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J'aime



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Executive Summary

J'aime is a non-profit organization that aims to eliminate hunger. Its team works together to service customers as well as the community in which it runs by following the like for like model. The following business plan goes into details about the agency, its founders, and how it plans to operate.

The Entrepreneurs (Founders)

Justin Bressler- Justin is a business administration major at the University at Albany (UAlbany) concentrating in marketing and management. Justin plans to graduate the University Spring of 2014. Justin has experience in the Albany community through programs provided by Feeding America and the Regional Food Bank Association. Justin is also a body builder that has studied nutritional and healthy eating in his free time. His passion for nutrition has led him to become a founder of this social venture.

Charlie Duclos-Seguin- Charlie is a business administration major at UAlbany concentrating in finance and management. Charlie plans to graduate Spring of 2014. She has over 12 years of food-service experience working in both the front of the house, back of the house, and as a manager. Her passion for serving delicious meals as well as helping those less fortunate in the Albany community has led her to become a founder of this social venture.

Krystal Folk- Krystal is a business administration and social welfare major at UAlbany concentrating in entrepreneurship. Krystal plans to graduate the University in Spring 2014. Krystal has always been passionate about bettering those less fortunate than her. She was community service chair during her involvement in the American Marketing Association and now serves on the executive board of the community service fraternity Alpha Phi Omega. Her passion for helping others and being involved in the community led her to become a founder of this social venture.

Giovanni Holmquist- Giovanni is a business administration major at UAlbany concentrating in marketing and management. Giovanni plans to graduate the University Fall 2013. He has 6 years of experience as a manager of his family's small business and has been in the food-service industry for 7 years. Giovanni has also held leadership positions in three on-campus organizations. His passion for using small business to better communities led him to become a founder of this social venture.

Carolina Villa- Carolina is a business administration major at UAlbany concentrating in finance and management. Carolina plans to graduate the University Spring 2014. Carolina has experience in human resources, inventory management, and store operations through her numerous jobs and internships. Carolina is also actively involved in her sorority, Sigma Iota Alpha, which organizes events for students and programs in the community. Her passion for community involvement led her to become a founder of this social venture.

The Venture

After looking at our skills and experiences, we decided to focus on social entrepreneurship; we want to start business that helps out the community. Specifically, we want

to help decrease and eventually end hunger in the New York Capital Region, starting with Albany, New York. In order to do this, we figured it would be best to build a company that focuses on a like for like model. This means we will provide food to those in need by selling food to those who will also benefit from our services. Moreover, for every meal we sell, we will donate a meal to a family suffering from hunger.

Additionally, we want to provide these families in need with the knowledge and skills to become self-sufficient in terms of nutrition. We want to offer classes that provide the members of our program information about eating healthy. Members will gain knowledge on what foods are better choices for their bodies. These meals will be affordable enough to fit in their budgets. Members will also learn of low cost ways to be healthy. They will be provided with information of services such as farmer market, coupons, and programs they can become involved with in order to obtain the healthy ingredients needed to prepare the recipes we teach them, which happen to be the meal we will provide them with.

Our Goals

Ultimately, our goal is to end hunger. However, we know this will take time. Therefore, we want to focus on decreasing the amount of hunger in the Albany, NY region. We want those who are hungry to be provided with meals and the knowledge and skills of choosing the healthier and affordable food options. Overall, we want hunger to be removed from Albany's top problems; providing meals and knowledge to those who are hungry is how we will start doing this.

Required Resources

Our required resources will be discussed in more detail later in this business plan, but they include the following: a space to hold educational classes and cook the food; volunteers and interns to help with the preparation and delivery of the food and cleaning the kitchen; connections to local farmers markets, social services, and other useful resources; and funds to start the company.

The Business Model

The following section explains the problem we are trying to eliminate, our vision and mission, our name, the services we provide, and how we will provide those services.

The Problem

After doing some research, we discovered a continuing and increasing problem in the Albany area, poverty. In 2009, 28.1 percent of Albany's residents had an income below the poverty line while New York State's average was 18.2 percent. According to the Household Food Security in the United States in 2010, an estimated 85.5 percent of American households were food secure throughout the entire year in 2010, meaning that they had access at all times to enough food for an active, healthy life for all household members. The remaining households (14.5 percent) were food insecure at least some time during the year, including 5.4 percent with extremely low food security—meaning that the food consumption of one or more household members was reduced and their eating patterns were disrupted at times during the year because the household lacked money and other resources for food.

The prevalence rate of very low food security declined from 5.7 percent in 2009, while the change in food insecurity overall (from 14.7 percent in 2009) was not statistically significant. The typical food-secure household spent 27 percent more on food than the typical food-insecure household of the same size and household structure. The effective way to gather such information is from the actual individuals who are suffering from poverty. A way in which the government has been able to track as well as provide some hunger relief is through their offerings of food and nutrition assistance programs. Fifty-nine percent of all food-insecure households participated in one or more of the three largest Federal food and nutrition assistance programs during the month prior to the 2010 survey which helps make sure that the information about the problems faced in many households is accurate

According to the bureau's 2010 American Community Survey, from 2009 to 2010, the share of Albany residents living below the federal poverty line increased from 22.9 percent to 28.2 percent. The poverty jump in Albany easily outpaced the region wide increase. In Albany, poverty rates are nearing levels seen in some of the nation's most famously troubled cities. The Albany Business Review informed the public that same year that New York State had the 17th highest poverty rate in the nation and the highest poverty rate in the Northeast, with the city of Albany ranking the sixth poorest among the 26 New York cities.

After analyzing this information, we realized that we needed to help the 14.5 percent of U.S. households who struggle to put enough food on the table. This may seem like a small percentage but it actually includes more than 48 million American of which 15.9 million are children who live in these households.

Our Vision and Mission

Our vision is to develop a healthy community where hunger is not a problem regardless of one's age, gender, and socioeconomic status. There should be no parent that has to worry when their child is going to get their next meal or simply not eat in order to give the food to their child. We want to make sure that everyone in the community is educated on the nutritional value of the food they eat and where their food comes from. Additionally, through classes we will be offering to the public, we want to educate community members about the importance of healthy eating and provide them with skills and knowledge on preparing such meals in their own homes. It is not enough to just provide meal, but to give them hope; to give them the opportunity to bring something home. We want to provide them with skills that they can use and instill onto their families.

Our social mission is to provide meals to hungry families, offer services to those families that encourage self-sufficiency and improve their quality of life, inform the wider public of the needs for the hungry, and advocate for resources to meet those needs in order to end hunger in the capital city.

Our Name

When we first began the journey to this business plan, our beginning idea for the business side of our venture was to open up a high-end restaurant named *J'aime*. At first we kept this name because we felt that it would attract the financially wealthy individuals and would describe

the quality of our restaurant. Once, we shifted direction into the delivery service area we decided to keep *J'aime* as our name simply because this French word stands for “I love”. We are doing everything in our hands and collaborating with others to stay true to the love we feel for what has become our community.

Some may argue that our name does not reflect our target market; however, we believe that it reflects our values, goals, and mission. It supports the reasoning behind our actions and shows our love for this community.

Products and Services

J'aime will be delivering nutritious, delicious, and local meals to senior citizens in the Albany area at affordable prices. In turn, this will allow us to accomplish the one for one meal program we established to feed the low-income families in Albany. In other words, we will give an equal value meal, from those sold to senior citizens, to the financially disadvantaged families who sign up and qualify to receive the benefits from our social venture.

