #4 – 4:30 PM

Meghann Matsuda & Meagan Luoma

Kauai Community College (Hawaii)

Instructor: Dirk Soma



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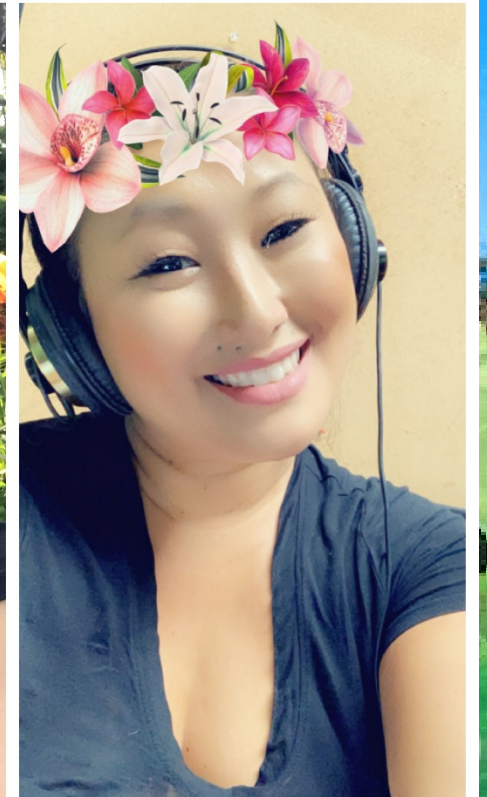


ALAKA'I INITIATIVE

LEADERS OF THE FUTURE...



Meagan



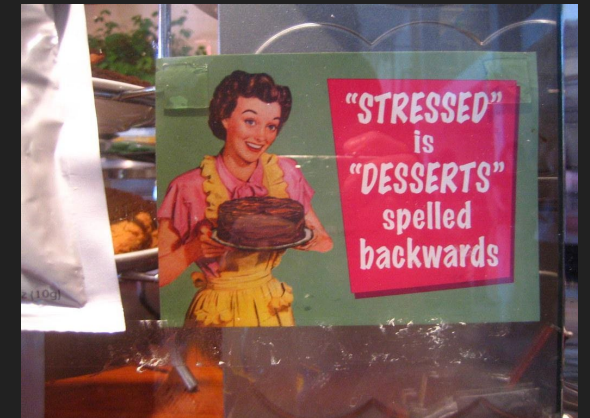
Meghann



HAWAI'I
LIFE, BEAUTY AND ALOHA

PILIKIA (PROBLEM)

- Currently Kauai struggles to retain quality educators due to the high cost of living and lack of housing.
 - A pay cut of \$15,000 - \$30,000 to teach on the island of Kaula'i.
 - The average teacher salary is \$57,000 a year with housing costs taking over one-third of their expenses.
 - Teachers are struggling to stay focused on providing quality education or leaving the island all together.
 - According to the U.S. Department of Labor from 2001-2019, Hawaii'i currently has a turn-over rate of over 50%.
 - Classrooms are being overloaded or staffed with unlicensed educators.
 - Serious lack in the quality of education for our youth.



WEHEWEHE 'ANA (SOLUTION



- Our campaign will be partnering with the Kaua'i lodging industry to provide free or subsidized housing to highly-qualified teachers for the term of two (2) consecutive years.
 - Timeshares
 - Hotels
 - Vacation Rentals
- Our mission is to recruit high-quality educators, that are focused on the 5 Cs of 21st Century learners:
 - Collaboration
 - Creativity
 - Communication
 - Citizenship
 - Critical thinking



Nā a'e a'e (NEXT STEPS)



The next steps we want to elaborate on are the positive movement within the community, the businesses and the education.

We will motivate not only other educators but also give an outlet for educators, vendors and members of the community to work together toward a common goal.

That goal is to raise young adults who can make better life decisions and be able to have ideas to solve some the worlds greatest problems we have today.



Needing Resources & Assistance

- ❑ - Mentoring to establish a comprehensive business plan.
- ❑ - Assistance developing ideas
- ❑ - Creating an efficient yet effective application process for educators.

