



Worcester Treats, Bakery

“Trending Treats 4 Change”

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Executive Summary

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Worcester Treats Bakery is a startup bakery that promotes Jeremiah's Inn nutritional program with the hope of using food resources from their food pantry. With the help of the Worcester community, consumers can enjoy our baked goods and help people in need at the same time. Worcester "Treats" Bakery bakes delicious, unique sweet goods to the public with the motive of helping the homeless communities in the Worcester region. We bake to serve those in need, specifically to support the mission of Jeremiah's Inn.

There is potential in Worcester Treats, Bakery as we learned from our market research. Currently, there is a large pool of people interested from our surveys and demonstrated a stimulated interest. There is large market for college students from Clark University and Worcester residents who are looking forward to our service. We promote ourselves as a social-responsible business, with B Corp certification. The big pool of people are interested in our motive are beginning to learn an emerging social-responsibility of small businesses. We hope to raise awareness that business can take a role in helping the community through consumption of our baked goods!

The goal is to invite some of Jeremiah's frequent homeless residents to join Worcester "Treats" Bakery work team. With our Baking Program, we will provide them a paid job and a chance for sustainability. At Worcester Treats Bakery, they will learn about baking skills and earn wages so they can reach sustainable lives.

Our bakery depends on Jeremiah's Inn as a work force and host for the start up of Worcester Treats Bakery. We plan to partner with Jeremiah's Inn so that our goal of promoting their nutrition program can be achieved and carried on for many years. The work force, resources and funding will be some of the dependence we will need. This heavy dependence of Jeremiah's Inn is a risk but through careful steps and small progress, our connection will solidify and form a strong relationship. We plan to be respectful and collaborate closely to ensure a large service to people in need at Jeremiah's Inn. The collaboration is essential for our cause.

We as a team believe Worcester Treats Bakery has potential. Ultimately the bakery is feasible. The startup has been designed to grow and expand for larger service. Through time, our flexibility in management will be tested but our team is ready for hurdles. With our team, and the promising target markets, Worcester Treats, Bakery has a community to work and collaborate with to help Jeremiah's Inn grow in sustainability.

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Section One: Preliminary Feasibility Study

Summary: Worcester Treats, Bakery includes unique baked goods that will be sold for profit and donated to Jeremiah’s Inn efforts to combat poverty.

Unique selling point: Trending Treats for Change

Definition of Product/Service:

Worcester “Treats” Bakery is a service that bakes delicious, unique sweet goods to the public with the motive of helping the homeless communities in the Worcester region. Why unique? With a large menu of sweet goods such as our signature salted caramel Nutella mocha brownie and chocolate bark, we hope to bring a unique addition to the bakery world. As we bake these goods, we have established a goal. The goal of forming sustainable lives for those in need. We specifically plan to support the mission of Jeremiah’s Inn. Worcester “Treats” Bakery will partner with Jeremiah’s Inn nutritional program with the hope of using the food resources already available by their food pantry, as well as using the homeless Worcester community as the main working force to produce the goods. The goal is to invite some of Jeremiah's frequent homeless residents to join Worcester “Treats” Bakery work team and provide them a paid job opportunity where they learn cooking skills and earn wages so they can escape the cycle of poverty while still producing items that can be sold to support Jeremiah’s.

Preliminary Feasibility Study Question 2

Worcester Treat's target customer for each treat made include college students, staff members and the other people in Jeremiah's Inn. If all the products are made to our high standards, it's believed that our target customers will show heavy interest and desire. The variety of treats made by Worcester Treats will provide an option for almost anyone who enjoys a sweet treat.

