

BIG CHEDDA'S SEED SPREDDAS

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Executive Summary

Big Chedda's Seed Spreddas is the best solution to invasive species in local environments. Our goal is to solve the issue of nonnative plants without inconveniencing people's day to day lives. Thus, we have come up with two products as a solution. One is a seed spreader that attaches to a mountain bicycle to spread native seeds, and the other is a walking stick planter to plant seeds while people hike. We are a unique company in that this is a new and innovative product that makes people feel better about themselves.

There is a large market opportunity for this type of business. We address the need to solve this issue on a mass scale. Thus, our target market is a young adult who cares for the environment, spends time in nature, and often mountain bikes or hikes. They are likely a middle upper class liberal, and does not care about price when they make a purchase, but rather the moral message behind the product.

There is certainly a demand for this type of product. There are roughly 31,000 bicyclists in Marin County who visit the open space. If I sell a spreader to all of them I have a potential revenue of \$774,690. However, it is much more likely I will reach a much smaller number of them, such as 10%. If this is the case, I will still make an annual revenue of \$77,469. There are about 26,979 hikers in Marin County who would be more likely to buy a Walking Stick Planter. If sell a planter to all of them, I will make \$593,268. Again, this is unlikely, and I am much more likely to reach only 10%, making only \$59,327. In total, my potential yearly revenue is \$1,367,958, but I am much more likely to make about \$136,800 yearly. This number, however, does not account for donations.

I researched more about the demographics of this industry, and discovered that one third of people I surveyed would buy my product for more than \$10, which was insanely high. 60% of people surveyed would donate to my company, and 86% of people were interested in my business idea. I learned that there is a desire for people to restore the environment to the natural state, and people are willing to support that cause financially.

There isn't much competition for my business as it is, as my business model is fairly unique. There are plenty of handheld seed spreaders, but none that attach to a bicycle. The only real competition for that product are those who decide to build one themselves. Although this is cheaper, my company is easier for the people and more convenient for them overall. As for the Walking Stick Planter, there is a kickstarter for a "Fytostick" which is a really similar concept, but it has been in development for the past two years as a concept, and has never started production. I have an advantage compared to them as I am more local, and am cheaper by a factor of 6.

The strengths of my business remain in the novelty sector, especially in that I'm a youth who is already starting a business. However, people might plant non native seeds or not make a donation at all, and this could hurt my business. In order for this to succeed, there needs to be non native seeds in the local area, and the specific county government has to be okay with our business. The only threats that remain is governmental interference or a lack of interest in purchasing the product, both of which are unlikely.

We see a future in which our local environments are restored to their native state. Our mission is to reintroduce native seeds to local environments that have been overrun by invasive species. We value creating adventurous communities with a focus on the restoration of native plants to help combat climate change.

As a brand, we will focus on the adventurous side of things in accordance with our target market. We will create adventure based communities with our customers so we develop a personal relationship and customer loyalty. This will also spread our brand name. Our Slogan will be "Plant your own Adventure" as it emphasizes the adventurous theme of our business. Our brand's personality will focus on this as well, but also incorporate humor to make BCSS more inviting and appealing to the community.

My objective is to generate \$1,000 in sales by the end of May. I will do this by attending events that my target market would. I will also put free seeds at the start of trails to improve PR and spread our brand. I will develop a newsletter to ensure our customers remain loyal and updated on our products and news. I will also form personal relationships through events. Lastly, I will appear as professional as I possibly can, by printing business cards and creating a website.

I will use the engineering classroom to produce my products, as well as my own house. Charlotte Torgovitsky will let me source my seeds from her, and I will also source them from local nurseries, as well as grow my own. With these conditions, I should be able to become operational after 10 days.

My company will have four departments: Management, Design, Construction, and Marketing. I will take the role of manager, first initiating design and encouraging my staff to creatively help me design the most efficient method for producing our products. All of my employees will work in construction at some point, and with each share their resources to market our products to potential customer. I will work to ensure my company maintains its vision throughout its existence.

