

St. Paul Smoothies

Owner: Julie Jordan



Nutrition on the Go

A conveniently located make your own smoothie shop for those who need a quick nutritional snack.

II: Executive Summary

Owner: Julie Jordan

Concept Description:

St. Paul Smoothies is a shop to customize your ideal smoothie where almost all of the ingredients are Minnesota-made. Solving the problem for consumers who don't want the preprepared options that most smoothie chains include and would rather make their own just how they like it. Giving each consumer the option to add the exact amount of the specific ingredients they want in their smoothie. This will also give consumers more options for food at the St. Paul student center and give them the ideal quick snack or meal on their way to class. Consumers will also get the option to speed up the wait time by ordering their smoothie ahead for pick up on the Door-dash app. Saving students time and giving them the healthy boost they need to start or go on with their day.

Opportunity:

A study by Penn State shows that around 30% of college students skip breakfast every day. Half of those students not eating because they would rather sleep in than make breakfast in the morning. St. Paul smoothies gives students the chance to speed up their morning routine by ordering a smoothie ahead for them to grab on their way to class. When you google 'fast breakfast ideas' you get 200 million results. However, these recipes all take time to make and sit down to eat, such as eggs and oatmeal. Or they have fast options that are simply unhealthy or powders that lack nutrition and flavor. Given so many people google these recipes they must be looking for an easier way. Which a smoothie made with all the ingredients you want in your breakfast and blended in seconds would be exactly that. When researching revenue for this market, you can see that the revenue in 2020 for smoothies in the US was at 12 billion and has been calculated to grow by 10% over the next 5 years. Opportunity in this market is big and selling smoothies on a college campus would lead you straight to the target consumer.

Innovative Solution:

St. Paul Smoothies works with buffet-style serving options where the consumer receives a cup of their preferred size and can go through a line and see all the fruit, vegetables, and protein they want in a smoothie. Once they have a filled cup of either the regular (16 oz) or large(24 oz) size they hand it to the employee who will add the milk, Orange juice, or non-dairy options to the cup and blend it. Students who choose to order through Doordash can go through all the same options available in-store in their app and check them off to add them to their virtual cup. Once done they'll select their juice option and checkout. The employees in the store will receive this order and have it ready for their pickup when the student gets to campus. Showing how healthy of an alternative smoothies are for a quick meal or snack would help them get over the adoption hurdle of switching out their sugary cereals to a healthy blend. Giving consumers the benefit of healthy food that tastes good too. This idea is different than other smoothie chains because it allows the consumer to add exactly what they want with no premade options that consumers would need to adjust while also showing them how many of their favorite foods can come directly from their state.

Value Proposition:

If students are running late they will simply skip breakfast. When looking at healthy breakfast options on the go, there are a lot of options. However, out of all of these options, hardly any of them give the same level of quick and easy nutrition that a smoothie would. Smoothies offer quick and easy nutrition that takes seconds to make and is delicious every time, especially if you only have what you want in it. If consumers were to see how healthy

smoothies are and be able to order them quickly they would switch. If consumers were to choose a different smoothie chain they wouldn't be able to customize their drink and would only be able to choose from non-local premade options. The initial customers for St. Paul smoothies would be people who prefer having more choice and would prefer healthy snacks along with environmentally conscious people. They would be drawn to the shop because of the local factor meaning fewer carbon emissions since there would be no shipping ingredients across the country. Students can buy a smoothie in person or through DoorDash. Smoothies are offered in regular and large sizes with the ability to be put in a cup or a bowl with added toppings. Regular costs \$7.99 and a large costs \$9.99. A bowl also comes with the option to add additional toppings for just \$0.50 more. Surveys of students in the student center show excitement about the new product and the variety of options that all come from local farms. Consumers should also buy from St. Paul Smoothies to support local farmers.

Competitive Advantage:

My competitors would be the unhealthy fried options in the student center or the vending machines on campus. Surveys show students would prefer having a healthy smoothie drink or bowl instead of a bag of chips for lunch. Consumers are used to external options such as Jamba Juice and Planet Smoothie. These companies are different when compared because they only have certain options on their menu with limited variety. They also typically only have fruit in their smoothies with limited options for vegetables and protein and limited to no options to create a smoothie bowl with toppings. Another advantage my company has along with the ability to customize, is that almost all of the ingredients available are from local places in Minnesota. Customers would be willing to pay more for local ingredients. Compared to popular smoothie chains like Jamba Juice, our Smoothies are only a dollar more for the same sizes with local ingredients along with more variety. Possible barriers for this store would be getting the farms to partner with us to be able to provide enough variety for our smoothie bar. Competing with other entrants in our market by being directly located on campus.