Sector Background & Core Competencies

In many states in the U.S, poverty prevails through the streets of the biggest cities, Worcester unfortunately is one of them. There are organizations like Jeremiah's Inn, which help combat hunger and poverty. Jeremiah's Inn helps feed over 12,000 people each year through its nutritional center. Of those 12,000 people, many of Jeremiah's frequent visitors are homeless individuals from the Worcester community. (Jeremiah's Inn) With homelessness on a rise in Worcester County, there was an 8% increase of homeless individuals between 2013 and 2014 per data from Central Massachusetts Housing Alliance, it's important organizations like Jeremiah's Inn exist to provide emergency relief while also having sustainable programs set up. That is where Worcester "Treat" Bakery social impact could help Jeremiah's Inn. We believe WTB will provide a sustainable program that can collaborate with Jeremiah's food pantry and teach their frequent homeless visitors skills and provide job opportunities to them. By using the existing food already at the pantry, the business would be saving and using resources efficiently. The baked goods that are made will be sold with the hope that people buy the baked goods that represent more than just a food product, but a vision of change because they are made by people

working towards making a difference. Thus, the money generated from the baked good would go back to support Jeremiah's and their mission to combat poverty.

To meet these core competencies, we hope Jeremiah's Inn continues their partnership with us and that we can maintain a good college event partnership and online presence to sell large amounts of our goods to keep paying the workers and support Jeremiah's Inn.

Section 2: Feasibility Plan

Statement on the Business

Worcester Treats will provide job employment opportunities for many of the people in Jeremiah's Inn, not only by providing them with a job, but a unique teaching style job like program. Worcester Treats will provide them with hireable skills such as baking and customer service, in which they can utilize in the future, with expectations of breaking the cycle of poverty. Additionally, it will generate income to provide Jeremiah's Inn as well as provide many people in the community with tasty treats. Our first line will include brownies, cookies, chocolate barks, and Nutella croissants. One eventual line of treats will be perfect for the upcoming holidays: 'Woo Treats the Holidays!'. This line will be all different 'bark' flavors, starting with the traditional peppermint bark, salted caramel bark, plain chocolate flavored bark (colors will vary), and loaded Reese's Peanut Butter bark. Worcester Treats will set up Baking Programs to make the product through Jeremiah's Inn. The program will be referred to as 'Worcester Treats your Baking Skills'. While working in the kitchen making the treats the workers will be compensated through great job experience and baking skills.

The business will be operated by the three entrepreneurs who started it; Brenda, Josh, and Jocie, the team. Each entrepreneur will have assigned days to go in and work with the people in the program to make sure everything will be running smoothly. The team will also have weekly meetings, discussing finances, plans and any other decisions that may be needed to make or discuss. We will then have select “selling days” where the team will open “pop-up” stores throughout Worcester, to sell products and generate a revenue. As for skills and experiences, each entrepreneur has worked within their communities and received valuable experience helping others. Each person has great people skills, are business professional and have worked in sales or retail job. Additionally, each leader has cooking and baking skills. The team is overall well organized, great leaders and certainly *do not* lack creativity.

Worcester Treats will benefit our mission and organization in numerous ways. The first benefit will be providing job experience and opportunities to the people of Jeremiah's Inn. The second benefit being it will generate revenue to allow the business to be financially sustainable while also providing a variety of tasty treats to the community.

It’s hard to define exact characteristics of successful businesses of this type because there aren’t many, if any, businesses like Worcester Treats. Characteristics of a successful business *like* this one include; great leadership skills, organization skills, creativity, teaching skills and enthusiasm about the business and products. The leadership and teaching skills are needed to make sure the business is running smoothly, and the programs and program managers (teachers) will need the proper training required to get the job done. Organization skills are needed for any successful business to keep everything in order and ensure everyone is doing what is needed of

them. The creativity skills are a necessity in the startup process and branding of the business as well as the continuation of the varying products. Enthusiasm is needed for any business because you are your own brand, if someone isn't excited about their own business how are they supposed to generate sales and be successful?

Worcester Treats plans to operate through the present corporate structure. It does not plan to venture out into separate corporations unless Worcester Treats receives the opportunity to expand to a greater level.