Approximately twenty percent of families in the Albany area are made up of a married-couple, 9.7 percent of male without wife present, and 70.3 percent of female without a husband present. *J'aime* plans to help any type of family out who is in need and has limited access to food. Through our partnerships, which will be discussed later on, we will provide fresh and nutritious food, convenience, improved health, and information in regards to the importance of a balanced nutrition.

Innovations

Although we are not reinventing the wheel, *J'aime* is taking the like for like concept and is providing a meal for a meal. When we were doing our research, we found that a venture like ours has been unheard of in Albany. Although there are organizations that are trying to relief hunger as well, they approach it in a different way.

The Triple Bottom Line

Our venture follows the pursuit of economic, social and environmental outcomes, better known as the triple bottom line. The poverty levels in the Albany area are increasing especially since the income of many is being affected by the recession while costs are not decreasing. Even though there is less money available, there are still the same amount of members in a family that need to be supported, rent and bills to be paid, etc. *J'aime* is relieving the economic burden that low income families have by not only providing free meals to them but by teaching them of ways they can budget the little money they have and make it worth a lot in terms of more nutrition and better health.

The social aspect of our venture is to help out the families that lack the support they need. As a result, *J'aime* will decrease and eventually eliminate hunger in the Albany and New York Capital Region. In the process, we will decrease our carbon footprint by using farmers markets to

get our fresh products, and we will join forces with an organization that will take our garbage and recycle it or use it for compost.

Organizational Structure

We are a nonprofit organization partnering with for-profit business and nonprofit organizations to form a strategic alliance for bettering the community. From our partnerships, we will have our support in buying goods. Additionally, the for-profit will get a tax break from partnering with us, which is an incentive for them to work with us. From the nonprofit organizations, we will receive a space to work in and products to work with. In turn we will work together to combat the hunger problem and create a bigger impact. Overall, it is a mutually beneficial deal.

Partners and Stakeholders

In terms of partners and stakeholders, we plan to contact social service agencies in order to get updated information on the population in the Albany area that qualifies and participates in the government nutrition assistance programs. We will reach out to religious leaders and individuals from Social Organizations Dedicated to Hunger Relief to determine the extent to which the hunger problem is being addressed and where there may be gaps in the service. They are willing to partner with us because we will aid them to relieve hunger and allow them to market their services through us as well. Some of these organizations include United Against Hunger, Enactus, Hunger Action, and Faith and Hunger Community. Since our beneficiaries must have a valid EBT Card, we will see that everyone who has one and continues to struggle. These are the people who will get our support.

In addition, we will reach out to local grocery stores, food pantries and the local food bank to get food products that have not been processed as much, as we want to provide more nutritious food. We would also use these places to market our services and to provide nutritional information. Some of the potential partners in this category would be Hannaford, Price Chopper, and Trader Joes. By partnering with local restaurants we will gain access to a kitchen to cook and prepare the food for delivery, access to suppliers as well as space for events that will bring attention to our venture, which can help motivate people to donate to this great cause. The local restaurants would receive tax incentives and it would bring a social activism element to their marketing, which would grab the attention of its customers. Volunteer organizations will aid in operating activities and in marketing our social venture while they get to fulfill volunteer requirements and make a real difference in the community. Our volunteers will be selected with caution from the Office of Conflict Resolution, the Community Accountability Board, and the All Greek Council from the University at Albany.

Operational Plan

We followed the Gantt chart to build our operational plan and to list the short-term and long-term operations that are required to launch and maintain our business plan. The short-term part is divided in two pieces: the first six months of our business' life, including all what needs to be ready and done before the opening and the next six month of the first year of operation. The

operational plan also includes the growth strategy, because growth is the only option for our company to continue existing after the first 6 months.

Starting the Enterprise

The menu was the first thing we needed to create. We wanted a menu that would be simple, attractive, and give our clientele a variety of options to choose from. The menu will have combo options of one meat (chicken, beef, and pork) or fish and choose of two sides from a list of four choices. We also offer three different pasta dishes and five different sandwiches that comes with either salad or homemade potato chips. We would also work closely with an experienced chef that could help us create healthy, fast and simple dishes for our menu. We keep one common price for each option so our menu is easy to remember and the clientele knows what to expect. Prices can always be subject to adjustment, as well. The next step is to recruit volunteers and intern to help us accomplish the daily operations. We also need to create partnerships to help us with the supply of ingredients, tools and facilities. For the food and ingredients, we will need to link up with farmers and/or farmer markets and grocery stores like Hannaford. For the facilities we need to find kitchen space from places like churches or community center to start with. It will allow us to avoid rent cost as we first start our business. We want to partner with local businesses as much as possible in order to agree with our business values and our objective to keep our business local oriented. It could be a good option to help us starting the cooking classes in the most convenient location we are using. Our goal is to be able to own our cooking space within a year of successful operation, which will make it easier to manage the schedules between business activities and the cooking classes. During that second part of our first year, we will like to increase our partnerships as we increase our activities.

Short-term Operation

For our day to day operations to serve the customers and beneficiaries, we will need to gather food every day of operation to cover the demand of our clientele. This is not an easy task as we start our venture since we do not know how the target markets will respond to our service and products. However, since we chose to create a fix menu, we will be able to adjust the quantities. Every day of operation, we will need to keep track of our sales, costs, and expenses figures. We also need to keep track of our productivity for the business and the mission parts. Finance and inventory management should be a weekly, if not daily, activity. For the classes, each week we will have to organize a plan for the upcoming class. This involves planning the meal that will be taught and the nutrition topic that will be covered as far as learning objectives. We also need to inform and educate the rest of the population about hunger in the capital region and in America.

Long-term Operation

Business milestones must be attained and maintained in order to be successful. On the long-term side, we will need to continuously promote and market our venture in order to maintain and grow the demand for our products and service. We also need to raise funds, apply for grants, and look for donations in order to finance our activities and help for growth. We believe growth is our main long-term activity and goal. We want to make sure we create a

business concept that will be easy to duplicate and scale up into more low income neighborhood so we can follow our mission of ending hunger in multiple regions.

Exit Strategy

S'aime is not planning to set a closing date because we believe that hunger is a long-term issue that will require several efforts in order to reduce significantly or eliminate. As we plan on expanding, we will need the financial support from donors, investors, charity, grants and so on. However, we believe our venture is profitable and, in this case, we believe that we will rely less and less on monetary donations and more on profits, which will be reinvested in the company and mission.

However, in the event we run out of business, our business structure can be implemented to some of our partners' businesses and our mission to fight hunger can still continue. The one for one concept and our social service resources can still be used and can be incorporated to a business that might have a similar vision and mission as ours. Such a business could integrate our business plan to theirs. They would need to modify the specifics, such as the menu and one for one model, and be more successful than we were.

The Market

In order for a business to succeed, its founder(s) need to understand the market it is competing in. The following information explains the market plan, competition, and target market *S'aime* will be involved with.

The Food-service Industry

USDA defines our industry as following: "Foodservice outlets are facilities that serve meals and snacks. Commercial foodservice establishments accounted for the bulk of food-away-from-home expenditures in 2010. This category includes full-service restaurants, fast food outlets, caterers, some cafeterias, and other places that prepare, serve, and sell food to the general public for a profit"

Struggles in the industry relate to very thin margins, waste, recalls, and food safety. There are also many policies and regulations that need to be considered. It is also a very competitive environment for businesses.

