

Market Expo Transcription

Hello and welcome to Point of View, where we give our students a place to listen, learn and lean in. I'm your host, Raina, and I'm here with Avery and Zara. And today we're going to be talking about and rating different businesses from 3DE Market Expo this year to give you guys recommendations. Okay, so please introduce yourself and give us a little pitch about your business and what it is. Well, thank you for inviting me. I am here representing my business Figures As Much. We sell blind boxes and stickers which are based on our original characters. My friends and I have written these webtoons for two years, three years ago, so we're making blind boxes and webtoons based on them. We're also making cats and birds for those who are unfamiliar to our webtoons and are painted figures. The blind boxes that we're selling are for eight dollars and unpainted figures for five dollars. So just catch some birds. And the stickers have three stickers per packet, which we're selling for three dollars. Okay, so when you guys were ideating for your business, what made you choose this idea for the business? Now it's like, for me, I was someone who went to this team because this was of my friends, but they told me that they brought this idea because around this time we were seeing how Labubu was really popular. So we wanted to see what was happening in this blind box community and why people were interested in this. And my friends, they were already, uh, doing these webtoons. So we wanted to go ahead and like, put our own art styles, our own mark on blind boxes and just try on with it, because it was a very unique idea. I was really excited for this, because you normally don't see high schoolers trying to do blind box companies. So you kind of mentioned this already in your first question, but what is the price of your different products that you're selling? Right. So for our different products we have painted ones and non-painted ones. So basically because the painted ones take so long, like all the figures, they take like five or six hours per figure. So we are selling them for eight dollars per blind box. And for unpainted ones it takes like three hours just for printing. So we have five dollars for them. So in painted ones we have two fifty six notes. And Parker and Chloe, which are our own webtoons, but comics and unpainted ones are cats and birds, random really cute ones that we're printing and we're designing. And we also make stickers. These stickers are based on our comics, and these have three pieces in one pocket, which is for three dollars. Okay. And how has this process of creating your own business been like? So how did we do the process or how does this feel like? How has anything stood out throughout making your business that, like you remember most or that has helped you create the business? Right. So frankly speaking, our business is not out yet until the market day. We're still opening it till then. But I think my favorite part about this is how much work we are having to do. I was not expecting that we were going to do this much work when we entered, because normally all the other teams have five members, but we have three members. So having three members, you had a lot of work, and I think my favorite part was we do this, uh, every week we try to meet together to make some videos and reels, and it's a really fun time together. And our reels, we don't just follow trends. Sometimes we script it on our own. If you check it on our Instagram, you can see that we scripted our own short films or something like that. It's really fun for us. And then other than maybe the amount of work, do you have any difficulties that your group has faced while trying to create the product? It is the amount of yes amount of work, as in, because we are selling so many products like we have like two fifty two, fifty to three hundred is how many we're printing out right now. And because this is our personal we're not making we're not printing it outside. We have like a very small 3D printer in our house. So this takes a lot of takes like three hours to print it out. And we have to paint every single thing, one of them. So one of my team member, she does all this herself. So for me I really feel bad because she does a lot of work. And then we also another point, another point of difficulty was understanding the, uh, community. I, we seriously struggle to understand who's our community, how do we reach our target audience, and

