Grow-NY Youth Competition

Optional Template for Contestants

Introduction

Name and Grade of Students:
Business Name:
Product Name:
School Name:
Teacher Name:

Product

Industry Sector

Animal Health	Distribution	Packaging
Climate Change	Farm Operations	Processing
Consumer Packaged Goods- Food	Food Tech	Soil and Crop Tech
Consumer Packaged Goods- Beverage	Ingredients	Other
Digital AgTech	Irrigation and Water Tech	

Product Description

Students will use their creativity to develop an innovative business pitch for a food or agriculturally-related product.

Slogan

Prototype or Service Description

Provide a detailed description of the product or service your business will offer, including what stage the prototype is in, how it will provide value to customers, and why it is innovative.

Market Analysis

Target Audience

Paint the picture of who your target audience is, how will you “sell” them on your business, what makes your business unique, what are the benefits, where and how your product or service will be provided, etc.

Marketing/Brand

Provide examples of how you will market your business and product or service. Describe the avenues you will use for marketing (social media, flyers, billboards, word of mouth, etc.) and any packaging that may apply.

Product Testing

Describe how you have/will test your product or service and any feedback you have received from your target market customers.

Cost Analysis

Use the provided grid to help determine the cost of inputs, identify the preferred profit margin, and determine your sales price.

Input	Input Cost	Labor Cost (if applicable)	Total Cost per Input
		Total Cost	
		Sales Price	
		Gross Profit	
		Gross Profit Margin	

Example:

A meal costs $1.50 to make and customers are charged $4.00. Gross profit is $4.00-$1.50 = $2.50 gross profit. To find profit percentage $2.50/$4.00= .625 x 100= 62.5% Gross Profit Margin