Our Potential Competition

As far as our competition, we identify Meals on Wheels because they provide low cost meals to the seniors who are in need of additional assistance. However, we believe that they could be more of a partner than a competitor since they target the people we aim to serve and teach. In other words, the elderly Meals on Wheels focus on are the people in need who we hope will benefit from our products and services. Additionally, fast food restaurants are competition since they offer meals at low cost. However, we think we have a serious competitive advantage since we offer and focus on quality, variety, nutrition; and because we are serving a social mission along with our business model.

Our Target Market

As we launch our company, we are targeting to sell meals to the elderly and the students' communities of the capital region. In Albany, 14.6% of the total population is 65 years of age or older and the market is expanding. We believe that for our first year of operations, these two target markets are more likely to need assistance for the preparation of their meals and are able to afford our low cost meal. After a year of successful operation, we want to open our target market to any individual of the capital region who is interested in purchasing low cost, healthy, and delicious meals that provides free meals to a low income household.

Human Capital

An idea is only an idea until people take action. Our human capital is essential to the success of our social venture.

The Board of Directors

The board of directors will initially be comprised of the founders of *J'aime*. The board will oversee all of the operations of the social venture and act as the top management team.

President/CEO- Krystal Folk

Krystal is pursuing a dual degree in both business and social welfare at UAlbany. Her education as well as her community service and work experience makes her the ideal leader of *J'aime*'s top management team. She is charged with the duty of leading the top management team in fulfilling the venture's mission and strategy. She is committed to all three aspects of the triple bottom line and is dedicated to the mission of hunger relief in the Albany Community.

Vice President of Business Operations- Giovanni Holmquist

Giovanni is graduating this December (2013) with a degree in business administration. He has had a great deal of business experience as a manager at his father's small business. He also has served as treasurer of two organizations at UAlbany for a total of 2.5 years of experience. Giovanni is charged with the duty of ensuring the profitability of the business side of *J'aime*'s operations. Giovanni is committed to provide nutritious meals comprised of local ingredients to the Albany's aging population at fair prices.

Vice President of Community Operations- Carolina Villa

Carolina is a business administration student at UAlbany. Her experiences in human resources through her previous employment and internship, and her community outreach experience gained through her active involvement in her sorority makes her the ideal V.P. of Community Operations. Carolina is charged with the duty of recruiting interns and volunteers as well as organizing the social mission end of meal deliveries. Carolina is committed to making sure all of our stakeholders are in good hands by screening potential volunteers and interns as well as making sure our services reach those who need it most.

Vice President of Finance- Charlie Duclos-Seguin

Charlie is a finance major at UAlbany. She has had a great deal of deal of experience in restaurants as a worker and a manager. She is charged with the duty of keeping an accurate record of *Faime's* financial operations. She is also responsible for organizing our educational programs due to her food service experience. Charlie is committed to providing an accurate and transparent account of the venture's financial operations and educating the community on healthy, low cost food preparation.

Vice President of Marketing- Justin Bressler

Justin is a marketing major at UAlbany. He has experience with Feeding America as well as with the Regional Food Bank Association in Albany. His marketing knowledge combined with his experience in the community make him the ideal V.P. of Marketing. Justin is charged with the duty of maintaining *Faime's* presence on social media and in the community. He must advertise both our services on the business side and on the social side. Justin is committed to promoting the ventures services and ideals while advocating for resources for those less fortunate.

All board of directors will be volunteers and assist with operations on the weekend as well as have weekly meetings to discuss the venture's strategy and performance. The board of directors is the main driver behind *Faime* and has dedicated much of their time and money to the mission.

Interns

We will offer part-time internships to local college students for experience and academic credit. We plan to attract students interested in business, social welfare, and culinary arts. These interns will help with our operations when we are open by helping us advertise, preparing meals, delivering meals, and other general business operations. As students ourselves, we know what interns are looking to gain out of an internship and we will create a program to help them get the most out of their experience while contributing to the success of our social venture. We will advertise our internships to students attending UAlbany, St. Rose, Hudson Valley Community College, Schenectady County Community College, Sage College, and Union College.

Volunteers

Volunteers will play a pivotal role in our operations. We will rely on volunteers from trusted sources to assist with marketing efforts, food preparation, and meal delivery. We will only use volunteers referred to us from trusted sources to ensure that our business and those who use our services are in good hands at all times. There are many organizations that require students and community members to complete community service hours. We plan to partner with these organizations as well as local church groups and others that share the same mission to create a large network of trusted and dedicated volunteers. Possible organizations include UAlbany's All Greek Council, The Community Accountability Board, Office of Conflict Resolution, and The District Attorney's Office.

The Marketing Plan

In order to gain donors, customers, and participates in our social service program, we will need to advertise. Our marketing strategy is essential to our growth and survival.

Go-To-Market Strategy

Our go-to-market strategy will have two sides: the social side and the financial side. The social market will consist of the individuals living in the low income communities of the Albany area. We will be using the channels of meal distribution and educational workshops to connect with these individuals and show them how they can make these meals at a low cost and give them the ability to bring this knowledge home. Through these channels, we hope to promote that just because you have a low income, does not mean you cannot provide for your family. We will address not only the need to provide hunger relief to these individuals, but also the skills they can use down the road. This will draw constant attention, because there will always be something new for these individuals to learn (i.e. recipes, nutrition tips). This will make it easier for these individuals to provide for their families since they will have some insight into making healthier meals for their families. The financial market will have two segments. Our primary financial market is the elderly members of assisted living communities. These elderly members have a need for home delivered meals and have the disposable income to purchase them. Our secondary market will be college students residing in the Albany area. This market prefers convenience over cooking.

Social Media Marketing

We will use social media to inform the community of the needs of the hungry and give them the opportunity to lend a helping hand. We plan to create social media profiles on many platforms including Facebook, Twitter, Instagram, and Indiegogo; some of which we already have (see appendix). These profiles will keep the community up to date on our progress of our social venture, as well as give individuals the ability to help out.

Community Marketing

To promote our social venture, we will advertise in the Capital City Rescue Mission and the Arbor Hill Community Center, as well as local churches and soup kitchens. We will promote our financial side through assisted living communities, community centers, and college campuses. The latter will be used when we expand our financial market to college students.

Our Delivery Vehicle

Our delivery vehicle will serve three purposes. During the summer months, these bikes will be used as part of our commitment to sustainability in the community. These vehicles will save money on gas costs and promote health and well-being. They will also serve as a means for delivering meals as well as promote our brand image. During the colder month, volunteers will use their own modes of transportation to deliver meals.

The Financial Plan

For our social venture to be viable in the long-term, we must prove to be self-sufficient and able to generate enough money to fulfill our social mission.

Startup Money

For startup money our projected expenses for six months of operation total \$24,441.25. These expenses would cover legal fees to form a non-profit, kitchen rental, insurance, cost of goods sold, loan payments, and fulfilling our social mission. To cover these expenses we are seeking multiple grants, the UAlbany Seed Loan, and a no interest loan from the founders. If we receive the funding we request, we will have a total of \$35,750, which is \$11,308.75 more than we need to operate for six months without income.