I will sell the Walking Stick planter for \$21.99 per unit, making a \$9.80 profit on each unit. I will sell the bike spreader for \$24.99, making a \$10.51 profit per unit. I will need to make \$13,742 in the first year to break even. I will do this, and profit by \$7,086. My sales will increase as I start up, But will decrease when the weather is bad, as not as many people will be out in nature. It will increase around the holiday season, as it makes for great holiday gifts.

Positioning Statement

Big Chedda's Seed Spreddas are the best solution to invasive species in local environments because they creatively work to solve this issue without changing people's day to day lives. We sell natural seed spreaders that can conveniently attach to everyday accessories.

Business Description

Big Chedda's Seed Spreaddas sells seed spreader products, starting with one that attaches to a mountain bike, and seed planter walking stick. We value the restoration of the environment to its natural state without having people have to change their day to day life. We are a pretty unique company compared to similar ones because we take an existing idea but give it specific applications. For these purposes, we are more convenient than other companies for our customers, giving us a further advantage.

Market Opportunity

My Business addresses the need to restore the environment to its natural state without actually putting in the effort. My target market will consist of anyone who hikes or mountain bikes in the open space, and is interested in the restoration of the environment. It could also go beyond that, and consist simply of environmentalists who desire to see their natural environment in its native state, and could use my product as encouragement to actually go out and exercise.

According to my data, most people who mountain bike and hike in Marin County are White Males, and 25 years old. He is married, and has 1 child, enough to care for the future, but not too many kids that they have no free time. His occupation is one that does not benefit from the denial of climate change; he does not work for the oil industry, or a massive corporation. He falls into the upper middle class income bracket, making more than \$8,000 a month. He lives in Marin County, with an easy access to open space.

His hobbies include, obviously, mountain biking and hiking, and he cares about his health in general. He dislikes Climate Change deniers, and he is a big supporter of the environment. He is a proud democrat, and he is always open to exploring new ideas and solutions. Typically, you could find him hanging around in nature, whether it be a bike ride, a hike, or even a backpacking or camping trip. He does not care about price when he purchases a product, but rather the moral meaning behind the product itself.

His name is simple, and rolls off the tongue. Joshua Bikerman. When asked about his values, this was his response.

"I hate to see my local bike trails where I shred dirt be covered in invasive species and barren. I'm tired of shredding dirt, I wanna shred seeds as well. I want to spread them around to restore the natural state of the trails and help out the environment, man. I got a wife and a kid at home. I'm committed to staying here, and I'd like to pass something nice on to my kids."



Market Demand

According to the [Marin County Parks and Open Space](#), The parks serve over 6 million per year. If I expect to sell to 1 person for every 200 people that visit my park, I will serve 30,000 people annually. If I assume my product lasts about a year, and that I can also sell the seeds for my product, or specific seeds to those customers, I can assume I will make about \$20 from each customer annually. This means my estimated Annual Revenue will be about \$600K. This seems like an overestimate, but my workers would certainly benefit from this high number. I likely will not reach that high of a percentage of my target audience, as most likely the people who purchase my product will do so because they live here, considering this product is made to be used locally.

According to this [source](#), although it is a bit dated (2011), the annual amount of visitors to open space was about 3.5 million. 91% were from Marin county, 2.4% were from Sonoma, and 1.8% were from Alameda and SF counties. 95.2% of 3.5 million is 3,237,500 total visits to the open space from local areas.

If my main audience for the bike spreader is mountain bikers, and 23% of those were bicyclists, we can calculate that there were 744,625 Visits to the Marin County Open space by local bicyclists annually. If I assume the average cyclist rides about twice a month, I discover there are about 31,000 bicyclists in Marin County who visit the Marin County open space. If I reach 10% of that market, (more or less) I will reach 3,100 customers per year. If I charge \$24.99 per product, My potential revenue (if every single person in my target market purchased my product) would be \$774,690, and my estimated annual revenue will be about \$77,469 from this product. This is assuming I just sell the customers one product per year, and that they don't buy different ones for different bikes, or replacement parts, etc.

If my main audience for the walking stick planter is hikers, and I can assume that people likely won't hike with a walking stick and a dog, I can determine that 30% of visitors were pedestrians in the open space without a dog. If I assume the average person hikes in the open space around 3 times a month, I can assume there are 26,979 pedestrians without dogs in Marin County open space. If I can reach 10% of that market, (more or less), I will reach 2,968 Customers yearly. If I charge \$21.99 per product, my potential revenue (if every single person in my target market purchased my product) would be \$593,268, and my estimated annual revenue will be \$59,327 from this product per year. This also assumes that each of these people only buy one product per year.