Information on Industry

Trends through any industry can be capitalized on consumers tastes and what they desire. Whether Worcester Treats stays small or decides to expand out larger, we will be able to have a good hold on our sales consumer trends. Worcester Treats will be able to 'treat' to its customer's desires. Customers in this industry prefer handcrafted products which creates a recognizable niche. This niche cannot be duplicated by large bakeries. One trend that Worcester Treats avoids is making its products sub-par to push out more products quicker, this trend may be useful in a large bakery but is not seen as ethical by Worcester Treats. One trend that Worcester Treats has considered is using organic products to please the growing demand for organically made treats. Challenges faced by the bakery industry include the time constraints (unless you are a large bakery that manufactures it's treats), the constant change in prices, and other competitions. Small bakeries face issues such as competing with larger companies. However, if a company has additional services or values to offer to their customers they have something to compete against

large bakeries with. The added values giving the small bakeries some leverage against the larger bakeries.

Worcester treats will vary from its competitor because it returns all the net profits made from sales. Beyond the costs to run the business, Worcester Treats collects absolutely no profits. Additionally, our products are not made in a factory. Each product is made with high standards, A drop off in demand will be responded to by a new line of products along with a fresh, new marketing approach. Worcester Treats expects some of their products losing popularity and is already prepared for it. There are many backup ‘emergency’ plans created and in the works.

Information on Competitors

There are several competitors for Worcester Treats, because there are many places to get a sweet treat throughout Worcester. The number one competitor for Worcester Treats will likely be the dining halls and other places to eat at each college and university in the Worcester consortium. These could be considered competition as many students may choose their campus’ food options rather than paying for it, despite Worcester Treat’s low costs. Additionally, bakeries in the area could pose as a threat to Worcester Treats. However, no business will compare to Worcester Treats due to the great things we do to give back to the community. All while collecting no personal profits other than the experience, as well as the happiness it will bring to the community. Worcester Treats will happily continue to compete with these competitors as long as they exist. There is enough of a market to ensure the life of this business and to support

Worcester Treats and the competition. This is because the demand for sweet treats will never end.

Worcester Treats plans to keep costs affordable without dropping down so low that we aren't making a profit. The costs will be based off of other competitors in the area, but slightly less expensive. In the starting phases Worcester treats does not plan on pricing competitively. Once there is a higher demand for the products, prices will be raised accordingly. Should Worcester Treats decide to raise prices, the company would offer slightly larger portions, as the profit margins will be rather high.

Start Up Capital

Our total start up capital will be to \$20,000. We will mostly need capital to cover salary costs of our homeless workers for the first two months. Besides the salary costs, our other expenses aren't extremely high so the team plans on offering pop-up stands on college campuses and elsewhere to cover the rest. Worcester Treats will home make the first line of treats for initial pop-up stands and sell them to students and staff members until the startup costs are covered. We will partner with existing Clark University Events such as GALA or Noche Latina to promote our baked goods with our pop up store. During these promotional events, we expect to earn a large number of profits (estimating 3,000 or more) to cover salary costs.

Pricing

Pricing had been designed to depend on what baked good it is. It will vary based on what type of sweet it is and how much it cost to produce it. After careful planning, the Brownies will be sold for \$5.00 a piece, Cookies will be \$4.00, Chocolate Peppermint Barks will be \$4.50 and

finally our signature Nutella Croissants will be at \$4.50 apiece. These prices are listed without tax (6.25% food tax). We will also offer deals where combos can be sold. Our largest combo is a 10-sweet package where the buyer can pick any 10 baked goods for \$18.00.

The prices may change as revenues is generated and we might offer cheaper deals for college students. Firmly, the price scaling right now is between \$4.00 - \$5.00; this scale will be uniform and set permanently during expansion.

Section 3: Market Information

Potential Markets

Worcester Treats, Bakery was purely designed for sweet tooth communities who desire to savor and consume unique and exotic sugary goodness we have at our bakery. Our target markets are college students, supermarket consumers, and the public of Worcester. Through our website, online consumers and our target market are available to order online and have shipments made. College students will crave our baked goods and pastries throughout the academic year and we make ourselves resourceful for food during that period. Through tabling and online sales, we intended to engage the community of Clark and soon, other schools such as WPI, Holy Cross, Assumption and more around Worcester.

General consumers will enjoy our baked goods and crave pastries. Many residents can contribute to their city by consuming our goods and understanding what we stand for locally. Worcester is a growing city and through our business they can do their bit to give back by consuming our baked goods! The general public are also welcome to come by our pop-up store

at Clark University or have orders made through Facebook. We will strongly advise to come by our store and get to know our cause and organization.