Entrepreneurial Team:

Currently, the entrepreneurial team for St. Paul Smoothies only consists of the company founder Julie Jordan. Before opening, St. Paul Smoothies is looking to add staff. The skills needed for this staff are being able to use a blender to blend the smoothies, being able to restock fruit quickly and be able to work in a fast-paced environment in order to handle the rush of students between classes. These are pretty average tasks that almost anyone can possess. This is why student employees would be perfect for the job. Another skill set would be to be friendly and able to close a deal for the people on the team that will create these partnerships that are necessary with farmers to be able to provide all the needed ingredients. Given that opening the store will be the hardest part of this business, all of these skills are necessary to open the store and capitalize on the opportunity a smoothie shop would have.

Financial Highlights:

This concept is a ready-to-go idea. It will be placed in the St.Paul student center where 'Oath Pizza' used to be. As soon as supplies are delivered and employees are hired this idea would be ready to open before students start the spring semester. St. Paul smoothies is expecting supplies to cost \$8,000, management to be \$3,000, support staff costing \$4,800, IT to cost \$100 and legal consult to cost \$1,000. Advertising wouldn't be an upfront cost because St. Paul Smoothies would be selling smoothies in-store or on the app DoorDash for in-store pick-up. DoorDash would promote the shop while taking 6% of the profit of the sale. With these monthly prices in mind, St. Paul Smoothies will need to sell 72,429 smoothies per year to break even. This means 198 a day which is about 25 smoothies an hour give or take some depending on what time of day there would be a rush and when there would be a spike in consumers wanting smoothies. This seems like a doable amount of smoothies to sell once the business is up and running.

III: Consumer Problem

St. Paul Smoothies Home Grown Healthy fruit to go

St. Paul Smoothies was designed to give people a sense of where their food comes from, (and as a hint it's from your very own state). Located just on the St. Paul campus, a quick and convenient way to grab a smoothie whether it's your morning breakfast or mid-day snack. And as a plus, almost everything in our shop comes from Minnesota farms. No more being curious about where your food comes from when it all comes from Minnesota. No more being late to class because you were rushing making your eggs this morning. Just stop by our store and grab your personalized smoothie as soon as you get off the bus. Make your smoothie just the way you like it, go ahead and be picky with it, make it as healthy or as sweet as you want. As a convenience you can even use DoorDash and order your smoothie ahead of time while you're on the bus. With nutritional fruit and vegetables from the farms located around the Twin Cities areas, you know exactly where your snack is coming from. Customize it even further by adding granola honey or more fruit on top! Whether you're blending up a quick snack to go to class or making a smoothie bowl to go sit and study with St. Paul Smoothies is the perfect stop for you. We make it easy to grab a healthy snack and stay on time for class.

Once making it through the difficult decision of what fruits and toppings to add there's just one choice left to make. Depending on your hunger levels go ahead and choose from our regular or large cup or bowl options.

Find St. Paul Smoothies on the St. Paul campus to order in person or check out DoorDash to stay ahead of time!

Are you ready to start your mornings with a healthy blend? Go ahead and order today!

\$7.99(Regular), \$9.99(Large)

St. Paul Smoothies was designed to give students a better alternative option to the fried and greasy food that is available in the current student center. It also gives the consumers a good variety of home grown foods along with letting them pick their own ingredients to put in to their personalized smoothies. Allowing them to get a delicious personalized and nutritious smoothie every time they visit. Currently students get the option of fried foods or a sandwich shop that is almost always out of ingredients. If students were able to get to one of the off campus smoothie shops they would get a limited variety of options all with frozen ingredients that have been shipped from across the country. St. Paul Smoothies offers the alternative smoothie bowl for those who want to add additional toppings to their smoothie. Also allowing consumers to choose their own ingredients to put into the smoothie gives them the option to fill it with the nutrients they want in their day. Without needing to decide from the premade options, consumers simply choose the fruits and veggies they like and give it to the employees to blend. Currently students are only given the unhealthy option of fried foods and consumers who have access to the off campus smoothie shops are confined to premade frozen ingredients or need to figure out which of the limited smoothie options they like.

The target consumer for St. Paul smoothies is students in a rush that need an easy nutritious option. The target customer would be those who would prefer their smoothies exactly how they want them and are able to get to the St. Paul campus to pick up their smoothie or smoothie bowl. The target customer would be able to get to campus and purchase a smoothie either in person or for pickup. Those who like fruit, vegetables and granola and want a healthy snack between classes. Ideally these consumers would get at least a weekly smoothie. DoorDash would be another customer for St. Paul smoothies as they will be promoting the store and allowing consumers to place their order online even though they wouldn't be having the smoothies themselves. The difference between the customers and consumers would be that Doordash, the customer, wouldn't be consuming the smoothies themselves like the consumers would be.

Personas:

Olivia (She/Her/Hers)

Personal Background:

Olivia is a Junior at the University of Minnesota and is in her early 20s. She is a vegan and is always looking for added nutrition when it comes to her meals throughout the day. Without the protein from meat she has to find another way to get the daily protein and vitamins she needs to get her through school. Olivia tries to keep her diet to healthy and nutritious foods that won't slow her down like greasy foods would. With her busy class schedule she's been drinking protein shakes between classes to get her through the day without needing to slow down to eat. She is also a pretty picky eater when it comes to what she eats. She wants her food cooked exactly how she orders it and doesn't want any suggested or unhealthy items.