Thus, my potential revenue (if every single person in my target market purchased my product) would be \$1,367,958 and my estimated yearly revenue should be about \$136,800 yearly. This assumes that 10% of my target market will purchase my product for that price yearly. This also does not account for any revenue made from donations.

Market Research

I wanted to know the state of the hiking industry, what type of person would purchase my products, how much they would pay for it, and whether or not they would donate if they saw free seeds.

To find my answers, I researched online and discovered that the demographics of mountain bikers are usually people from higher income families. This was good, because it meant most of those people would be able to afford a more expensive product such as mine. The hiking industry is growing, with the amount of American hikers growing by 1.5 times in the last ten years. Clearly, people are starting to hike more, and clearly, they care about the way their environment looks.

For the answers I couldn't find online, I created surveys and discovered that 66% of people would buy my product for more than \$5, and 33% of people would buy it for more than \$10. All the people I surveyed cared about my Business' cause, although that could be a bit bias because most of the people I surveyed had similar opinions. 85% of people would take the native seeds if they saw them at trails to support my cause, and 60% of people would donate money if they saw the sign. 86% of people were interested in my business' idea alone.

From my research I discovered that customers clearly want to restore its environment to its natural state, and they are willing to financially support that cause.

Competitive Analysis

There are no other businesses I could find that have a seed spreader that can attach to a bicycle. There are, however, plenty of seed spreaders that are handheld. Most of these focus on lawn care and cost between \$13-17. However, according to reviews, they often times jam up. Others have problems with parts falling apart. One strength with one of the businesses I saw was the ability to control the angle of the seed spreader. I could use this with my product to ensure the bicyclist did not get sprayed with the seeds. My most specific competition with the bike seed spreader would be people who decide to build it themselves, or simply spread the seeds by hand. Compared to them, BCSS is more convenient for the customers and simply more fun overall. The only other product I could find that could plant seeds as a walking stick was called the Fytostick, but that was still in development for the past 2 years as a concept. Compared to them, I have an extreme advantage because I am more local, I actually am developing, and my price point is much cheaper than theirs (\$22 compared to \$145). The only disadvantage I might have to them is quality, as they are likely produce a much higher quality product than mine, but their product also comes with an app to view the local seeds you can plant in a certain area. For my company, because we are more local, will be able to do a similar thing by posting signs around hiking trails about what seeds can be planted. These signs can also serve as "advertisements" for my business. I could also create a website with all this information on it.

SWOT Analysis

Given the conditions my business is starting in, there are several strengths, weaknesses, opportunities, and threats to my business.

Seed spreaders are a good idea that the community needs because it enables a new way to help restore the environment, a problem with a much needed solution. The novelty of the idea is also a strength because nobody else has thought of it.

Even with these strengths, however, there are ways that this can go wrong. People may not make a donation to the donation box at all, so I might just end up giving away native seeds for free. Also, Native seeds would primarily only be restored along paths, and there might not be enough frequency of spreaders to overwhelm the invasives. Lastly, people could accidentally spread invasive species, which would be detrimental to the whole project. In order to try and prevent this, we will place warning labels along all of our products.

Given these strengths and weaknesses, there are conditions that need to be established in order for this business to survive. The counties must need and want to restore the environment, otherwise there is no need for our product at all. The seeds that are being planted must also not be spread in an area where they are invasive.

The remaining threats to my business are few, and the opportunities outweigh them by far. However, it would set us far back if a certain county disagrees or tries to interfere with the spreading of seeds, however, this is a fairly unlikely scenario. The only remaining threats would be a lack of sales, but obviously that is a threat to every business.

Mission, Vision, and Values Statements

Vision Statement: We see a future in which our local environments are restored to their native state.

Mission Statement: Our mission is to reintroduce native seeds to local environments that have been overrun by invasive species.

Value Statement: We value creating adventurous communities with a focus on the restoration of native plants to help combat climate change.