Through our pop-up store model, we will set up our pop up store with prepared baked goods. We will inform the public directly that our service is available and ready to sell. With a limited supply, we will promote our social media and our website that has online order opportunities. Through our surveys, we have observed and analyzed what many wanted and a pop up store came up a couple of times. They were interested in the concept and since it is common to have tabling at the University center at Clark, many were willing to try it out. Though our social media, we will periodically promote events and let our fans know where the pop up store is and include details about our cause and establishment.

Sales Strategy

Social media advertising is one of major sales projects. The creation of a page, through facebook, was made to promote and form online orders for baked goods from Worcester Treats, Bakery. More importantly, it is our medium to let people know when are tabling and where we are. There are location features on Facebook to let consumers know where we are active. In addition, event posts will be made and through Facebook, we can invite people and then have those people share with their friends and family. An Instagram account was made and designed for visual promotions of our elegant baked goods. With a volunteered, professional, photographer, our baked goods were prepared for beautiful bakery photography and then posted on Instagram for our followers to see and fall bliss to. In addition, our photographer will add pictures of our work with Jeremiah's Inn to promote their nutrition program. We will tag

Jeremiah's Inn Instagram account to connect our account to theirs. Our twitter account is designed for promotional deals or new baked goods added to Worcester Treats, and to share about future events that will be posted on Facebook as well. Tabling sales are our effective practice and we hope to invite many to our tabling at Clark University, to get to know us and our delicious goods.

Market Research

To determine whether this bakery is something people would be interested in, our team decided to give a survey to 35 Clark University Students, and 50 frequent, Jeremiah's Inn visitors. After survey results were retrieved, the findings were satisfying and promising. Out of the 35 Clark students, 24 said they would be interested in Worcester Treats, Bakery. All of them said, they like the cause and so asked how the nutrition program works? The survey overall sparked interest from many of the market from WTB.

The survey also generated interest from Worcester residents who frequently go to Jeremiah's Inn. 48 out of the 50 described a happy response to our cause and they look forward to the baked goods with the help of Jeremiah's Inn members. Most expect a collection of good bakery and that has a great reputation that is efficient and effective.

Wants and Needs

From the survey, there has huge interest for our baked goods with the motive of partnering with Jeremiah's Inn. Many have generated interest and sought to look at our social media outlets such as Facebook. Some post asking what is our cause and why did we create it. Our team is happy to see general interest and potential future customers through our social media sources. Many are asking when is our first tabling and when does the website open? Just with the

survey, many have asked and wanted more about ourselves as Worcester Treats, Bakery. The demand is climbing as people see our Instagram and our invites from our Facebook page. Many join and ask what kind of baked goods do we have? College students at Clark University were pleased to see low costs for our quality of baked goods. The cheap prices were a strategy for our primary stages of sales. The cheaper costs attract many, especially our target audience of students. From the survey, 28 out of 35 students were curious and asked at the end of the survey, “when and where are the tabling to occur?” All the 50 Worcester residents were interested and some have contacted us through Facebook. Most of the 50, (41) have stimulated interest through Facebook.

Per our surveys, the estimate of demand from is potentially large where a collected 70 people, (combined from both Clark students and Worcester residents/visitors of Jeremiah’s Inn). Out of 70, 45 have spread and liked our Facebook page or followed our twitter.

Hurdles and Pitfalls

There are some expected hurdles and pitfalls for Worcester Treats, Bakery. Competition is one of largest hurdle for Worcester Treats, Bakery. Competition with local, preexisting bakeries such as Dippin’ Donuts, and Dunkin Donuts are our largest competitors as a startup business. But with a right motive and clear mission, customers will see more value for our motives than the motives of Dippin’ Donuts or Dunkin Donuts.

Another hurdle is to meet the demand both online and commercially. If our supply is not enough, then there will be delay and customers will be frustrated. Because of this risk, as a

bakery, we are pushing the supply limit and trying to make as much as possible. Jeremiah's Inn and their work force will be an efficient solution for the demand and through time, the demand will be manageable.

