

Don't Burn Dinner LLC Business Plan

- I. **EXECUTIVE SUMMARY:** According to famed family food writer and speaker [Charity Curley Mathew](#), the mental load of feeding a family is heavy — and moms often carry it. National research supports her claim. According to [Pew Research](#), U.S. households consisting of married or cohabiting parents and one or more children under the age of 18, 80% of mothers say they are the household member who usually prepares the meals — the same as the share who say they are the primary grocery shopper. In this [published story](#), Mathew says organizing the family's food is unrelenting. Like laundry, there's no "getting caught up".

Reasons cited:

- The constant weight of
 - grocery shopping, especially the right quantities and keeping up with perishables
 - planning up to 21 full meals per week
 - figuring out ways to make breakfast not always so rushed
 - finding ways to make meals both nutritious and delicious
 - how to make leftovers taste, well, fresh and not like leftovers
 - preparation and clean up

- II. **PROPOSED BUSINESS NAME:** Don't Burn Dinner LLC

- III. **COMPANY DESCRIPTION:** Katie Morgan — a popular influencer, wife, mother of two young boys and resident of the Village of Grosse Pointe Shores, Michigan — is relaunching a YouTube cooking show targeting busy and exhausted moms who need simple, funny, down-to-earth, and entertaining recipes to prepare meals for their families. The goal is to provide an oasis of humor, relatability, one-of-a-kind recipes infused with an English flavor and culinary inspiration to moms who are stretched thin, helping them to prepare nutritious and delicious meals with minimal fuss.

- IV. **BUSINESS GOAL (short term):** Create a compelling, entertaining, helpful, useful and informative series of YouTube cooking videos.

- V. **BUSINESS GOAL (long term):** To be the go-to YouTube channel for busy and tired moms seeking quick, entertaining, and creative recipes that bring joy, simplicity, nutrition and ease into their kitchens.

VI. **MISSION STATEMENT:** To deliver engaging, funny, and informative cooking videos that help tired moms create well-liked and no-fuss meals while providing a moment of laughter and relaxation.

VII. **TARGET MARKET:**

- **Demographics:** Moms aged 25-45, typically with young children, spanning middle to upper-middle-class households.
- **Psychographics:** Time-strapped, seeking convenience, value humor and relatability, interested in nutritious yet simple, easy recipes.

VIII. **COMPETITION:** Other cooking shows on YouTube

IX. **DIFFERENTIATORS:** What differentiates this business from others:

- The relatability and likability of Katie Morgan
- Introduction of exciting food recipes
- Sharing of simple yet healthy food preparation tips
- Quick and easy meal solutions
- Entertaining content to alleviate daily stress
- Reliable cooking advice and recommendations
- Community and connection with fellow moms

X. **MARKET TRENDS:**

- Rise in consumption of digital content, especially on YouTube
- Growing demand for short, engaging videos
- Increased interest in home-cooked meals due to health, rising restaurant costs and allergy concerns

XI. **STAFF:** One: Katie Morgan, to start

XII. **CONTENT PILLARS:**

- **Funny and Relatable Cooking Episodes:** Tight 5-15 minute videos featuring Katie's unique homespun personality and recipes infused with humor and real-life mom struggles.
- **Quick Tips and Hacks:** 1-3 minute clips offering quick cooking tips and hacks for busy moms, typically filmed directly above the kitchen prep area.
- **Live Cooking Sessions:** Weekly live streaming sessions where Katie interacts with her audience, answers questions, and cooks in real time.
- **Guest Collaborations:** Collaborating on camera and in person with other mom influencers and local celebrity chefs to bring diverse perspectives, more humor and additional unique recipes.

Suggested Video Topics:

- Each of these suggested topics below may be adapted to maintain the same tone, humor, love, and relatable personality as Katie Morgan's initial "Don't Burn Dinner" concept, improving video professionalism, tightening content, improving video quality and ensuring the content remains funny, relatable, entertaining, engaging, and practical for the target audience.
- **General:** Quick, nutritious meals that can be whipped up in 15-30 minutes, perfect for busy weeknights:
 - "The 15-Minute Miracle Meals for Weekday Dinners"
 - "Laughter & Lasagna: Easy Comfort Food Recipe"
 - "Kid-Friendly, Mom-Approved Snacks"
 - "Live Q&A: What's Cooking Tonight?"
 - "One-Pan Wonders: Quick and Easy Cleanup"
 - "5-Ingredient Dinners That Wow"
 - "Sheet Pan Suppers: Throw It All Together"
 - "Instant Pot Magic: Meals Under Pressure"
 - "Microwave Munchies: Speedy Nutritious Dinners in Minutes"
- **Cooking with Comedy:** Infusing humor and fun into the cooking process, turning everyday kitchen tasks into entertaining events:
 - "Slapstick Spaghetti: A Laugh-Out-Loud Recipe"
 - "Hilarious Hacks: Cooking Shortcuts with a Smile"
 - "Comedy Casseroles: Easy, Cheesy, and Fun"
 - "Parenting and Puns: Cooking with Kids in the Kitchens"
 - "Funny Food Fails: How to Laugh Off Kitchen Disasters"
- **Nutritious, Nice & Easy:** Highlighting recipes that are not only nutritious but also surprisingly easy to prepare, appealing to health-conscious moms:
 - "Superfood Smoothies for Supermoms"
 - "Quick and Clean: 30-Minute Detox Dinners"
 - "Sneaky Veggies: How to Hide Nutrients in Plain Sight"
 - "Building Balanced Bowls: Delicious, Nutritious, and Fast"
 - "Breakfast Boosters: Start the Day Right"
- **Family Fiesta Fridays:** Celebrating the end of the week with fun, themed cooking nights that bring the whole family together:
 - "Pizza Party Time: Homemade Pizzas Everyone Will Love"

- “Taco Night: Endless Options for a Mexican Feast”
- “DIY Sushi Rolls: Fun for the Whole Family”
- “Burger Bonanza: Creative Twists on the Classic Burger”
- “Pasta Palooza: Mix-and-Match Sauces and Noodles”
- **Mom’s Make-Ahead Marvels:** Preparing meals in advance to save time and stress during the busy week:
 - “Sunday Meal Prep: A Week of Ready-to-Eat Meals”
 - “Freezer-Friendly Favorites: Stock Up for Busy Days”
 - “Batch Cooking Basics: Cook Once, Eat All Week”
 - “Crockpot Creations: Set It, Forget It, and Enjoy”
 - “Lunchbox Lifesavers: Pack Ahead for Kid-Approved Meals”
- **Budget-Friendly Bites:** Offering nutritious, delicious recipes that are also budget-conscious, ideal for families looking to save money without sacrificing quality:
 - “Cheap and Cheerful: Tasty Meals Under \$10”
 - “Staple Stars: Making the Most Out of Pantry Basics”
 - “Frugal Feasts: More Flavor, Less Cost”
 - “Grocery Store Secrets: Shopping Smart for Less”
 - “Leftover Love: Transform Last Night’s Dinner”
- **Seasonal Sensations:** Creating recipes that take advantage of seasonal ingredients and festivities, adding variety and excitement to mealtimes.
 - “Spring Delights: Fresh and Light Recipes”
 - “Summer BBQ Sizzlers: Quick and Easy Grilling”
 - “Fall Comforts: Warm and Cozy Dishes”
 - “Winter Warmers: Hearty and Hot Meals”
 - “Holiday Specials: Festive Recipes for Any Celebration”

XIII. MONETIZATION STRATEGY

- **Ad Revenue:** [YouTube’s revenue sharing program](#).
- **Sponsored Content:** Partnering with brands for product placements and sponsored recipe features
- **Merchandising:** Selling branded kitchenware, apparel, and recipe books
- **Affiliate Marketing:** Promoting products and earning commissions on sales
- **Donations and Crowdfunding:** Using platforms like [Patreon](#) for loyal fans to support the channel
- Applying for startup funding through the [MEDC](#) or [SBA](#)

XIV. MARKETING AND PROMOTION:

- Social Media Marketing:
 - **Platforms:** Instagram, Facebook, TikTok, Snapchat and Pinterest to share clips, behind-the-scenes content, and engage with the audience
 - **Content Calendar:** Regular posting schedule to maintain consistency and viewer engagement
- SEO and YouTube Optimization:
 - **Keywords:** Conducting keyword research to optimize video titles, descriptions, and tags
 - **Thumbnails:** Creating eye-catching thumbnails to increase click-through rates
 - **Engagement:** Encouraging comments, likes, shares, and **subscriptions** to boost video visibility
- Email Marketing:
 - **Newsletter:** Weekly featuring new recipes, cooking tips, and updates
 - **Freebies:** Offering downloadable recipes and meal plans to grow the email list
- Collaborations and PR:
 - Partnering with mom bloggers, influencers, and media outlets for cross-promotion
 - Appearing on local TV shows, podcasts and online publications to spread the word about the show