Branding

My Brand, Big Chedda's Seed Spreddas will focus on the adventurous side of things. As my primary target market is mountain bikers and hikers, I think it's important to create adventure based communities with my customer service style. I will try and incorporate humour into aspects of my brand, but I think it would be fantastic to create ways for people to share stories of their adventures and progress in their local communities with each other. This will create friendly communities that will seem welcoming to new people and help develop relationships with existing customers for brand appreciation and attachment. This will also be my Brand's Personality, a focus on adventure with humor involved in it as well. My Slogan will be "Plant your own Adventure", emphasizing the importance of adventure to my business and also emphasizing improvement on your life through our product. My current Logo is still a rough draft, but it does capture the general idea of what I want. I hope to add a plant growing from the crack between the mountains.



MOST Grid

My primary objective is to generate \$1,000 in sales by the end of May. In order to do this I will attend local events that my target audience would also attend. Some examples of these events include farmers markets, or events organized through the county of Marin. I will also reach my customers directly through advertising. I will create advertisements using Illustrator on my computer, and I will publish these advertisements in newspapers like the Marin IJ, or in the Golden Gate Transit. [For \\$425, I can reach about 300,000 people.](#) I also will put free seeds at the start of trails to ensure the seeds stay local, but also promote my business. A way to ensure that customers spread our brand to their friends, it is important to maintain good relationships with them, and make sure they feel happy about our products. In order to do this I will organize events centered around my products but also focused on the environment and adventure, so that gets associated with my brand. This will also generate more customer loyalty as an intended side effect. I will also donate seed spreaders as prizes in bicycle races, so my target market will learn more about my brand. To maintain this relation, I will create a mailing list of the people who purchase one, so I can reach out for feedback and inform them of new products and events. I will always present myself in a professional manner to appear legitimate and trustworthy to my customer base. In order to do this I will make business cards, as well as a website customers can visit to learn more about my business. By using these tactics, I'm sure it will be a cakewalk to generate at least \$1000 in sales by the end of May.

Operations

There are plenty of assets I have available to me that I can use in my business. I will be able to use the Engineering Classroom to quickly build seed spreaders and walking sticks. They have plenty of tools there, and the right ones I need to operate. I can bring a bicycle to test the equipment while we are there. In order to gather statistics to prove results, I have access to the open space through my neighborhood to test the seed spreaders, and I will use my backyard to test the walking stick planter.

I will be able to come operational in about 10 days after the business first starts running. I will use those 10 days primarily for production of the product, as well as establishing my brand in the market. I will also need those days to get a feel for the company, and start to maximize efficiency during the production stage.

I will source my seeds from Charlotte Torgovitsky, a master gardener who has been very active with MarinSEL students. I also have found a couple resources online such as Larner Seeds, Mostly Native Nursery, and The Watershed Nursery, who are all sources of native seeds that I can use as a 'plan "b"' if Charlotte is ever unable to provide me with enough seeds. I will also forage and grow my own seeds in my backyard to harvest on top of what Charlotte gives me.

After the first 6 months, however, my assets, startup time, and supply chain will change.

I will no longer be able to use the Engineering Room, as it is no longer a school project, and school will be closed. From here on, we will use my backyard, which has access to all the tools I need, to produce Bike Spreaders and Walking Stick Planters. Although the tools I have are not as advanced as Mrs. O's, they should work for our purposes, though manufacturing time will likely increase.

Depending on how sales work out, I expect we will be able to continue sales as normal after the first 6 months. However, in the event that sales did not go as I had projected, or we are short staffed due to vacations, I would expect another week for the company to get back on its feet after the hiccup. If everything goes perfect, however, we won't need to pause sales at all.

Charlotte will no longer be an option because the company is no longer under the MarinSEL name, so I will need to arrange a supply network change to gather seeds from other nurseries. I also will start the garden a month prior, so when I no longer receive inventory from Charlotte, I have an extra backup plan.

Management Plan

In order for this company to succeed, it needs to have tasks divided amongst its employees. There will be five primary key positions: Management, Design, Construction, and Marketing.