The two grants that we are applying for are the Walmart Local Giving Grant and the AXPEF Community Program Grant. The Walmart Local Giving Grant is a grant that awards between \$250-\$2,500 to a 501(c), (3),(4),(6), or (19). The non-profits must be giving back to the local community that a Walmart or Sam's Club operates in. We believe we would be awarded at least \$250 from this grant. The AXPEF Community Program Grant is an annual \$500 award given to an Alpha Chi Rho Fraternity Chapter that is involved in educating the community. One of our founders, Giovanni Holmquist, is a member of Alpha Chi Rho and is eligible for this \$500 Community Program Grant.

Besides grant money, we would need to take out loans in order to being our operation. We are applying for a \$30,000 UAlbany SEED Loan which carries a 7% APR. We believe we are eligible for this loan since we are UAlbany Business students that are attempting to serve the needs of the greater UAlbany community. With this loan we would not only receive funding, but have access to all of the training programs and resources the SEED program makes available to applicants. We would not elect to take the full \$35,000 microloan to avoid paying unnecessary interest. To make up the other \$5,000 of the SEED loan, each founder will loan the business \$1,000 at no interest. This will reduce the amount of interest the business will have to pay back on loans.

Projected Cash Flows

For 2014, we plan to be open and delivering meals three nights a week. We project that on an average night we will sell 35 meals at \$8.99 a meal with delivery included in the price. Our projected revenue from meals sold this first year is \$49,085.40. We aim to increase meal sales by 10% in 2015 that would generate \$53,993.94. To support our meal revenue and to help advertise our brand, we will also sell *Faime* logo t-shirts at \$15 apiece. We project to sell 100 in 2014 and 200 as we grow in 2015. This would generate revenue of \$1,500 and \$3,000 for each year respectively.

For our cost of revenue, we project that we will encounter costs from the cost of food, packaging for food, food delivery, and the cost of the branded t-shirts. For cost of food we project that purchasing food from our local suppliers will cost us 25% of food delivery sales. We project that food packaging will cost us 2% of food delivery sales and delivery costs will average out to 5% of food delivery sales. Our projected t-shirt costs are provided by customink.com and they would charge us \$648 for 100 t-shirts and \$1134 for 200 t-shirts. Total cost of revenue for 2014 is projected to be \$14,146.33 and \$18,412.07 for 2015. This would leave us with a gross profit of \$32,439.07 for 2014 and \$38,581.87 for 2015.

For operating expenses, we would have startup costs that would only apply to our first year of operation. We have \$1,850 budgeted for legal fees for creating a non-profit corporation and \$400 allocated for our marketing and local delivery bicycle. To fulfill our social mission we project spending 25% of food delivery sales on meals for the hungry each year. For 2014 we have budgeted \$50/month for educational programs, for a total of \$600. We plan to double our spending on educational programs for 2015 totaling \$1,200.

The remainder of our operating expenses is constant from year to year. We are planning to rent a kitchen at \$13/hour for three nights a week, six hours a night. This is going to cost the business \$12,168 a year. For marketing and promotion, we have allocated a budget of \$647.88 per year. We believe this should be sufficient since we are doing the bulk of our marketing through social media and other free services. We have planned to pay \$100/month for insurance and to pay \$3,235.80 a year in loan expenses for the SEED funding. Our total projected operating expenses for 2014 is \$32,373.03 and \$31,950.17 for 2015.

Overview of Finances

Based on these projected revenues and expenses we project to be profitable our very first year of operation. Our surplus for our first year is projected to be \$4066.04. Our surplus is expected to grow to \$6631.70 in 2015. Renting kitchen space hourly in the short term drastically reduces expenses as opposed to owning property or having a lease. Our financial success also hinges on our initial supply of free labor by our board of directors, student interns, and community volunteers. We realize as we expand we may have to create paid positions to retain employees.

Not listed in our projected cash flows are grants and donations that may positively impact our venture. The AXPEF grant mentioned earlier is an annual grant that we are eligible for as long as Alpha Chi Rho is involved in our venture. As we grow and gain a presence in the community we may become eligible for more grants as well as be able to attract donations because of our positive community image. Many local supermarkets donate food and nutritional information to charities. These donations can help lower food costs as well as educational program costs. Another donation that may decrease our costs is the use of church and community kitchens. By using these kitchens as opposed to renting space, we can save money by either lowering or avoiding our kitchen rental costs. We also plan to use the crowdsourcing platform, Indiegogo.com, to raise money for the hungry. This money would go straight towards our social mission of providing meals and educational programs to those less fortunate.

Any surplus generated by the non-profit will either be used to expand our venture, fulfill our mission, or to decrease debt. As we begin to generate money, we can use surplus to purchase business assets that will help expand our operation and reach. We also have the ability to use the surplus to provide additional meals and services to those that need assistance in the community to help fulfill our social mission. A third use of the surplus would be to repay debt, either to the founders or the SEED fund. The board of directors will use their best discretion to determine the appropriate use of the surplus.

Risk Management

Risks are present in every business and steps must be taken to avoid all possible risks and to minimize their impact if the risk is inevitable.

Possible Risks

There are many possible risks for our social venture ranging from not enough demand for our services to too much demand for our services. We also realize that without owning or leasing real property, there is the chance we may not have a commercial kitchen for use on a given night. We might have a limited amount of food on a given night and a surplus on another since we are depending on donations and deals with farmers/ farmer markets and other local food places. There is a risk that we may not have enough volunteers on a given night or that volunteers may not be fit to work for our venture. We could have volunteers get injured while providing our services, either in the kitchen or on delivery. These represent some of the possible risks that would be detrimental to our venture.

Steps Taken to Minimize Risk (Scenario Planning)

We have taken steps to minimize these risks when planning our social venture. Using the concept of “one for one” we will donate one meal for every meal sold. This will allow us to budget how much food to order in order to prepare are donated meals each night. This will allow us to ensure that if we have a very high or very low number of meals to donate on a given night, we are not left with any food to sell.

To minimize detrimental impact of not being able to use a certain kitchen on a given night, we plan to make arrangements with other members of the community to have a backup kitchen, even if the price is at a premium. This will allow us to constantly offer our services to seniors and ensure those who were promised free meals are fed at night.

We plan to overstaff interns and volunteers each night to reduce the risk of being short-handed if someone calls out. In the unfortunate event that we can't gather enough volunteers and interns for a night, the board of directors is able to run the entire operation themselves. This might come at an additional expense, due to the extra clean up time but these services must be provided to the community. The board of directors also has many friends and family members in the community that if available, would be able to help in such an emergency.

The last scenario mentioned above is the injury of a worker while on the job. We will purchase insurance to cover such scenarios to make sure any medical expenses incurred do not bankrupt the worker or the social venture. Although this is not a finite list of risks and scenarios, we understand the possible risks, and realize we will have to adapt quickly as events unfold.

Summary

We at *J'aime* are striving to create a world without hunger. Though this is a big task, we are up for the challenge. We will start with Albany, NY where we will partner with social service agencies that have similar goals as us to both find a place to work and reach out to people who will benefit from our services. We are a non-profit that will sell meals to seniors and, in the future, other community members in the Albany region. For every meal we sell, we will provide

a meal to a family in need. We will also provide information and resources for those families to become self-sufficient in regards to hunger. We will be able to provide such services with the help of grants and donations, as well as the profits from the meals we sell, which all go back into the company to continue our mission. We know the road ahead of us is challenging and has risks, but we also have a very skilled and knowledgeable board of directors who are more than willing to take this challenge and come out successful.