how do we change our brand to something that our target audience in a way that they would like us? And then how do you guys think you will? Your business will perform on market day. And is there an estimated amount of products you guys think you will sell? Right? So right now we're printing approximately a two fifty figures and like around three hundred stickers. But this is including all the shifts because they're going to be multiple shifts as they suffer middle schoolers, high schoolers and even adults to go around. So we're thinking we will sell around. I have this in my document. We'll sell around. I think we're selling well, but I'm just so sorry. Okay, I lost I have a lot of tabs in here, but yeah, we're having that many products. Just the products place. I have the number, how much we're expecting for each shift, but I can't find it right now. But yeah, we're having, like, a good amount a good because we're expecting for at least twenty. I mean, a lot of we're expecting good profit like, you know, when we're taking the money. Yeah. Okay. And then what is some advice that you would give a student trying to start their own business. I think it's to find like this. You always go to a team that you really like. Like, I think the first point is don't go to any like don't make a team with people you don't like. Right now. In my ear, I heard the previous year people could not choose their teams, but this year we are able to choose. So go to people you like because if you have any problems or like fights around you, it's going to be really difficult to get progress with. And also always have one person responsible for what work like dividing the work. Because sometimes everyone wants to do their own work, it gets repeated or some work just gets ignored. So always have one person that is responsible for assigning tasks and looking so that all the work that needs to be done gets done at the right time. Well, thank you so much for joining us today. We hope and we are excited to see your product at the Market Expo. Is there anything else you would like to tell our audience before we close out? Well, on the market day, please visit figures as Much and follow our Instagram at figures underscore at underscore much. Thank you. Okay so today I'm with Rasheeda and I'm interviewing her business for YOLO for Market Expo. So the first question is please introduce yourself and give us an elevator pitch of your business. Hi, my name is Rasheeda. I'm a part of a business called YOLO. We sell cultural drinks like pina colada, mango lassi and strawberry sago, as well as yogurt clusters which are frozen fruit covered in yogurt and then chocolate. Okay, so why did you and your group decide to work together? Um, well, I mean, we all had similar ideas. We all worked well together in the past. We all were, Uh, keen on doing a food business. And then we all found, like, a common problem, uh, like the different, like, cultural groups at Northview. And we wanted to create a business that sort of, like, brought everybody together. So we created it for y'all. Okay, the next question is, what made you guys choose this idea for your business? Um, like I said, we like there's a lot of cultural diversity at Northview. So, uh, we just wanted to represent all the different, um, aspects of it and then bring it together. And we also wanted to have fun. Like, we tried to choose something familiar and nostalgic to each of, like, the major cultural groups. And we just wanted to have it together in one place. Okay. What is the price of your project? Um, so our drinks are twelve ounces and they sell for five dollars, and then our yogurt clusters are four dollars, and they come in a pack of three, and the customers are able to choose which three out of the different options we offer. Okay, next, how has this process of creating your own business been like for you guys? Like, what is something that stood out throughout the year? Um, I mean, it's definitely been challenging. There's been a lot of, um, disagreements and, like, problems we've had to work through. But honestly, like, as a group, I feel like when everybody is like, contributing to like, when everyone's, like, working together, it's like it flows really well. We all have good ideas. We're all really capable people. And, um, yeah, it's just like a, like, we've had challenges for sure, because like, the cost of a food business is really, really high. So we've just been trying to navigate that. Um, but like all other aspects, I feel like we work really well together and we're like, we have good chemistry. Um, okay. What

are some difficulties your group has had while creating this product? Um, definitely. The cost aspect has been the most because of our numbers, it's just really scary to look at because we're working with, like, fresh fruits. So they're obviously going to be expensive, right? And like they're more like tropical fruits like mangoes and like pineapples. So it's just like because of the amount we have to make, um, to like, meet up with the demand, it's just like a scary number to look at. And then we also have to count for our booth, like decorations and stuff. So it just keeps adding up. So we're trying to like, mitigate the cost and keep it as efficient as possible. Yeah. And then, um, how do you guys think your business will perform at Market Expo? And is there an estimated amount of products you think you'll sell? Um, I mean, I hope we do. Well, there's, uh, four other food businesses, and they're all great. Um, I just hope we'll be able to sell a decent amount. I don't have, like, an estimate. I think I would say we would hopefully sell, like, at least twenty units per launch, but I think we'll do pretty well. I think our products are things that people want. So yeah, I just hope it all works out okay. And then last question, what's some advice you would give to a student trying to start their own business? I definitely have a clear goal in mind. Like and like to understand every aspect of the process. Like you need to know how much exactly to invest in marketing, how much you want to invest in things like ingredients, like start up costs, all the like. Consider all the little expenses before you're, like thinking of actually going into it and investing your time and money. Because it's definitely for us, there were a lot of things we didn't consider before going into it, and we ended up wasting a lot of time doing things we didn't need to be doing. Whereas like, if we had thought of it in advance, it would have saved us a lot of time and effort. Um, and we would have been able to be more efficient with the production of our business. So yeah, I think that's just my biggest piece of advice. Okay. So that's all our questions. Thank you. Okay. First, please introduce yourself and give us a little bit of an elevator pitch of your business. Hi, I'm honestly Cowin, and I'm the PR and social media person of Cafe Pastel. Basically, Cafe Pastel is our 3D business that we created where we aim to provide treats and tranquility for the Northview community. And basically, we wanted to center our brand around wellness and mental health. And because we noticed that the Northview High School environment is so competitive and that there's so many rigorous courses, and a lot of times students can get lost in that. So we just wanted our Cafe Pastel to be a place where Northview students can escape from that environment, even if it's just for one day. Nice. And who are your team members and why did you guys decide to work together? So my team members are Daniel Wu. He's our manager and CEO. And then Naima, she's our number and CFO. And then we have Abby, who's our lead baker and our designer of our brand. And basically we all in the beginning of choosing who we worked with. We all knew that we wanted to, um, produce baked goods, and Abby's a baker, so we thought it would be good to have her in our group, someone who already has experience. And then we all just fit well together and it worked out well. So we just ended up coming together because we all had a central vision that we wanted. Okay, next, what made you guys choose this idea for your business when you were brainstorming? Yeah. Like, you know, like I said before, at first we all knew we wanted to do food. And honestly, I wasn't even thinking of doing matcha or lemonade or baked goods. I was thinking of doing more like, like an entree style food. But we learned that we couldn't do entrees this year, so we decided to redirect ourselves to something that the school didn't already offer that we could offer ourselves. And we know that the Titan Shack has. They already have their snacks, and they sell coffee in the morning. So we wanted to do something different that would set us apart from the other groups. So that's when we decided to do matcha and our lemonades and our baked goods as well. Okay, what is the price of your product? So our matches, um, are five dollars and six dollars. If you want inclusions like strawberry matcha or mango matcha. And our lemonades are four dollars and also five dollars if you want inclusions like strawberry lemonade,