The Manager will oversee production, represent the company as a figurehead, ensure the company maintains its values, and clears the pathway toward the future. This means they ensure everybody is doing their part correctly, and will do their best to lead them into the correct direction. On the exterior, they will handle all foreign relations, and on the interior, they will guide the company according to their vision. This means they will also make all the final decisions. Because I hold the vision and I am most familiar with the mission of the company I will take this role. Because we are just starting out, I think it's fair that I take the same wage as the rest of the company at \$11.50 an hour.

The Design Branch will perfect the products so that they fulfil their full potential, and look toward other sectors the company can move into, as well as create possible future products. They will also propose and research decisions they think will benefit the company and its future. Obviously, there is only so much this branch can do, as we will not release a new product every couple of months, so the person who fulfills this role will likely do work elsewhere in other branches of the company as well. Thus, this person needs to be flexible, creative, and hard working. Just like the rest of the company, they will be paid \$11.50 an hour.

The Construction Branch of the company will be the branch that actually constructs the product. They will do everything from building, to testing, as well as packaging. There won't really be an employee who fits this role when we first start out, but rather everyone will work in this branch as needed. As the company becomes larger, we will add employees to actually fulfill this role. Those people will need to be skilled workers who are good with their hands. Some prior experience is preferred, but not necessary. These people will be paid minimum wage.

The Marketing Branch will oversee customer outreach and public relations. Their goal will be to spread our brand and network with people. They will also host events around our product. Thus, a person who fulfills this role should have some interest in sustainability and adventure. They have to be a charismatic person who will be able to communicate effectively with others. They will also have to be able to handle themselves under stress, as customers can get nasty sometimes. Starting out, they will be paid \$11.50 an hour.

In the beginning I expect a lot of intertwining between employees and branches, and when one branch is not doing much they can pick up the workload from the other branch. For example, I expect there to be a large initial demand for construction, but not so much for design, so the designer might work construction for a while instead. Every employee needs to be flexible in this sense. Also, because of the demands of the company, I will praise creativity among my employees.

Financials

The Walking Stick planter will cost \$3.56 per unit, and it will be made of leather strips, bamboo, and pvc piping. It will take 45 minutes to make (although this is a high estimate), and the factory worker will be paid \$11.50 an hour. This means that I will spend \$8.63 on labor per unit, for a total of \$12.19 per unit. I will sell it for \$21.99, meaning I will make a \$9.80 profit per unit.

The Bike spreader will cost \$5.85 per unit, and it will be made of of a bucket, a gear, some metal dowels, a fan blade, and a wheel. It will take 45 minutes to make (although this is a high estimate), and the factory worker will be paid \$11.50 an hour. This means that I will spend \$8.63 on labor per unit, for a total of \$14.48 per unit. i will sell it for \$24.99, meaning I will make \$10.51 profit per unit.

In order for my company to break even I will need to make \$13,742 in the first year. If my sales go as I predict, I will profit by \$7,086. It's hard to predict how my sales will actually go, and this spreadsheet won't let me predict the amount of sales generated through donations on trails, or even possibly hosted events, which are also added revenue.

The month I first start out I will have a net loss of about \$1000, in order to purchase supplies. Admittedly, this is a rocky, but necessary start. For my sales I made a rough estimate based off likely seasonal demand. I would eventually even out and profit \$1,649 my first year, and go on to profit \$8,502 my second and \$8,081 my third.

My startup costs include enough materials for 50 of each product, totalling \$470.50. I also assumed that packaging for each product will cost around a dollar, so in total that's an extra \$100. I also included an extra \$4,799 as working capital. In total, this will cost \$5,369.50 to officially start the company.

I assumed that I would sell less products when I was first starting out, and my sales would increase until the rainy and cold seasons came about, and less people wanted to hike or bike in the open space. I included a bubble around the holiday season, however, as I assume my product will make for fun novelty gifts.

For advertising, I assumed I needed around \$700-800 yearly based off of local advertising costs on the sides of busses and in pamphlets and other things. I pay my employees minimum wage, and I assume they can make a seed spreader and a walking stick planter in about 1.5 hours, which is honestly an extremely generous amount of time.

I set the sales price based off of the higher end of the acceptable purchasing price based off of my surveys. I doubled the COGS cost. By choosing the higher end, I can always reduce the number according to the demand from the market. But it is easier to reduce the price than to raise it.

Financial Projections