❑ Possible Partners

- ❑ Lodging Industry
- ❑ Department of Education
- ❑ Grow Your Own" Kauai
- ❑ Landed
- ❑ Kamehameha Schools
- ❑ Department of Education



LEADERS OF THE FUTURE with the 5 C's!



We believe that by implementing these **_CREATIVE IDEAS** by **COLLABORATING** Through effective **COMMUNICATION** with recognizing their **CITIZENSHIP** and instilling **CRITICAL THINKING** to create leaders of the future.

Team #5 – 4:40 PM

Makila Barnes, Makylee Barnes, Amanda McLoud and Kristi Calderon

Paradise Valley Community College (Arizona)

Instructor: Caron Sada



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“Z to Me”

A Social Entrepreneurship Approach to
Integrative, Integrated, Sustainable, Scalable
Belonging and Engagement for
High School and College Students – Quality Education



Club Z @Paradise Valley Community College Phoenix, Arizona

Makila Barnes Amanda McCloud Kristiana Calderon Makylee Barnes

Our Team



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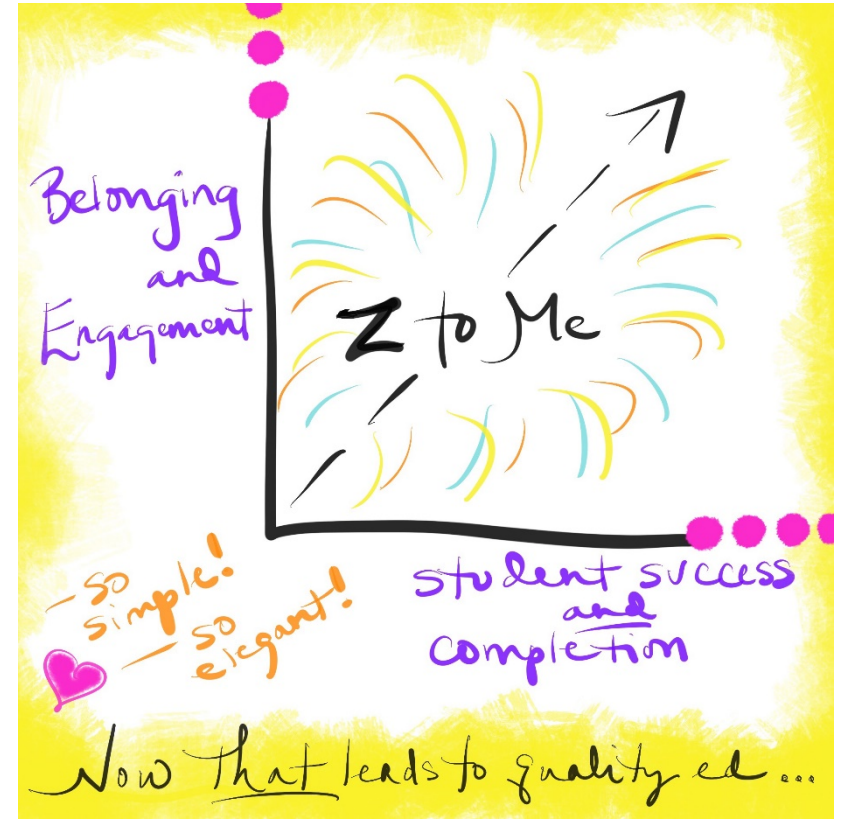
Problem/Opportunity

~ we are *Reframing, Paradigm Shifters* ☺

We are Social Entrepreneurs making the World a Better Place One Student at a Time

- Based on HSSSE and CCSSE Research, we know that students need to feel a sense of belonging – if they do not, they are unlikely to be engaged in school or complete their education
- **All local communities face this challenge causing us to look for opportunities** – teachers alone cannot be solely responsible for engaging their students, but if students are empowered to create belonging and engagement for each other then solutions become scalable

1. *High School Survey of Student Engagement*
2. *Community College Survey of Student Engagement*
3. *Students Helping Students: A Guide for Peer Educators on College Campuses (Neder & Newton)*



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Solution “Z to Me” – Social Entrepreneurship In Action