Potential Problems and Solutions:

One obstacle can be that our college student targets might not have cash on them. From personal experiences, college students usually don't have cash. To satisfy customers who don't have cash, we have a couple of options. One is the use Venmo to satisfy customers without cash. We can create a page where users can transfer money quickly and with no delay. For the people who yet to pay, we can request money from the user through Venmo as well. Another option is through debit card transaction. Through a small purchase of a Square card reader, we can attach this device to an iPhone and do transactions from our phones.

Assumptions About The Size Of The Business

As a bakery business, our motive is to have a small startup. As the revenue grows and as time goes, Worcester Treats, Bakery can expand. Expansion will take time and we are greatly aware of it. The process will take time and so right now, our efforts and innovation are honed into this pop-up store concept that can generate revenue quickly and time-efficiently.

With our limited resources and funds, right now we would like to serve locally and then expand as the revenue is generated and calculated for innovation. Innovations that include website maintenance, social media marketing campaigning, work force salary, and innovation of nutrition program at Jeremiah's inn.

There will be enough work force and resources to meet the demand of a small target audience at a university and Jeremiah's Inn visitors. Growth might be rapid but in time, rapid growth is expected. If rapid growth can come sooner, the management might be bumpy but with a patient and clear mindset, the money should not be a hurdle. Since we have a reliance on social media advertising and Jeremiah's Inn labor force, costs are fixed. As time and money rolls in, more opportunities will be made available for us to innovate including our website maintenance and upgrading our Facebook page with more engaging aspects.

Adapting to inaccurate estimates is our best bet. Adaptations include the fixing growth estimates and going back to what cause the skewed data. If the calculations are revised, then errors can be seen. Another adaptation is adjusting our sales project through social media and upgrade our website. Innovation should be on our minds, all the time. There is no time to settle and our model innovations is our priority. One of the most important steps to adapt is to gain feedback from our consumers, notice what is lacking or not working effectively. Through many surveys and feedback forums, our team should analyze into that all the time. Through feedback, we can get step to correct ourselves and then act and go back to modifying. Access to money and extra money will help, but feedback is more valuable in our opinion. With the access to money, innovation and progress will be invested into. Especially through social media advertising and through our website maintenance. The many improvements and modifications will be invested continuously because we are a start-up. The only direction for us is up and with access of money, Worcester Bakery, Treats will ascend.

We believe that profit is profit and if it is positive, we are performing well. Whether small or big, profit is signs of progress but it not a sign to settle with. This sign is convincing the team to be worth operating. With any profit, innovation to make more profit is a must and a priority. When the profits are negative, that's when even more innovation should be enforced. There should be questioning when money out of pocket is needed and people are ignoring our products or disliking them. The mission value is pure but when the business can't commit then questioning is normal and reasonable.

Section 5: Start-Up Costs

Worcester "Treats" Bakery will need funds for the following start-ups costs:

- Registering business name \$100.00
- Kitchen supplies: \$600.00
- Bakery accessories: \$500.00
- Website Server fee per year: \$20.00
- Online advertising: \$500.00
- Employee Salary Costs: \$4,400

(\$11 wage * 20 hr/wk * 5 community workers)

Total startup costs: \$6120

With Jeremiah's Inn nutrition partnership, we will have access to the food resources they have and will not need to spend much on food. We will also save money on facility renting because we could use Jeremiah's kitchen.

Since we are an internet based organization, we rely on building a popular viewer website to get most of our orders. The goal is to build an audience through online advertisement and promotion, therefore we expect to generate net income until an estimated 4 months in.

Pro Forma Financials

We anticipate that our business will reach its break-even point 3 months later. Since our business is internet based, we must incur some loss during the first 2 months of building the online audience presence. However, we will be able to withstand some of the loss during that time because the costs would not be so high after some of those one time costs are not considered. For instance, registering business name, kitchen supplies and bakery accessories are all one time expenses. That leaves most of the cost to online expenses which make up less than half of our original startup costs. Until the online presences kicks off, we expect to sell baked goods locally on college campuses through our pop up stores which will cover some costs until then. After the 4 months have passed and our audience has been built, we expect to have large number of online orders with the addition of our promotional events at Clark such as GALA.