blueberry lemonade. And then we have our best seller, which is our milk cookies. And those are three dollars. We have our double chocolate brownies, which are three dollars, and you get two brownies. And then we have our regular chocolate chip cookies, um, which are two dollars. And we just wanted to have a variety of stuff for people, like for, for example, me personally, I don't like matcha myself. So if you don't like matcha, we have lemonade. And if you don't like cookies, we have brownies. So we just wanted to have a good selection for everyone to choose from. Okay. And then next, how has this process of creating your own business been like for you guys? Is there something that stood out? Honestly, the process, I can say it hasn't been as easy as I expected. I think, um, it's really been having I think because I have such a great group, it's been a lot easier for me. And honestly, if anyone falls short, we can all pick each other back up. So it's honestly been I can say it's been a smooth process and we've just only had a few bumps in the road and it's, um, honestly, it's taught me a lot about opening a business and being an entrepreneur. So I think it's a good experience for anyone to try to open their own business and understand numbers, understanding a break even point. Surveying your target audience. So I think it's just been really informative. Overall. What are some difficulties you guys have been going through like as a group? Yeah, honestly, um, I think our biggest difficulty we had at the beginning of the year, like I said, we were still deciding between what we wanted to do for our group, and we had an entire rebrand. At first we were doing performative, like cafe, which was just like drinks and coffee and frappés and like we completely switched our idea around. And even after we switched our idea around, we've still been tweaking our menu. And of course, we are self-funded. So like, we've been purchasing the ingredients ourselves, we had to make a Webster account like and subscribe to it to get free shipping. Like, honestly, it's been really difficult, especially because we're trying to create something on such a big scale for a big school. And we are only four people and we're producing it out of our own kitchens. And, um, you know, we are high schoolers who our baker Abby, is experiencing baking. But, you know, I've never made matcha before. So honestly, figuring out all the tweaks and kinks like to get the best product to our customers has been really difficult. But it's all worth it in the end. On market day, how do you guys think your business will perform on market day? Is there like an estimated amount of products you guys think you will sell? Yes. Actually, um, our teacher, Mr. Tanner has been guiding us through this process because last year a lot of people sold out during the first few launches and they didn't have enough products for everyone. So we've actually separated our product out. I think we have three sessions where three different groups of people are coming, so we've separated that out into three different groups. So everyone has enough. I think in terms of production, we tried to make enough where it's not that we're making too much and we won't sell it all, but we need to have a cushion because we don't know how much, how many people will be interested in our business. We recently had a pop up, and a lot of people came and a lot of people showed interest. So in terms of product numbers, I think for Marlowe Melts, we're selling one hundred and twenty cookies. Chocolate chip cookies, I also think, are one hundred and twenty and brownies are at one hundred. Our lemonades are at one hundred fifty, matches are at one hundred fifty. So we just have a good amount. We do understand that there's, you know, almost a thousand like there's over a thousand students who go to Northview and there's also staff members who want to buy and students who are coming and parents. So we just wanted to make sure, like, even if not everyone bought from our business, everyone would have an opportunity to try something that we're offering. Okay. And the last question, what's some advice you would give to a student trying to start their own business? The advice I would give to a student trying to know their own business trying to start their own business. I'm sorry. I would say know your target audience. I would say that's really important. Before we even came up with our business, we surveyed Northview students and we asked them like, hey, what would you guys be interested in? What do you

guys like? Because honestly, even if you have a good product, if you're selling it to the wrong audience and you're not selling it properly to them, it's just not going to work out. Like for us, our biggest target audience is Northview High School students. So we thought a good way to do this, like advertise ourselves is through social media and, um, like through TikTok and Instagram. But I feel like knowing your target audience, because if you're trying to sell to an older group, that may not work, you know what I'm saying? So I feel like definitely know your target audience and have a set plan, like, don't stray away from your plan like we've been. We've done a lot of work. Like we've only just recently started making the product because we had to do so much work, planning out how we would make it and how everything would go. So just have your plan, stick to your plan and know your target audience. And from there, you know just there will be bumps in the road. It's definitely not going to be easy, but you got that as long as you have those two. Okay, well thank you honestly for letting us interview you, and we can't wait to see how your product does on market day. Of course. Thank you so much. This concludes this episode of Interviewing Northview Market Day businesses. Thank you so much for listening. For a transcript of this episode, head to the Point of View tab on our website and follow us on Instagram, Twitter, and Facebook at Point of View for updates and new episodes. We're your hosts, Avery, Zara and Raina and this has been point of view.