マキラ

- While the world is legitimately concerned about protecting Intellectual Property, our business model SHARES intellectual property and offers anyone interested with an opportunity to leverage our artwork (and their artwork, too!) into integrative, integrated, sustainable, scalable student success programming locally and throughout the world
- How? Through *Belonging Z to Me* artwork and shirts that can be donated and/or can be sold to create a revenue stream for anyone who wants to start a Club Z ~ any student, any educational employee, any community member anywhere in the world can utilize this grassroots, turnkey approach within their community (can be implemented with free Club Z curriculum/programming)
- While students may not say out loud that they need belonging and engagement to keep them in school, lack of belonging is a well established pain point for all humans ... we need each other to survive, thrive and flourish (positive psychology)
- How is Z to Me creative and innovative?
 - 1) All current and future **Z to Me** art represents acts of creativity and connection – this is a collaborative model with social incubation built into it
 - 2) This programming can help high school students, who do not yet have an academic identity/self-efficacy with school, find out that they DO belong in school and it can help college students realize that they DO belong in post-secondary educational environments, too
 - 3) Our business model SHARES intellectual property instead of trying to protect it
 - 4) We do not see anyone as competition – in our version of Social Entrepreneurship, we only see potential collaborators
 - 5) Our Z Culture is designed for Creativity, Innovation and Social Entrepreneurship – we are part of the Club Z Pilot that started on our campus with a package of colored paper that we have leveraged into more and more engagement over the last 3 years ... our work helped all of the Maricopa Community College District be recognized as the National Association for Community College Entrepreneurship’s (NACCE) National Community of Practice for Student Engagement



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Next Steps have already begun ...

- We have a proven track record of Success. We are not talking about what we'll do – we've already started. *Invest in Us and We Will Deliver.*
 - Our college's pilot of Club Z helped our 10-college district be named as NACCE's Community of Practice for Student Engagement
 - We have already printed and distributed more than 300 Z Belonging Shirts based on two designs funded through different sources – check out our Facebook Page (ClubZPVCC) to see what we've been up to / you'll see our shirts in many belonging photos
 - We have a third Belonging Z to Me shirt that was just selected through an Art Contest we hosted on our campus - it is going to print next week and will be ready to launch at the NACCE conference in Newport Beach
 - Shirt sales officially begin on Sunday, October 13th at our Vendor Booth in Newport Beach but we did sell our first shirt already !
- We have partnered with NACCE in the past and Complete Print Shop is our printer/supplier who has also participated in our program through voluntarism. We also have private donors including two Chancellors, a CEO and a College President who have supported our work through the Z Connect Fund that we are helping to grow (our Z to Me revenue supports this endowed fund for other students so that they can have belonging/social entrepreneurship experiences like we are having)
- What resources do we need to execute our idea? What help are we seeking?
 - We need exposure that YOU can offer us if we advance in this contest and are able to share our message LIVE on the main stage at this year's NACCE conference – we can offer valuable resources to every campus that attends NACCE (with our business model, we grow as we serve others)
 - We could increase the speed and impact of our launch with additional funding for printing (\$1000 or \$1million will help 😊)
 - We need funding for one of our Team Members (**Makylee**) to help us share and promote our work at the conference – if you select our team to move forward, our whole team will be present at the conference.

Thank you for this opportunity!

Our Z to Me Team promises to Deliver at the NACCE Conference if You Select Us to Move Forward 😊



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Team #6 – 4:50 PM

Luisana Mendoza & Yolanda Gaines

Glendale Community College (California)

Instructors: Rob Newman and Rafael Cardona



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The Road to Independence

Team Members:
Luisana Mendoza
Yolanda Gaines



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The Challenge:

Los Angeles County homeless: 58,936

= Chapel Hill, NC

Growing: 5,800 people/year



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Current homeless efforts: Social Programs

What we bring:

Entrepreneurship training

Technical assistance

Partnering with existing providers



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Skills to be delivered

HP LIFE will be training source

Entrepreneurial Mindset

Entrepreneurship Skills

Literacy & Public Speaking

Dress for Success

Creating a Business Plan



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Partners:

Ascencia- Trainees

SBA's SCORE - Training Mentorship

Verdugo Job Center- Job skills

Small Business Development Center (SBDC)- Workshops



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Our Goal

Hope

Self-empowerment

Economic self-sufficiency



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Team #7 – 5:00 PM

Cheyenne Port & Scott Raghurir

Sussex County Community College (New Jersey)

Instructor: Ketan Gandhi



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SCCC Entrepreneurs

Cheyenne Port & Scott Raghubir



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Problem

- Textbooks and supplies exceed students budgets resulting in limited college accessibility, causing a decrease in retention.
- Current brick & mortar book store (managed by Barnes & Noble) have been declining in sales. We aim to bring cheaper to students.



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Solution

- Partnered with online textbook purchasing platform, eCampus, that gives student options to rent, purchase or buy from a competitive marketplace.
- Create a student-run Campus Store that provides affordable options for students including merchandise, school supplies, and books.
 - Relieve students of financial burdens
- Create an evolving area that combines the necessary academic resources with fun and social resources for students.
 - Foster engagement



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Next Steps

- Develop positive business relationships to aid in constructing the foundation of the business.
 - Networking
 - Financing
- Partner with local businesses to allow room for growth.
 - Dairy Swirl
 - Black Dog Books



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Team #8 – 5:10 PM
Nathan Malewicki & Team
Harper College (Illinois)
Instructor: Marie Lapidus



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Harper Business Club



Nathan Malewicki, John Leeb, & Anny Penna



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Problem

- Lack of hands on professional opportunities for students in the classroom
- Small businesses lack the capital to develop and implement workforce training programs
- “70% of small businesses are owned and operated by a single person”
- A predicted 50% of failed small businesses blame a lack of capital and funding



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Sprouting Synergy

- Bridge the gap between community colleges and surrounding small businesses
- Provide real word experiences and opportunities through projects that build professional skills
- Satisfy the need for low-cost business solutions and innovations



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Next Steps

- Opens doors to invaluable opportunities for students and businesses
- Partner with small businesses and educational institutions in the surrounding area
- \$5,000 in funding to begin marketing and establishing partnerships



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Team #9 – 5:20 PM
DeAnna Logan & Team
Fresno City College (California)
Instructor: Amber Balakian



