

# **BIG Idea Finalists and Mentor Contact Information**

## **Finalist Information**

**Presentation Time: 10:50 am**

BIG Idea Business Name: Fancy Place/ Environ-Mental Food      School: Milbank High School

Name: Hunter Reede

Grade: 10

Phone: 605-949-9547

Email: HR3517@k12.sd.us

Teacher's Name: Jennifer Cleveland

Phone: 605-520-2573

Email: Jennifer.cleveland@k12.sd.us

## **Mentor**

Name: Kelli Schaunaman

Company: Production Monkeys

Address: 20 2<sup>nd</sup> Ave SE., Aberdeen, SD 57401

Phone: 605-262-5075

Email: kelli@productionmonkeys.com

Mentor's Job Title: Account Manager

Company Description: Production Monkeys has been solving marketing challenges for over a decade. From a new business in need of logos and brand development to mature organizations looking for a new website, creative campaign ideas or a more robust online presence- we've effectively executed solutions in a wide variety of industries.

Company website: [www.productionmonkeys.com](http://www.productionmonkeys.com)

Facebook (optional): [www.facebook.com/productionmonkeys](http://www.facebook.com/productionmonkeys)

## **Project Name: Fancy Place**

**Concept Overview:** Environ-Mental Food is a restaurant that prioritizes reducing the waste that comes from normal companies while still serving you the food you love!! Serving all the classics that the Midwest has enjoyed for the last century with an eco-friendly twist. Our name comes from our main goal of service, to provide food that is absolutely "mental" and to be the most eco-friendly restaurant of all time. Environ-Mental Food is the place to be!!

**Product or Service:** Environ-Mental Food is a restaurant serving Midwest favorite food based out of the Milbank SD area. This service will be performed by a chef, a waitress, an attendant, and me as the manager. The benefits of this business are that the people who eat here have the comfort and peace of mind that what they are enjoying will not negatively affect the beautiful environment around them. The unique aspect of this business is that we are striving toward helping the effort to be an eco-friendly world while still having all the comforts of today. One way we are doing this is by using paper dishes and utensils to cut down on the use of depleting fresh water on the planet. These paper dishes and utensils will not become polluted because they will be repurposed and composted in local farms. We will also buy all of our ingredients locally from farms that use eco-friendly practices and

**Marketing Opportunity:** Environ-Mental Food would belong in the Food Service industry. In 2023 the Food Services Industry of the United States is projected to surpass 904 billion dollars and is projected to hit 1,767 billion dollars by 2030. Two of the top trends from 2022 were Vegan or Plant-based options and reducing food waste which my company will do very well. My ideal customer is anyone that is any age and with any income. One factor that will affect the price of my service and make it cheaper is that my company uses paper dishes and utensils. Another way that the service I provide will

be made cheaper is that I will have minimal dishwashing to do so the water bill will not be as high as in some other places. Environ-Mental Food will mainly be promoted by social media websites such as Facebook, Instagram, X, TikTok, Snapchat, and YouTube. The other big way that my business will be promoted is through word of mouth in the area where we are based.

**Competition:** The main competition for my business would be other casual dining restaurants in the Midwest area such as Perkins, Applebees, and, a local restaurant, The Millstone. Compared to my competitors, Environ-Mental Food is a lot more eco-friendly and will produce a lot less waste. We will accomplish that by using our recyclable dishes and utensils, using solar electricity, and only buying our ingredients from farms that have agreed to grow under our eco-friendly practices. These practices include having no additives to make a larger product or larger yield, using mainly green energy for their farms, and the ethical treatment of livestock and wildlife. One strength that Environ-Mental Food will have over the competitors is the lean of social media. It seems like now almost everybody on the internet leans toward eco-friendly and environmentally safe businesses. One weakness that this business has is that it is a local restaurant and not a huge chain business which money can be flowed through very easily. Although the competition to this business are mainly huge chain restaurants, I believe that Environ-Mental Food will not be as easy to compete with as one would believe for a few reasons. As I had previously mentioned the media seems to lean toward supporting eco-friendly businesses over large chains. Another reason is that because this business is locally sourced there is more of a connection to the community so we would have empathy on our side.

**Management and Operations:** Some of the key people we will need are line cooks and servers. This business will also need a manager with at least a little skill in the organization and processing of a restaurant facility. Environ-Mental Food will need a permanent structure in the Grant County area with rooms for dining, a kitchen, restroom facilities, storage, and an employee break room. One of the main technologies

that will be used in this business is a POS system. Also known as the Point of Sale system, the POS would benefit the efficiency, organization, and storage of this business. This system can also be used for many other things such as tracking employee hours, tracking productivity, tracking daily sales, and calculating payments. Having this system in Environ-Mental Food would also benefit the customer experience with commodities such as using their credit/debit card, touchless payments from their phones or other devices, and faster service. Another technology that Environ-Mental Food will use is solar panels. Most if not all of our electricity will be from solar panels which is just another way we are an eco-friendly business. This business' main ongoing expense will be the recyclable dishes and utensils that will have to be in stock at the store at all times. The next largest ongoing expense will be the food we use which because it has no additives or preservatives will cost more to buy.