XV. OPERATIONS PLAN:

- Production Setup:
 - **Equipment:** High-quality camera, microphone, lighting, and editing software
 - **Location:** Filming in Katie's kitchen, styled to be warm, cozy and relatable
 - **Crew:** Initially starting with Katie and later adding a small team including a videographer/editor and social media manager
- Content Calendar:
 - **Pre-Production:** Planning and scripting videos a month in advance
 - **Production:** Filming twice a week to ensure a steady release of content
 - **Post-Production:** Editing and optimizing videos for publishing

- Distribution:
 - **YouTube:** Primary platform for full-length episodes
 - **Social Media:** Clips and snippets to drive traffic to the YouTube channel
 - **Website:** A complimentary website offering recipes, blog posts, and video embeds

XVI. **PROPOSED BUDGET:**

- Startup Costs:
 - Videographer: NC (Katie) or \$5,000 for professional videographer
 - Initial Marketing: \$2,000
 - Website Development: \$1,500
 - Miscellaneous: \$1,500
- Ongoing Costs:
 - Content Production: \$2,000/month
 - Marketing: \$500/month
 - Software and Tools: \$200/month
 - Personnel Salaries: TBD
- Revenue Projections:
 - Year 1: \$10,000
 - Year 2: \$30,000
 - Year 3: \$60,000
- Funding Requirements:
 - Initial investment of \$5,000-\$20,000 to cover startup costs and the first six months of operations
- Risk Management:
 - **Content Consistency:** Maintaining a rigorous content production schedule
 - **Market Competition:** Differentiating through personality, humor, and relatability
 - **Platform Dependency:** Diversifying content distribution across multiple platforms

Criteria for Accepting Corporate Sponsorship

1. Brand Alignment and Values:

- The sponsor's brand and values should align with the values and mission of "Don't Burn Dinner."
- The products or services promoted should be relevant to the show's content, such as cooking, kitchenware, and food-related products.
- The sponsor should have a positive reputation and demonstrated commitment to ethical practices.

2. Audience Trust and Authenticity:

- Any sponsorship should enhance or at least not detract from the trust and authenticity the audience places in the show.
- Transparent disclosure of sponsorships and clear differentiation between sponsored content and organic content is a must.

3. Content Integrity:

- Sponsors should not dictate the content in a way that compromises the show's integrity or editorial independence.
- Sponsored segments should be relevant to the show's theme and add value rather than seeming forced or out-of-place.

4. Financial and Legal Considerations:

- The financial terms should be fair and beneficial toward supporting and growing the show.
- Legal contracts should clarify the expectations, deliverables, duration, and exit strategies for both parties. We should shy away from long-term contracts as our show grows and becomes more valuable.

5. Ethical Standards and Sustainability:

- Sponsors should adhere to high ethical standards, including fairness, honesty, and social responsibility.
- Preference should be given to sponsors promoting sustainability and environmentally friendly products.

Potential Pitfalls

1. Brand Mismatch:

- Accepting a sponsorship from a company whose values, products, or reputation clash with those of the show can alienate viewers.

- Example: A fast-food chain may conflict with promoting home-cooked meals and healthy eating.

2. Loss of Viewer Trust:

- Excessive or poorly disclosed sponsorships can erode viewer trust and appear as if the show is selling out.
- If viewers feel the content has become a vehicle for advertising rather than genuine cooking tips, they might disengage.

3. Compromised Content Integrity:

- Allowing sponsors to dictate the content can compromise the show's integrity, leading to biased or misleading information.
- We must be cautious about over-prioritizing sponsor wishes at the expense of content quality.

4. Conflict of Interest:

- Sponsorships from companies that might create a conflict of interest (e.g., a cooking show being sponsored by a diet pill company) can raise ethical concerns.
- Viewers might question the validity of the content if there's a perceived conflict of interest.

5. Over-commercialization:

- Over-reliance on sponsorships might lead to your content being cluttered with advertisements, potentially driving away the audience.
- Balancing the frequency and manner of sponsored content is crucial to maintaining a pleasant viewer experience.

XVII. CONCLUSION: Katie Morgan's cooking show aims to carve out a niche in a competitive market through authenticity, humor, and practical value. By connecting with fellow moms on a personal level and providing them with the tools and laughter they need to succeed in the kitchen, Katie is poised to build a loyal and engaged community, ensuring the long-term success of her YouTube channel.