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Team Ram

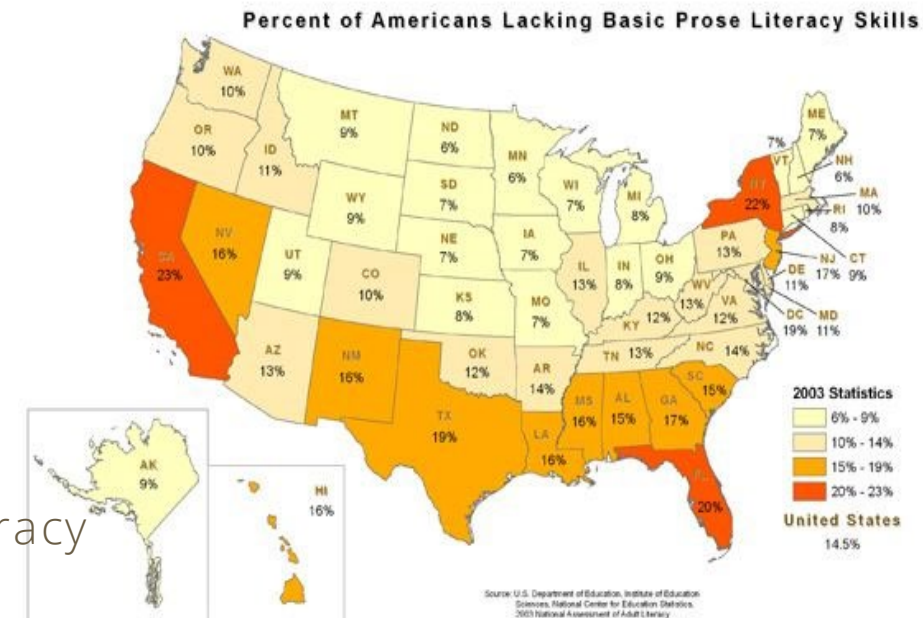
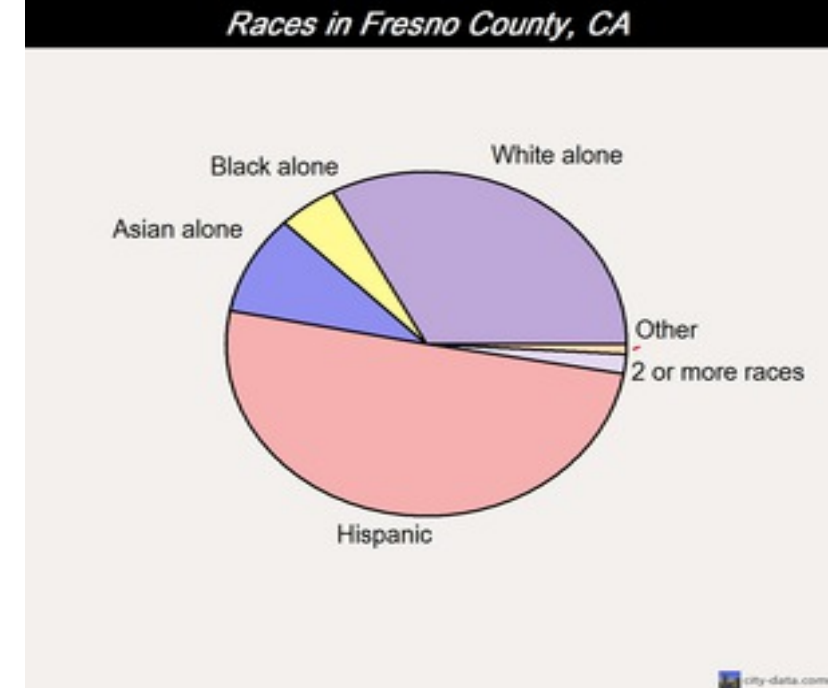
By: Jesus Garcia, DeAnna Logan,
David Salinas, Israel Gaytan, David
Diaz, and Cicely Hollins



Problem

~As the fruit picking season approaches, bringing migration along, the unemployment rate in Fresno, CA is at 7.3 % as of July 2019.

- The average income per capita in the U.S. is \$28,555 per year, and \$19,226 per year in Fresno, CA
- Within marginalized communities is a large socio-economic disparity seen through the lack of access to books, libraries and study materials in Fresno, CA
- As a result, The Literacy Rate in Fresno, CA is 73.1%
- The National Literacy Rate is 99.9%
- Adults who did not finish the 9th grade are at 16%
- High school graduation rates are at 73.1%
- Only 6.5% of adults in Fresno, CA have a Bachelor's or Master's Degree
- The national average for adults with bachelor's or master's degrees is 36.1%
- Most hispanics immigrants are 63% below the basic english literacy score



Solution

~In order to solve the illiteracy and lack of numerical understanding in our local community: We are giving people access to computers, internet, and an environment to learn comfortably where we would have guides/teachers.

~If our competitors were based on the concept of our program, the idea would call for competitors such as The Workforce Connection and others, but since we are basing our competitors on service, we are in a world of our own.

~Our partners include: The Literacy Service Program at Fresno Library, The Government, The Fresno Unified District, Clovis Unified School District, Central Unified School District, Walmart, and local store chains such as Save Mart and Food 4 Less.

-Our learning center differs from community and vocational schools by taking an active approach to reaching our customer base at the comfort of their own home.

~Creating more adult specialized learning programs throughout Fresno.

~In-home teachers/tutors and mobile service giving each member accessibility and opportunity

~Learning centers that will be strategically placed in impoverished neighborhoods and around Fresno county giving those with income restrictions the most access.

~Fundraisers that are geared towards building resources and helping our members reach their educational and economic goal.

~A membership fee affordable to all starting at \$15 per month with incentives for lower prices to cover the necessities that are essential for success in today's economic. Out of this fee, we intend to use 30% on supplies, 30% on payments for our staff, and 40% on profit.