Appendixes

Founders' Resumes

Justin Bressler

Justin Bressler
35 Selkirk Street, Staten Island, NY 10309
jb924315@albany.edu
(917) 207-8330

Education

University at Albany, State University of New York
Bachelor of Science in Business Administration
Combined Concentration : Marketing/Management
Cumulative GPA: 3.26
Expected May 2014

Work Experience

Marketing Intern: Rezultz Training
Menands, NY
January 2013-May 2013
-Created marketing plan for Rezultz Training 10 week summer fitness program through the use of Social Media Advertising, Website Design, and Flyer & Poster Creation

United Activities Unlimited: Janitorial Assistant
Staten Island, NY
June 2006-August 2006

- Assisted in cleanup of Intermediate School 75
- Task included calculating inventory of school supplies, and assisting head janitor

Honors and Activities

Dean's List of Distinguished Students
December 2010

Presidential Honor Society
January 2011-May 2012

- Regional Food Bank, Albany, NY
December 2011- May 2012
- In partnership with Feeding America, collected perishable food items to donate to Regional Food Bank Association in Albany.

- Albany Green Scene Team, Albany, NY
September 2011-December 2011
- Collected recycled bottles during home football games and raised money to donate to the American Cancer Society.

- PricewaterhouseCoopers xTax Competition
October 2011
- Competed in competitive tax competition in which team created a tax plan for a company that was changing their sales strategy from store sales to cloud computing.

- Relay for Life
April 2012
- Participated in campus wide relay event to raise money for cancer, in which all proceeds were donated to the American Cancer Society for cancer research.

Skills

- Microsoft Word, Excel, Powerpoint, Dr. Java, HTML, Python

Charlie Duclos-Seguin

Charlie Duclos-Seguin
21 Seward Street Apt.1, Saratoga Springs, NY, 12866
Cell phone: 518-879-5600
cduclos-seguin@albany.edu

Profile:	Business student who is fluent in both French and English with a focus on the field of Finance for a future career. Energetic, ambitious, effective within a team and is meticulous.
Education:	University at Albany, Albany, New York December 2013 Bachelor of Science in Business Administration Concentration: Finance/Management Cumulative GPA: 3.4 Hudson Valley Community College, Troy, New York December 2011 Associate of Science in Business Administration Cumulative GPA: 4.0 Cegep Régional de Lanaudière a L'Assomption, Québec, Canada Technical Degree of Paralegal, May 2008
Public Relations Experience:	
12/2010 – 05/2011	Hudson Valley Community College, Troy, New York <i>Public Relations Officer for Phi Theta Kappa Honor Society</i> <ul style="list-style-type: none">• Develop strategies to promote events and activities• Create fliers for bake sale and blood drive• Wrote article for the school newspaper• Contact instructors and professionals to participate in career related forums• Organize and execute the induction ceremony for new members
Work Experience:	
06/2012 – Now	Limoncello Ristorante, Saratoga Springs, New York <i>Waitress</i> <ul style="list-style-type: none">• Take orders and interact with consumers• Serve meals and drinks to consumers• Responsible for closing out cash drawer at the end of each shift
05/2008 – 05/2009	Marchi Bellemare, Attorneys of Law, Montreal Québec, Canada <i>Paralegal, Attorneys' Assistant</i> <ul style="list-style-type: none">• Conduct legal research to build party's legal argument• Compose motions, communications and keep track of deadlines and agendas for individuals' files• Calculate fees and send invoices to clients
10/2005 – 05/2008	Restaurant Le Four, Charlemagne Québec, Canada <i>Waitress and Bar Tender</i> <ul style="list-style-type: none">• Take orders and interact with consumers• Serve meals and drinks to consumers• Train new staff• Responsible for closing out cash drawer at the end of each shift
11/2000 – 09/2005	Mc Donald's Restaurant, Le Gardeur Québec, Canada <i>Floor Manager</i> <ul style="list-style-type: none">• Allocate work areas, brake time and rotation to employees of the shift• Control quality of food and respect for procedures• Responsible for bookkeeping and deposits• Train and evaluate the staff
Computer Skills:	Proficient in Windows Microsoft Office Suite including Word, Excel and PowerPoint; Working knowledge in Visual Basic.

2053 East 56th Street
Brooklyn, NY 11234
Phone: (347) 416-1509

Krystal Folk
Email: Krystal.R.Folk@gmail.com

1400 Washington Avenue
Empire Commons Box#7409
Albany, NY 12222

EDUCATION

University of Albany, State University of New York Pending May, 2014
Bachelor of Science in Social Welfare
Bachelor of Science in Business Administration; Concentration: Entrepreneurship
Minors: Education and Psychology;
Cumulative GPA: 3.56

HONORS AND AWARDS

Dean's List of Distinguished Students (Fall 2010, Fall 2011, Spring 2012, Fall 2012, Spring 2013), Chi Alpha Epsilon Honor Society (XAE) member (2011-Present), Spellman Achievement Award Recipient (Spring 2011, Spring 2012, Spring 2013), Ernest and Florence Bensinger Milano Scholarship Recipient (Spring 2012), Milton and Mary M. Danko Golden Rule Award Recipient (Spring 2013)

LEADERSHIP

Alpha Phi Omega (APO) Spring 2013-Present

Pledge Class Community Service Co-Chair (Spring 2013)

- Organized community service events in order to help the pledge class complete community service events
- Planned a community service event where at least half plus one pledge class member attends

Banquet Co-Chair (Fall 2013)

- Prepares and organizes the chapter's end of semester celebration
- Contacts local hotels and catering companies

American Marketing Association (AMA) Fall 2010-Fall 2012

Vice President of Programs (Fall 2011-Fall 2012)

- Developed, suggested, and implemented community service, social, and professional events for the collegiate chapter
- Completed national case competitions, annual reports, and budget reports

Big Brothers Big Sister (BBBS) Spring 2011-Present

President (Fall 2013-Spring 2014)

- Design activities for the academic year
- Communicate with Big Brothers Big Sisters of the Capital Region to promote the cause of the organization
- Manage bimonthly meetings when the children come to campus

Reclassifying All Children Equally (R.A.C.E.) Fall 2010-Present

Mentor Coordinator (Fall 2011-Spring 2013)

- Contacted local organizations and schools to establish mentoring partnerships Assigns each member to an individual or organization to form a mentorship
- Developed and documented spreadsheets of all mentors and his/her volunteering patterns

Events Coordinator (Fall 2013-Present)

- Plan and organizes annual events such as Step 4ward Day and Appreciation Day
- Creative program ideas that spikes interest of college students
- Contact on and off campus organizations to ensure success of events

EXPERIENCE

Big Brothers Big Sisters of the Capital Region, Intern. Albany, NY Fall 2013-Present

- Help with administrative office work such as making parent packets, organizing the mailing list, contacting parents and volunteers
- Track communication between the agency, parents, and volunteers, and setting up events
- Follow staff to parent orientations, home visits, and parent, children, and volunteer interviews.