Year 1 Projections

Year 1	Income	Expense	Net income
January	1000.00	6120.00	-5120.00
February	1500.00	4920.00	-3420.00
March	4920.00	4920.00	0.00
April	7000.00	4920.00	2080.00
May	6000.00	4920.00	1080.00
June	5800.00	4920.00	880.00
July	5600.00	4920.00	680.00

August	6000.00	4920.00	1080.00
September	6600.00	4920.00	1680.00
October	7000.00	4920.00	2080.00
November	9000.00	4920.00	4080.00
December	10000.00	4920.00	5080.00

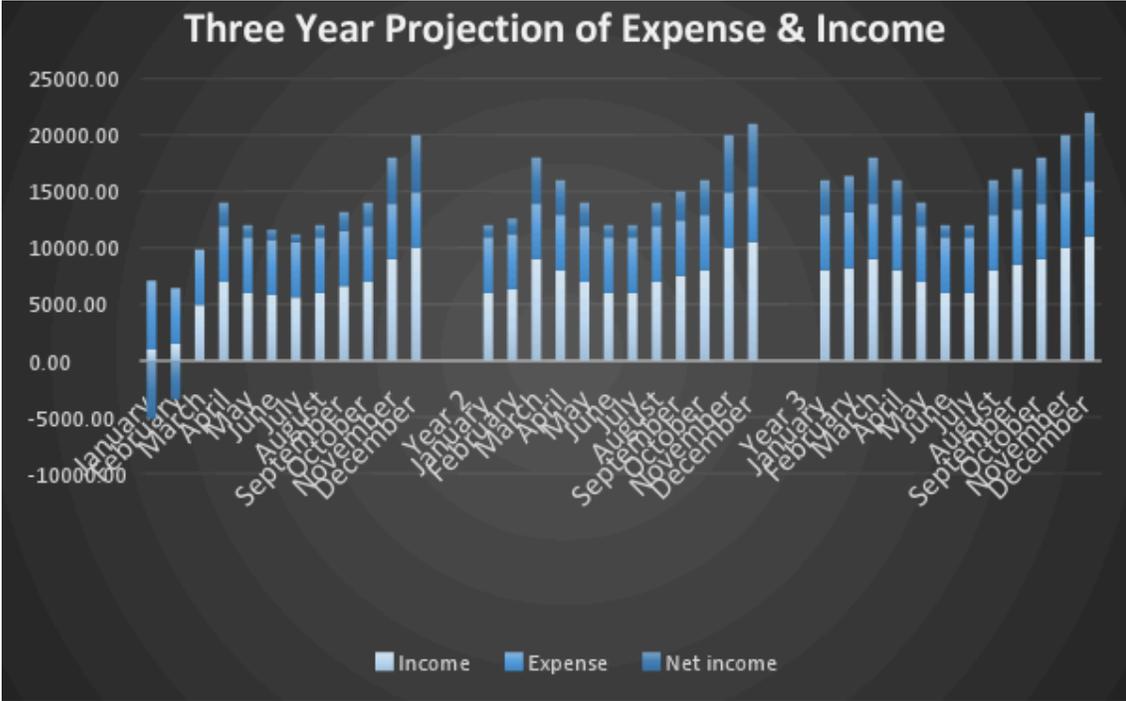
Year 2 Projections

Year 2	Income	Expense	Net income
January	6000.00	4920.00	1080.00
February	6300.00	4920.00	1380.00
March	9000.00	4920.00	4080.00
April	8000.00	4920.00	3080.00
May	7000.00	4920.00	2080.00
June	6000.00	4920.00	1080.00
July	6000.00	4920.00	1080.00
August	7000.00	4920.00	2080.00
September	7500.00	4920.00	2580.00
October	8000.00	4920.00	3080.00
November	10000.00	4920.00	5080.00
December	10500.00	4920.00	5580.00

