

BIG Idea Mentor Contact Information

Finalist Information

Presentation Time: 9:00 AM

BIG Idea Business Name: Bright Horizons	School: Aberdeen Central High School
Name: Kyra Heupel, Addyson Stiehl, and Mallory Bellikka	Grade: 9
Phone: (605) 228-3567	Email: Kh4602@k12.sd.us
Teacher's Name: Alexander Bellefeuille	

Mentor

Name: Abby Murano

Company: Dakotaland Federal Credit Union

Address: 224 6th Ave SE Suite 1 Aberdeen, SD 57401

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Mentor's Job Title: Digital Marketing & Business Development

Company Description/Mentor Background:

Dakotaland is a Credit Union. A not-for-profit financial cooperative owned and operated by our member owners. There are no stockholders, partners or outside owners. We are a full-service financial institution and take pride in serving you, our members, day in and day out for all of your financial needs.

My personal background is that I attended NSU for marketing & management and did my internship thru the SBDC. I was the first intern the year BIG Idea launched! After graduating from NSU I worked at Primrose Retirement Communities in marketing, then at the Aberdeen Downtown Association as the Marketing & Events Director and then found my place in the Credit Union world and have been working to help members for over a decade.

I am a sole proprietor of my side business for 15 years now called Junque Shack. Over the years I've grown and evolved the business to follow market trends and suit our lifestyle!

Company website: dakotalandfcu.com

Facebook (optional): [DakotalandFCU](https://www.facebook.com/DakotalandFCU)

Twitter (optional):

Entry: Bright Horizons

ID: 110

Concept Overview

We help parents achieve the goal of juggling day to day life and family by creating a daycare system unique to all the others. We provide pickup and drop off services as well as education and entertainment. We provide these services to children 1-9 years old. Our facility will have everything your kids need and more including food, entertainment, learning, transportation, and much more!

Product & Service

Bright Horizons Daycare cares for children grades preschool-3rd. Services will include pickup in the morning for preschoolers from 7-8 am, after school transportation for grades k-3rd, as well as dropping the kids off at home from 5-6 pm, these services will be provided by our three jungle themed buses. The preschool bus will have a jungle design on it with car seats modded for your child's age and requirements, the other buses for the school kids will be white with our business logo on it and will also have car seats if parents put in a request, it will also have seat belts for safety. There is an after school service too. During the after school service there will be tutoring in a separate room program for kids who need educational help. When kids get picked up after school they are provided with a snack and drink preferably ones recommended by the parents. Our business will be the first to provide all these opportunities and more! During the summer and other breaks throughout the year we will have field trip options and other fun activities to keep the kids entertained throughout the day while parents are away at work. Also during summer breaks and other days kids may have off from school we provide meals throughout the day such as breakfast at 9:00am, lunch at 12:00pm, and 3pm snack. Our services are like no other and will help your kids have fulfilled time at Bright Horizons Daycare.

Marketing Opportunity

Our business is in the service industry. We provide our services to children ages 1-9 and have room for about 50-70 kids. We are planning on growing our business overtime and spreading the company, as well as expanding to hold a bigger population of kids and employees. Our ideal customers at the start will be people in Aberdeen SD as well as the surrounding areas. Our target audience is mostly young families with kids in school and new families where the parents are busy with work. The families we are targeting are people that are currently living in Aberdeen, SD, and are living off the average income. Factors that will impact our prices and services will be field trips and bus requirements. If parents need to use our bus services provided it is an extra \$20 a week to pay for gas, snacks, and other needs, otherwise just using the childcare services is \$120 weekly. Some field trips may require small payments for necessities while traveling to local places such as the waterpark, parks, museums, library, and even zoos or other festivities in other small towns around Aberdeen. Bright Horizons Daycare will be closed on holidays, and depending on the schools weather decisions, other than that we are open on week

days and national holidays. To promote our company we will invest in radio advertising, billboards, and even a grand opening.

Competition

There are around 15 other licensed daycares in Aberdeen, SD, some of the most popular ones are Boys and Girls club, the YDC, and Just Kidding daycare. There is also the at-home child care and church daycares. However none of them provide all the services we do, such as our bus service. One of our main strengths and unique features is our pickup and dropoff service. We pick up children who may not be in school yet and bring them to our childcare center. Other kids who attend school are picked up by our buses and brought to our daycare for our after school program. Our competitors can compete with us pretty easily, however most cannot compete with our specific services that we provide. We can put a patent on our name, bus design, logo, logo design, and bus features/performance. One of our biggest obstacles as a new daycare service is convincing parents to join our community, however we believe once they see all we have to offer and more, they will be over the moon to join us.

Management & Operation

At Bright Horizons Daycare we will provide our service as well as the management and growth of the business with around 5-7 employees throughout the first year. We will plan on starting with just us three owners for the first few weeks, then hopefully grow our business by getting more employees so then we can up our capacity. Which will lead to more business opportunities in the future. Our employees will learn to work well with children and be able to educate the children in their needed subject. One of the three of us will manage our customer information. Another one will manage scheduling, as in when the bus services will be and where they will be during the day, and also employment. And the third will manage prices and bookkeeping during off peak hours. The physical equipment we are needing is toys for each age group and a bus. A swing set outside of the building. Tv for another opportunity of entertainment. Our ongoing expense will be 120 dollars per week and an extra 20 dollars for the bus service. Other expenses would be for advertisements, building, gas, car seats, bookkeeping materials and other miscellaneous items.

Inspiration

Source: inspired

Details: We wanna make daycare's become better with our ideas

Elevator Pitch

Link: https://drive.google.com/file/d/1bGeTx8BkS-dkO9MCJrh1tsVtDk9_CxfO/view?usp=sharing