School of Business, Student Assistant, University at Albany Fall 2010-Present

- Perform traditional office work which included interacting with students, answering questions, making appointments, answering phones, organizing files, making copies, and stuffing and labeling folders/envelopes

The Cochran Firm, Intern. New York, NY Summer 2013

- Assisted a lawyer in the preparation of two personal injury cases
- Shadowed two judges and a mediator to gain more knowledge about the law profession
- Executed traditional office work such as answering phone calls, entering client data, and creating letters for clients

COMMUNITY SERVICE

AIDS, Breast Cancer, Child Abuse, Multiple Sclerosis Walks (Fall 2006-Present); Be Your Own Entrepreneur workshop (Fall 2012); Girls Rising Onto Womanhood (G.R.O.W.) Mentoring Program (Fall 2010-Present); Kappa Delta Pi (KDP) (Fall 2012-Present); Students of Albany Against Cancer (S.A.A.C.) (Fall 2011-Spring 2013)

GIOVANNI HOLMQUIST

Permanent
8 Lane St.
Phoenicia, NY 12464
(845)-688-5858

GioHolmquist@gmail.com

Temporary
230 Western Ave.
Albany, NY 12203
(845)-853-4859

EXPERIENCE:

Stand Leader, *Aramark*, Albany, NY (June 2012-Present)

- Responsible for accounting for merchandise and managing employees in stand.
- Accurately and efficiently facilitated transactions.

Sr. Sales Authority, *The Sports Authority*, Albany, NY (Apr. 2012-Present)

- Regularly performed in top 20% of Sr. Sales Authorities throughout the region.
- Trained new employees to exceed company standards of performance.

Snowboard Manager, *The Pro Ski and Ride*, Hunter, NY (Nov. 2008-Present (Intermittent))

- Wrote purchase orders for over \$20,000 worth of merchandise.
- Created and executed an online marketing and social media campaign.
- Refined customer service and merchandising skills.

Legislative Aide, *New York State Assembly*, Albany, NY (January 2013-June 2013)

- Wrote official correspondence and performed regular office duties for Assemblyman Schimminger.
- Adapted to the organizational culture of the NYS Legislature.

Volunteer Snowboard Instructor, *Belleayre Mountain*, Highmount, NY (Oct. 2001-Apr. 2006)

- Established communication skills to effectively teach snowboarding to all ages.
- Gained relevant volunteer experience with a state organization.

EDUCATION:

University at Albany, Albany, New York

Bachelor of Science, Expected December 2013

Major: Business Administration (Marketing and Management)

Minor: Political Science

Cumulative GPA: 3.47

HONORS:

Named Alpha Chi Rho's 2013 Robert B. Stewart Undergraduate Brother of the Year.

Awarded HubShout's 2012 Online Marketing Scholarship.

Awarded the 2011 Academic Honor Award.

Awarded University at Albany's Presidential Scholarship.

Commended as "Honored Student" in a New York State Senate Resolution.

SCHOOL INVOLVEMENT:

Treasurer, *Alpha Chi Rho*, Mu Chi Phi Chapter (Jan. 2013-Present)

- Managed annual fraternity budget, in excess of \$20,000.
- Established effective accounting system to track financial activity.

Interim Vice President, *UAlbany Chapter of Interfraternity Council* (Sept. 2012-Jan. 2013)

- Oversaw expansion and reorganization of Greek life at the University.
- Played an integral role organizing and funding bimonthly community service events.

Vice President of Finance, *UA American Marketing Association* (Aug. 2011-Dec. 2012)

- Attended and competed at AMA International Collegiate Conference.
- Allocated resources to fund events for over thirty members.

Racer, *University at Albany Ski Team* (Nov. 2010- Feb 2011)

Carolina Villa

321 East 150th street Apt 4W, Bronx, NY 10451
(347)280-8326 | cvilla@albany.edu

EDUCATION

University at Albany, State University of New York

Expected May 2014

Bachelor of Science in Business Administration
Concentrations in Finance and Management | Minor in Spanish
Cumulative GPA: 3.67 | Major GPA: 3.64 | Minor GPA: 3.90

Honors: The National Society of Collegiate Scholars (April 2011- Present), Hispanic College Fund Academic Scholarship (2011, 2012), Wann Family Foundation Scholarship (2012), Spellman Award for Academic Achievement (2011 – 2013)

Relevant Coursework: Behavioral Foundations of Management, Management of Human Resources, Motivation, Productivity, and Change Management, and Strategic Management, Financial Accounting, Cost Accounting, Financial Management, Corporate Finance Policy & Strategy, Investment Management, Money and Capital Markets

EXPERIENCE

Walgreens, Community Management Intern, Clifton Park, NY

June 2013 – August 2013

- Worked with an experienced Store Manager/ Community Leader for 11 weeks to learn about store operations, management responsibilities, merchandising, advertising, inventory, and human resources
- Completed workshops, online learning assignments, and projects detailing a full range of retail operations
- Learned various functions in the company computer system such as receiving and entering orders weekly

SolarCity, Retail Energy Advisor, Albany, NY

November 2012 – May 2013

- Initiated conversations with mall customers, offering them the opportunity to receive, at no cost, an evaluation of how Solar City's clean energy solutions can save them up to 50% in their utility bills
- Developed the local Consultant Team by obtaining a minimum of 15 high quality consultations per month

Royal Prestige, Salesperson, Bronx, NY

May 2012- Aug 2012

- Generated sales by engaging and connecting with each customer through a display of cookware, dinnerware and water and air filtration systems
- Enhanced the customer experience through a detailed presentation of the company's products, which are proven to be reliable and of excellent quality and value
- Demonstrated to the clients the proper way of taking care of the customer-received products

LEADERSHIP & AFFILIATIONS

Hermanidad de Sigma Iota Alpha, Inc., Albany, NY

Banquet Coordinator

January 2012 - Present

- In charge of designating responsibilities to the members of the banquet committee
- Apply for grants to help us raise funds for our philanthropic banquet
- Keep a detailed budget of all expenses including decorations, food, venue and music

Chapter President

June 2012 - June 2013

- Prepared an annual budget in conjunction with the treasurer
- Planned and executed all social functions in conjunction with the social chairwoman
- Overview the positions of the 13 current chapter members and the membership process line

Fundraiser Chair

December 2011- May 2012

- Planned and executed fundraisers such as bake sales, and selling of ribbons with the color of the foundation, to benefit our various philanthropies such as One Heartland, March of Dimes and Special Olympics

Latino Greek Council, Albany, NY

December 2011- May 2012

Programming Chair

- Supervised the programs the organizations created for the Latino Greek Council week in January 2012
- Made sure that the organizations had deadlines and were on track with the outlines of their perspective programs
- Hosted at least one educational program on various issues such as Latino awareness and domestic violence within a month

Additional: March of Dimes Walk, YMCA, Relay for Life, Goodwill, Local Boys and Girls Club, Capital City Rescue Mission, Highway Cleanup, Aids Walk, Habitat for Humanity and Pine Hills Cleanup (September 2011 to present)

SKILLS

- Computer: Proficient in Microsoft Word and PowerPoint | Intermediate in Excel
- Language: Professionally bilingual in written and spoken Spanish

Social Problem

Social Problem

Residents with income below the poverty level in 2009:

Albany:  28.1%

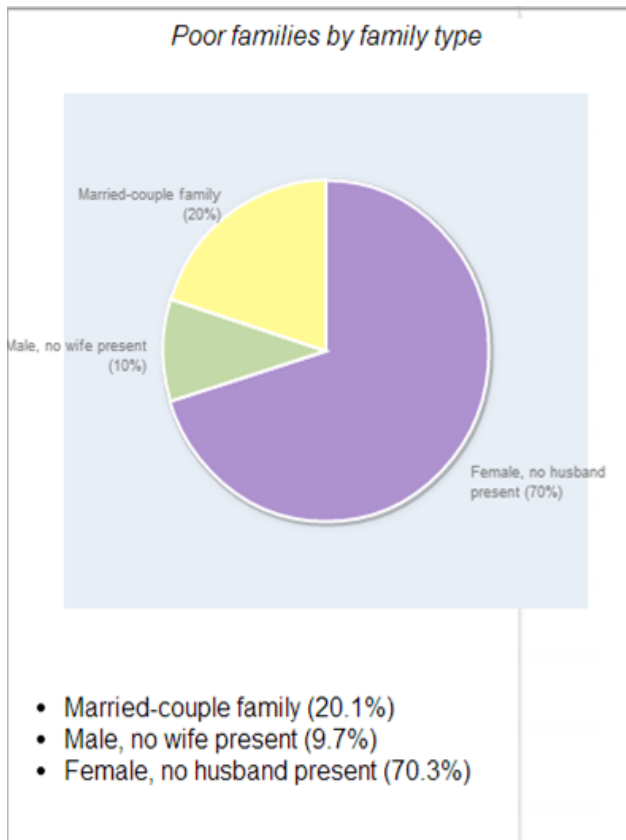
Whole state:  18.2%

Residents with income below 50% of the poverty level in 2009:

Albany:  11.4%

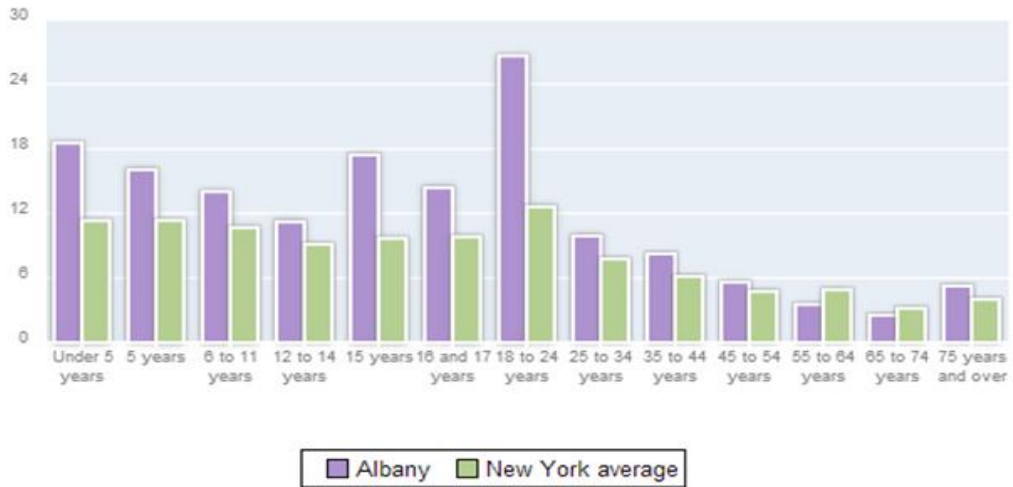
Whole state:  6.4%

One for One meal



Senior Citizens vs. Children

Breakdown by age of very poor residents in Albany, NY (percentage below half of poverty level)



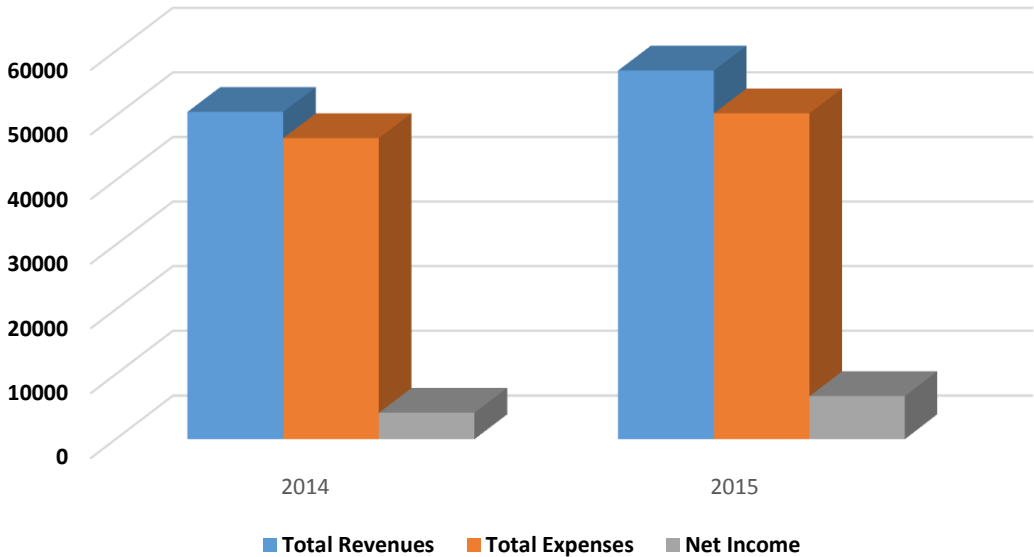
Financial Documents

Revenues and Profits	2014	2015	Explanation
Revenue			
Revenue from delivery sales	\$ 49,085.40	\$ 53,993.94	\$8.99 a meal at 35 meals a night. 10% growth year two.
Revenue from merchandise	\$ 1,500.00	\$ 3,000.00	Logo T's sold at \$15 each. 100 in 2014 and 200 in 2015.
Net Revenue	\$ 50,585.40	\$ 56,993.94	
Cost of revenue			
Cost of food sold	\$ 12,271.35	\$ 13,498.49	25% of delivery sales.
Cost of food packaging	\$ 981.71	\$ 1,079.88	2% of delivery sales.
Cost of delivery	\$ 2,454.27	\$ 2,699.70	5% of delivery sales.
Cost of merchandise	\$ 648.00	\$ 1,134.00	Based on customink.com bulk pricing.
Net Costs of Revenue	\$ 14,146.33	\$ 18,412.07	
Gross Profit	\$ 36,439.07	\$ 38,581.87	
Operating Expenses:			
Startup Costs			
Legal fees	\$ 1,850.00	\$ -	\$1000 for lawyer to draft application and \$850 for filing.
Delivery bicycle	\$ 400	\$ -	Delivery bicycle for short commutes and marketing.
Social costs			