~Working 24/7 in the California summer, raising children, speaking a different language, and integrating into Fresno, CA are all barriers that make life hard for many migrants in the area. With this being known, we intend to address these issues within our centers.

~Our program is particularly acute to neglected communities within Fresno such as Hispanic and African-American neighborhoods. We offer specialized programs aimed at gearing such communities with the necessary utensils to complete academic assignments.

Why Team Ram

~We should advance to the next round: because with our learning centers, we will help our local community and grow our local economy. Our target is to educate adults with little to no education to therein stimulate our society with positive impacts.

Our business idea makes it easier for adults with a low educational background to gain a position at a higher-paying job because they will be well-educated in all areas needed to function and even excel in a advanced position. Any job worth attaining for an adult requires any potential worker to meet certain requirements, we plan to escalate our members to reach these requirements. This method, in turn, will result in at least a 10% literacy spike within the first year thus leading to a generally more successful community in every manner.

The Importance of literacy within the community of Fresno, Ca is imperative for a legible future.

Resources needed: Books, teachers, mobile tutors, lease of centers, computers, funding, library, investors, Gov. grants, and staff

Easy access mobile tutors that travel to your home to reignite your education.

Partners: Chamber of Commerce, Office Depot, Allards, Walmart, Fresno City College, Fresno State, City of Fresno, Literacy Project Foundation,

Team #10 – 5:30 PM
Tony Cheng & Team
Orange Coast College (California)
Instructor: Steve Fuchs



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Think Globally Make Locally

...

Tony Cheng

Executive Summary .

The goal of this marketing plan is to highlight strategy, tactics and launch an educational program to drive the entrepreneurial spirit and increase revenue.

Developed a unique method of sourcing material for sustainable products. The public wants:

1. Sustainable Products. Sustainable products have minimal negative impact on society and the environment.
2. Know the story behind the product.

Marketing is a key element to grow the manufacturing brand.

Market Segmentation and Target Market

- Anyone who uses a bag.
- Local students.
- Private labels and brands
- Manufacturing for other brands.

6 Forces Model Analysis (formerly 5 Forces)

The local and regional economy demands eco-friendly goods and products. With the recent “Trade War” with China, value-added Tax and tariffs stimulated production in the United States.

1. Threat of New Entrants: Barrier of Entry.
2. Threat of Substitute Goods: Differentiation.
3. Bargaining Power of Customers: Price sensitivity.
4. Bargaining Power of Suppliers: Different channels of input.
5. Competitive Rivalry: Advantage through innovation.
6. Government Intervention: Is my product regulated?

Market Summary

We are faced with an exciting opportunity for being a sustainable manufacture and product driven brand with the core of the labor force from disadvantaged individuals.

The core concentration of revenue generation.

1. Manufacturer for private labels. Private labels are brands that commission use to make products.
2. Create our one line of totes and accessories. Expand product line.
3. Crowdsourcing.

Product



Product Line Expansion.....

- Electronic Accessory Pouch
- Pencil Pouch
- Larger Tote Bag



Data

Orange Coast College

- 25,000 students in 2016
- Living expenses on the rise.
- Rent \$1,400
- Food \$500
- Car \$150
- Entertainment ?
- Not including medical. Tuition. Books. Clothing. Or unexpected expenses.
- Total: estimated \$2,000 a month of expenses.

Problems and Solutions

Problem:

1. I have a test is this week. I can't work. But, the manager scheduled me to work.
2. I don't like the company I work for.
3. I am not satisfied with my work.

Solution:

1. Flexible work schedule. Come in and make a bag. Get paid.
2. You are your own boss. Work at your own pace. The more you put in the more you get out. Get paid.
3. Make a product. Save the earth. What else is better? Get paid.

Workflow of New Labor Entrant

1. Labor arrives.
2. Training.
3. Make widgets.
4. Get Paid.
5. Repeat.

Reasons we deserve.

1. Creating more jobs through product expansion.
2. Track record. System works.
3. Monies from scholarship used toward “capital investments.”
4. Our journey is “authentic.” We have real struggles in our journey that will give you reason to marvel.
5. Product line is already in a large cap non-profit corporation.

Questions?



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