Jordan Anderson 0:09
Hello and welcome to Point of view where we give students a place to listen, learn and lean in. I'm your host Jordi Anderson. In this episode we dive into Market Day. Market Day occurred on March 15, and those provided by the Junior 3de students. Today's episode, we have two staffers Zara and Ethan that interview two different groups on their products. You can also find some footage of market day on Instagram @NHSpointofview. So the next segment is going to be our interview starting with Zara.

Zara Duque 0:37
Hi Rohan and Remeel. Welcome to point of view. Today I'm going to be asking you guys about your 3de Expo. So can you guys explain a little bit about what 3d e Expo day is?

Rohan 0:47
3de Expo Day is a day for all 3De businesses, entrepreneurship and AP seminar to go sell their products show of their services, or if they are nonprofit, ask for donations. It's a really fun experience for both the businesses and the students coming we'll have not just ninth through 12th graders there. We also plan to have rising freshmen there as well as parents, faculty and other staff members. And it's a really great day.

Zara Duque 1:14
So why did y'all decide to work together for market day? Or like why did you guys choose to be like a team? Like what? How do you guys know each other.?

Rameel 1:24
Us two, along with two of our close friends Shai and Akash are actually the founders and like creators of this product product. And at

the beginning of the year, it was just like a project for us. And so we chose people that we thought we would we would work together well with. And so I chose obviously one of my best friends Rohan and then Shai Akash are also really good friends. And so we thought strong presenters would make a strong presentation. And so that was our that was our group. And then we realized we have to create a product out of this research. So we settled on a protein shake. And that's really how we came together as a group

Rohan 1:55
Also like to note that I chose the other three because they're smart and do a lot of work for me to put on there.

Zara Duque 2:01
What happens like difficulties working together as a group or creating the product.

Rameel 2:06
So a lot of it was just at the very beginning of our thing, we were just getting distracted over and over again, because we weren't focusing on like, like a strong point or a strong alternative for our protein. And so distractions were really huge. And then we

Rohan 2:20
Also like had a couple issues just with sourcing the crickets, it's very hard to buy crickets in bulk, large distributors, often they have a limit on the amount of crickets you can buy. So the amount that we're looking to purchase from market, we have to spread out across multiple orders.

Rameel 2:35

And then finally, one of our biggest issues was actually the the effect that people have when thinking about eating crickets, which is known as the ick factor, the ick factor. And so this ick factor was like hard for us well, whether we try to market or sell our product, because if we market it as as a cricket protein shake, not many people are going to want to try it because of the ick factor that comes along with crickets.

Rohan 2:55
Yeah, we want to market this as a shake just as a good protein shake, not because it has crickets.

Zara Duque 3:00
So can you guys explain a little bit about yalls product.

Rameel 3:04
So our product is a protein shake. Our product is a protein shake that's actually made from crickets. And all of that sounds disgusting at first. The reason we chose crickets is after like extensive research, we found that it's not only benefit beneficial for the composition of amino acids in your body, but also increases the protein update that you have throughout your day.

Rohan 3:21
It also tastes really good. So they're a big part of that one should note. It tastes good. Doesn't taste like crickets.

Zara Duque 3:27
Okay, so how did you guys make your product?

Rameel 3:29
So are you asking more about how we came up with the idea

Zara Duque 3:33
Or like what inspired you to make the product.

Rameel 3:36
So we actually had a, like a project and AP seminar to like, write a research paper and present on whatever we wanted to. And our group shows alternative sources of protein, just like out of curiosity. And so we just, we just researched a lot of different protein sources. Yeah. And then we just settled on crickets because of how efficient they are in the composition and protein source.

Rohan 3:58
And not just that crickets are also really great for the environment that take up minimal space require so little water, it's astonishing. And they don't produce any bad methane gas that traditional forms of cattle do. And that's really how we landed on crickets.

Zara Duque 4:14
Awesome, So how do you make your protein shake?

Rameel 4:18
Okay, so the first thing we got to do is obviously get the crickets. We take those and we freeze them for like about a day. Yeah, until they're dead for sure. We don't want live crickets in our shakes. And then after the freezing process you want to take over

Rohan 4:32
Yeah sure, so because I do make it so that the next step is that we boil the crickets. So then after that I put them in a salt bath. And then after that I dry them and then I let them dry for a little bit. And then after that I put them in a pan and cook them up until they're like crispy and then I tossed that in a blender with some chia seeds, oats and

cocoa powder. And that's the basis for our very simple but very up effective protein powder that we put in all of our delicious shakes.

Zara Duque 5:03
So how do you guys think that your product will perform on market day?

Rameel 5:09
So we're actually quite in the process of like estimating how many shakes we're going to sell. And a lot of it is just depending on how many people are going to be there. So we were like thinking that we could get at least two out of every six to seven people that show up again, we can sell them a shake. And we're still finalizing our prices right now based on the size of the bottles that we're selling.

Rohan 5:31
But right now we're looking at making around, we'd say, 200 bottles for market day, and we're going to sell those in a range between $5 to $9. We think right now. Yeah, yeah. That's pretty much it. Cool.

Zara Duque 5:44
So what are the pros and cons of your product.

Rohan 5:48
So first off is obviously the environmental pros. So for example, to cultivate around one kilogram of beef, you do around 11,000 gallons of water, whereas to cultivate that same one kilogram of crickets, you'll need six ounces of water. So we're saving a lot of natural resources here, both in land and in water.

Rameel 6:05

Yeah, and then factoring in the methane emissions as well, we're actually helping the environment like tenfold actually. And so when talking about how this affects the human body, however, the crickets actually have a higher protein count than almost any other thing except for lab grown protein sources. And this protein, age and the composition of Amino amino acids in your body. And because of this composition, you're able to specialize in the recovery of muscles. And that could be like after a workout, or it can also be after like some intensive surgery or something like that.

