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
Climate Change
Consumer Packaged Goods- Food
Consumer Packaged Goods- Beverage
Digital AgTech

Distribution
Farm Operations
Food Tech
Ingredients
Irrigation and Water Tech
Packaging
Processing
Soil and Crop Tech
Other

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.

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<tr>
<th>Input</th>
<th>Input Cost</th>
<th>Labor Cost (if applicable)</th>
<th>Total Cost per Input</th>
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**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