Year 3 Projections

Year 3	Income	Expense	Net income
January	8000.00	4920.00	3080.00
February	8200.00	4920.00	3280.00
March	9000.00	4920.00	4080.00
April	8000.00	4920.00	3080.00
May	7000.00	4920.00	2080.00
June	6000.00	4920.00	1080.00
July	6000.00	4920.00	1080.00
August	8000.00	4920.00	3080.00

September	8500.00	4920.00	3580.00
October	9000.00	4920.00	4080.00
November	10000.00	4920.00	5080.00
December	11000.00	4920.00	6080.00



Discussion of Feasibility

Based on our financial projections, market research and risk assessments, we do believe our business idea is feasible. With the revenue generated by the sold baked goods as shown in the data, our business will be financially sustainable. Our market research shows there are college students willing to buy our goods for our cause and Jeremiah Inn’s visitors interested in joining our team. With these positive projections our business will not only be feasible but will reach its goal to support Jeremiah’s Inn and their mission.

The one risk that can have a big impact on how well our business does is our website audience. However, with every challenge social entrepreneurs find opportunities. Our business is committed to improving, if our initial marketing strategy does not work as planned, we will change our strategy through different approaches until our goal is reached. Since there are many approaches we can take to solve the main risk, the risk is essentially low and acceptable.

We remain confident in our business and believe there is no better place to invest our money and time. Partnering with Jeremiah's Inn and being able find a sustainable way to fight against poverty is an issue that is important and should be tackled in Worcester. Although there are several other bakery competitors in Worcester, there is no other company that has the same mission and value as Worcester "treats" Bakery. The food market is growing throughout Worcester but we are still confident consumers will buy a product with a good social impact rather than a profit focused business. Finally, the passion and dedication of work put into by our workers that want to better their lives will ensure the quality of our products are always in best condition. Finally, since we are an online based business we will not need to alienate potential customers if our business continues to expand because we can still reach the large amount of audience. If our business continues to grow we will expand on our growth opportunities by providing more goods and welcoming each new customer with enthusiasm. We hope to reach as many people as we can to reach our goal.

Citation:

http://www.cmhaonline.org/index.php?option=com_content&task=view&id=116&Itemid

<http://www.jeremiahsinn.com/programs/food-pantry/>

<https://www.americanexpress.com/us/small-business/openforum/articles/5-steps-to-determine-your-unique-selling-point/>

U.S, poverty prevails in many of the largest cities, including Worcester, Massachusetts. In 2015, 22.4% of Worcester's population (172,365 people) live under the poverty line (38,609 people). Of the 38,600 people, the majority of the poverty share (8-10%) are people that are aged between 18 and 34 years old. The solution is a bakery that will save lives.

Worcester Treats, Cafe (WTB) is a B2C, startup bakery that promotes actions against poverty and gentrification in Worcester, MA. With the help of the Worcester community, consumers could enjoy our "trending treats for change" to educate and rehabilitate impoverished communities at the same time. Worcester Treats Cafe bakes delicious, unique sweet goods to the public with the motive of helping the homeless communities in the Worcester region. By providing rehabilitation and culinary programs to homeless residents, our bakery would provide them a paid job and revive a once homeless person to a skillful individual. At Worcester Treats Bakery, they will learn about baking skills and upon graduation of their culinary training, earn wages so they can reach sustainable and fulfilling lives at WTB.

The startup has been designed to grow and expand for larger service in Worcester, MA. This model has been inspired by a local Cuban Cafe that is partnered with Reyes' House, a leading rehabilitation model aiming to revive, once substance abusive individuals, with vital life skills and training programs in the culinary industry. Cafe Reyes is implementing effective action for individuals to provide delicious cuban food meanwhile educate the public about the journeys of In addition, the operational model was built to be sustainable and environmentally friendly in our production of delicious bakery items. Our vision is to the same, effectively work just with a sweet twist. Under a strong partnership with Hector Reyes' house and the Latin American Health Alliance (LAHA), fighting against poverty can be possible by local support of sweet tooth!

WTC will promote as a social-responsible business and final stage of homelessness recovery, with B Corp certification. This certification is essential to communicate that our social impact efforts are designed to use environmentally We hope to raise awareness that business can take a role in helping the community through consumption of our baked goods!