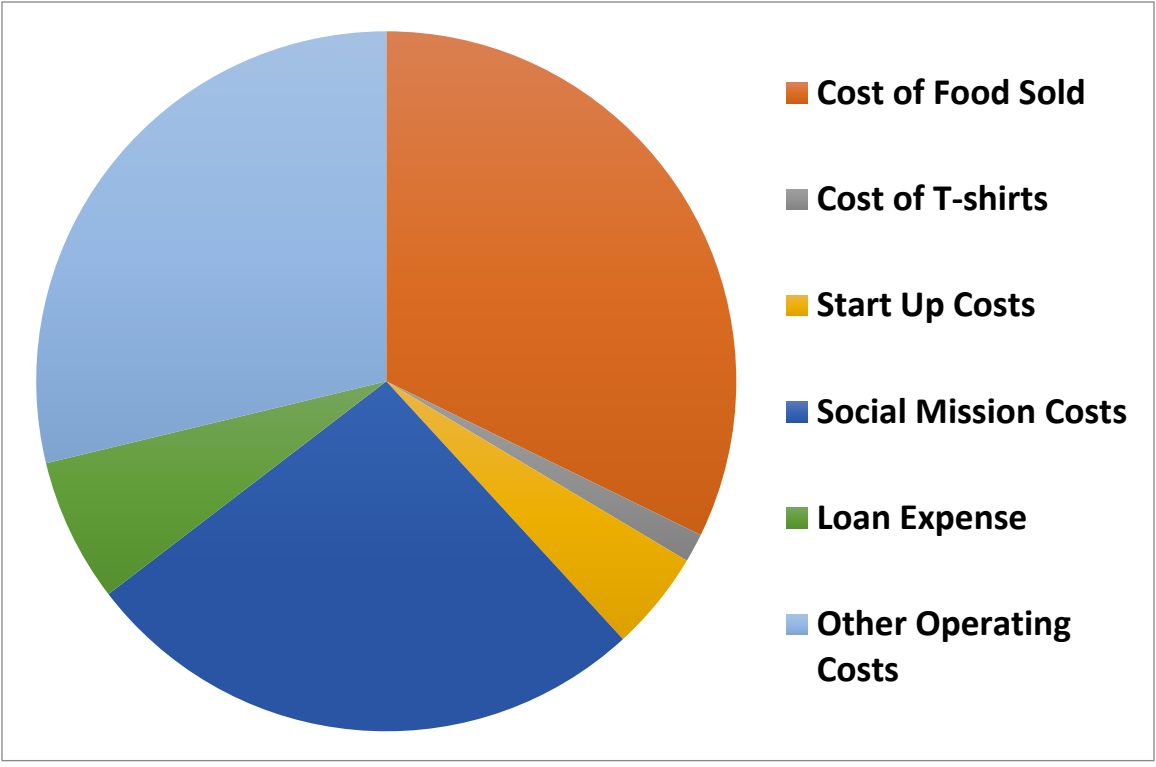
Cost of donated meals	\$ 12,271.35	\$ 13,498.49	25% of delivery sales.
Cost of educational programs	\$ 600.00	\$ 1,200.00	\$50 a month 2014, \$100 a month 2015
Kitchen rental	\$ 12,168.00	\$ 12,168.00	\$13/hr, 3 days a week, 6 hrs a day.
Marketing costs	\$ 647.88	\$ 647.88	Fliers, website hosting, domain name, etc.
Staff salary	\$ -	\$ -	Staff will consists of volunteers and interns.
Insurance	\$ 1,200.00	\$ 1,200.00	\$100 a month.
Loan expense	\$ 3,235.80	\$ 3,235.80	\$30,000, 15 Year Microloan with 7% APR.
Other expenses	\$ -	\$ -	
Total Operating Expenses:	\$ 32,373.03	\$ 31,950.17	
Net Income (Loss)	\$ 4,066.04	\$ 6,631.70	

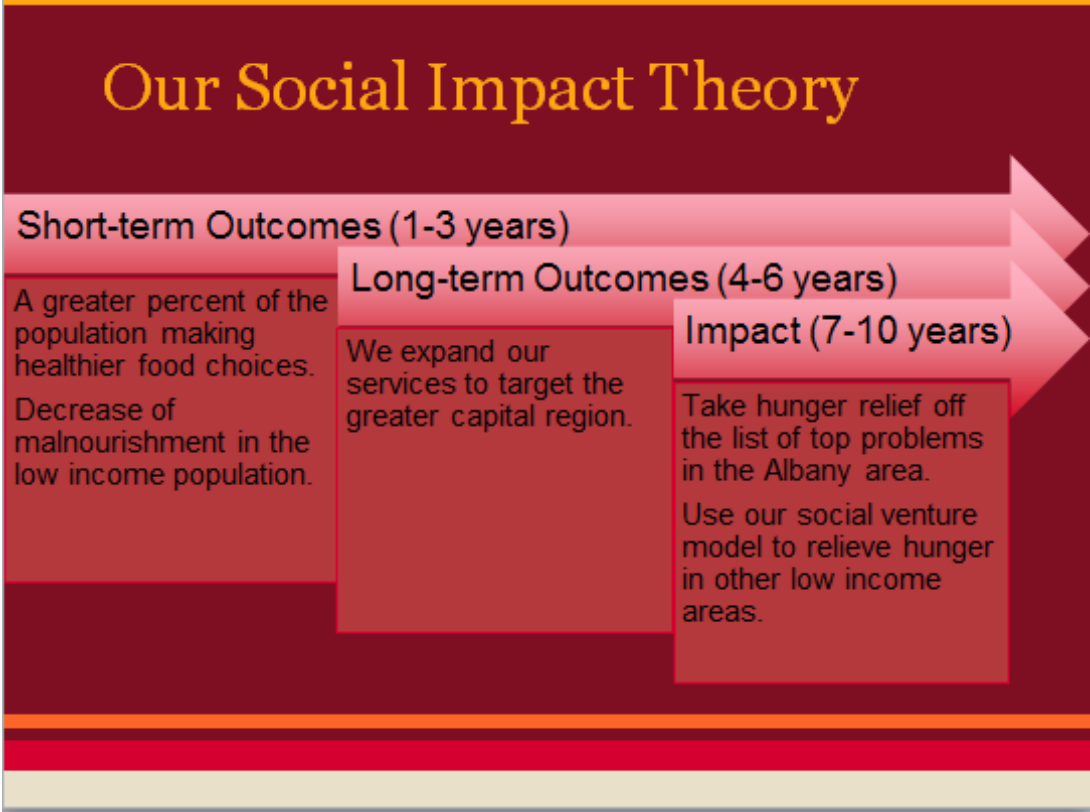
<u>Capital Needed</u>	
Legal Fees	\$ 1,850.00
6 Months Kitchen Rental	\$ 6,084.00
6 Months Insurance	\$ 600.00
6 Months Educational Programs	\$ 300.00
6 Months Donated Foods	\$ 6,135.68
6 Months Loan Expense	\$ 1,617.90
6 Months COGS (w/o T-Shirts)	\$ 7,853.67
Amount of Funding Needed for 6 Months of Operation	\$ 24,441.25
<u>Sources of Funds</u>	
Interest Free Loan from Board of Directors	\$ 5,000.00
UAlbany SEED Loan	\$ 30,000.00
Walmart Local Giving Grant	\$ 250.00
AXPEF Community Program Grant	\$ 500.00
Total of Grants, Personal Savings and Loans	\$ 35,750.00
Difference	\$ 11,308.75

Revenues, Expenses, and Income




Breakdown of Expenses





Supporting Photographs


Indiegogo Page



J'aime Your Community

Our vision is of a healthy community where no man, woman, or child goes hungry.
Community - Albany, New York, United States

[Campaign Home](#)



Nick and Britin Foster, All Good Bakers, Albany

\$0 USD

Raised of \$5,000 Goal

? time left

Funding duration: ? - ?

Select a Perk for your contribution

\$25 USD

One Free Meal

Get one free meal with a \$25 donation.

Estimated delivery: January 2014

0 out of 100 claimed

\$50 USD

J'aime: Fighting hunger one meal at a time. We are a community social venture with a goal of ending hunger in the Albany area. No parent should have to worry about when their child is going to get their next meal. Through our initiative, we hope to destroy this threat.

Facebook Page



J'aime is on Facebook.

To connect with J'aime, sign up for Facebook today.

[Sign Up](#) [Log In](#)



J'aime

41 likes

Non-Profit Organization
Our vision is of a healthy community where no man, woman, or child goes hungry.

About



Photos

 **41**

Likes

Delivery Vehicle



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