Rohan 6:34
So it's really great for your body just overall, it's great for your body environment, and your wallet as well.

Rameel 6:39
And then one of the one of the only few drawbacks that we have was the use of cayenne and an index exoskeleton, which we aren't really able to remove as part of our protein shake. But this cayenne decreases the amount of protein you can consume. You can digest by like 20 22%, but it's still higher than all other Protein Protein shakes.

Rohan 6:58
Also, we should know that anyone with a shellfish allergy should not eat our shake because it could cause an allergic reaction. ,

Zara Duque 7:03
Wow guys, thank you. Thank you guys so much for coming on.

Rameel 7:07
Of course, thank you so much for having us, we were able to really share our product, this interview,

Rohan 7:12
What Rameel said.

Ethan Bradley 7:12
Hello, everyone, I'm Ethan Bradley. And here with me, I have Serena Wong, Riana Patel, and we're gonna be talking about their business for the 3 de market Expo. So like, what was your guys's thought process when you were coming up with this business? Because I believe you are in the entrepreneurship class. Right?

Serena Wong 7:35
Right. We are. So basically, we started from our purpose rather than like, idea, actually, which is a bit contrary to what everyone else did. But basically, we were thinking about how these days like, it's really easy to like, move fast, like through everything, like, everyone's always so busy, everyone always has like all this work and all these things they're worrying about. And it can be kind of hard to, you know, like, connect with people and like have time to spend with people. So we kind of centered our focus around the connections between people.

Riana Patel 8:18
And so we really wanted to focus on like, maintaining connections, or rebuilding them. And so our product is basically customizable keychains that people can use as a gift to share with people or that they can match with to kind of have a reminder, or keep a reminder of that connection they have with others.

Ethan Bradley 8:39
So I guess I can like that goes into like, what exactly is your product that you're trying to sell to people?

Serena Wong 8:46
So basically, we we have these customizable keychains, like Rihanna said. And essentially, it's sort of broken down into three parts. So we have three varieties of products. One of them is crochet, one of them is clay, and then one of them is beads. So basically, people can choose any three things to put together onto a keychain. And it gives them that sort of personalization between them and another person or even if they just want to get it for themselves. Yeah,

Ethan Bradley 9:23
that's like that's a really unique idea. I haven't heard that before. But like, I kind of w vant to talk about like, how did you guys like decide that you wanted to work together on this?

Serena Wong 9:32
So we've actually been friends for a really long time, like we all eight years, we all we all met in elementary school and we're able to maintain that connection. So that's why we thought that we'd be able to work together well, and also it played into deciding what our purpose was.

Ethan Bradley 9:53
So with that, I got a second finally asked me what is market Expo?

Riana Patel 9:58
So market Expo Oh is basically when we show up what we've been doing for the entire year in entrepreneurship, we basically have these projects that we get to show off on March 15. And they're basically businesses that we, that we've developed throughout the year, and they show off what we want as a purpose for our company. And so each each different business has their own purpose. One may be for internships, one may be for allowing connection between people.

Ethan Bradley 10:30
That sounds really fun. So like, what was the like, I know you guys take the entrepreneurship class. So like, everyday, you guys, I assume you're working on your projects. So like, what was like each developing stage of working on this product.

Serena Wong 10:42
So I think it started with ideation. And then once we all sort of had our ideas for the business, and there was a lot of trial and error. To get to that point, we started working more on flushing out what we actually had. So we started sourcing our materials and designing and producing our products, working on advertisements to go out and spread the word about market Expo and about our products.

Riana Patel 11:13
Yeah, and all throughout the thing we've had to like had a business plan with everything that we've done throughout the school year, this included like financial plans, and like testing out our products, creating design tools and creating prototypes. But at the end, we were like just really just working on finishing all our products up.

Ethan Bradley 11:34
So how do you guys think you're gonna perform at market day Itself?

Serena Wong 11:39
Um, well, of course, we hope to sell out at market Expo. I think that with Northviews audience and with our product being designed to be like aesthetic and personal. I think that it will appeal that Yeah,

Riana Patel 11:57

yeah, we had a pop up, we held a pop up shop recently. And we had a lot of success with that to begin a lot of pre orders. So we do have high hopes for a market day for market Expo itself.

Ethan Bradley 12:08
All right, so do you guys think you're gonna continue this business after market Expo is done? Like if you like to sell out or stuff do you think you're gonna continue like taking orders from other people?

Riana Patel 12:18
I think that if we do really well with market Expo, we have like plans for continuing the business, but it would be mostly an online thing. And not very much like a pop up shop inside of school.

Ethan Bradley 12:29
Well, I guess like one final question for you guys is are you having fun with this product?

Serena Wong 12:35
Um, yeah, it's a lot of work. But it's also a lot of fun. We get to crochet we get to sculpt clay and well, I've mostly worked with like wire to build the beads.

Riana Patel 12:48
So yeah. But what I think is great about this product is that we get to put all our artistic abilities together into one coherent product. And so all of us have different strengths. So Sanvi and I love to crochet. And so it's it does take a lot of time, but it's been really great. Shreya is incredible with beads. Shrey's incredible with class, and Serena also create's like the most unique design with beads. And so putting it all together was really just incredible for us.

Ethan Bradley 13:17
Well, I look forward to see you guys on the 15th Thank you everyone for coming out.

Serena Wong 13:21
Thank you.

Jordan Anderson 13:22
This concludes this episode of point of view. Thank you so much for listening. For a transcript of this episode, head to the Point of View tab on our website, @nhsmessenger.org And follow us on Instagram, Twitter and Facebook at NHS point of view for updates and new episodes. I'm your host Jordi and this has been point of view