Career Background:

Olivia is a student at the University of Minnesota and is taking a heavy course load with 19 credits. She maintains good grades and is always studying to keep it that way. She likes to keep herself busy and always moving so she prefers to eat all her meals on the go.

Lifestyle:

Olivia is an introvert that prefers reading in the library over being outside and exploring. She keeps herself busy between school work, her student job and working out at the gym. She goes over to the student center to study with her friends often and is always looking to try new places to sit and do work. When Olivia is studying she prefers to sit and either have a coffee or a snack to have while she works. Since Olivia is almost always studying she's gotten bored of a lot of the things she usually brings with her to eat or drink. Her favorite thing to have is a coffee because she can easily drink it while studying, but it doesn't give her the nutrients she needs.

Personal Care and Pain Points:

Since Olivia is always studying she likes to try new things while doing so. That and because she's a vegan she needs to watch what she eats and can't have some of the premade options that a lot of restaurants offer. She would prefer to see what goes into her foods and drinks. Because she's usually in a hurry to classes she always has a granola bar in her backpack but healthy vegan granola bars can be expensive and not as delicious every time she eats one. She would prefer to have some variety in her diet. As a result of lack of variety and being in a rush, Olivia's meals tend to not be filling or nutritious and she gets bored of them after a while and doesn't want them anymore.

St. Paul Smoothies: St. Paul Smoothies would provide Olivia with the fast nutrition she needs and allowing her to change up what she eats every time while also allowing her to choose what goes into her smoothies since she would be the one adding all of the ingredients. It would allow her to get the nutrition she needs and have a fast snack on the go.

Breakfast On The Go

Smoothies can contain all the protein, vegetables, fiber, and healthy sugars you need in a meal

USDA states a cup of oatmeal has 165 calories, 6 g of protein, 3.5 g of fat, 28 g of carbs, 4 g of fiber, and 0.5 g of sugar. A 12 oz. green smoothie with greens and fruit has 130 calories, 1 g of fat, 30 g of carbs, 5 g of fiber, and 5 g of protein.

Smoothies Can:

- Prevent dehydration
- Make you feel full
- Control cravings
- Aid in digestion
- Enhance immune system
- Curb sleep disorders
- Boost Brain power
- Improve Bone health

IV: Product Problem

St. Paul Smoothies allows students the opportunity to enjoy a healthy snack or meal on their way to class. Consumers will never have to rush to get out of bed in order to have time to sit down to eat again. Simply eat on the go. The University's St. Paul campus lacks many healthy options that could easily be added. St. Paul Smoothies could be that addition for them. When looking at other smoothie shops around the Twin Cities, there are no other smoothie restaurants that allows consumers to pick out their own ingredients to put them together to make the exact combination they want. In addition to those two unique qualities, St. Paul Smoothies has a selection that is made almost entirely out of homegrown fruit and produce from Minnesota itself. When students aren't able to get their food in a hurry they might not have the option to get food at all between their classes making them feel tired and less focused if they cant get the nutrients they need from their meals. St. Paul Smoothies solves this issue by giving students the option to have a quick and easy meal made in seconds they can get all the vitamins and protein they need in order to do their best in class and still be on time without needing to sit down to eat it.

Currently St. Paul smoothies is in the concept stage making its way towards starting up. St. Paul smoothies will be conveniently located in the St. Paul Student center where there is currently an empty space perfect for a restaurant as there was one there previously. St. Paul smoothies being a buffet-style serving center was decided on to give consumers more control over what they want in their meals. This is the correct decision for this restaurant because it perfectly solves the problem of consumers not having an option on the menu they like. It makes it so they always are able to make a smoothie they like and it would be quick enough they can take it to class. Benefits of St. Paul Smoothies include quick meals, always tasty considering the consumer makes them exactly how they want, and all local foods giving the consumer a sense of where their nutrition is coming from. The smoothie bar will include industrial blenders to insure fastest blending, will include fresh local fruit and disposable 16 and 24oz cups and bowls. It will have fruit all lined up in refrigerated containers in the counter as you make your way to the register. Once at the register the consumer will hand their cup to the employee who then blends with the juice that the consumer has selected. While the employee is blending it, the employee behind the register will charge the customer. Once the customer has gotten their smoothie back, if they choose to have it in a bowl they are able to add additional toppings that will be located after the register in line with the counter. Consumers would have a pleasant experience with this shop as the line would be moving efficiently and students who don't want to wait in line could order on the app instead. The unique ingredients of this smoothie shop would be the local ingredients telling you which farms those ingredients are from. Flavors of these products will depend on what the students put in their cup. Anything from a strawberry smoothie to a green leafy and banana smoothie. Consumers get the options to add a protein such as yogurt, peanut butter, milk, flax seed or oats. Then they can add a vegetable or fruit option followed by the dairy, nondairy or juice option. Some risks with this product development would be this price. Selling only local ingredients is more costly than buying at the local grocery store. This increases the price of the smoothies and smoothie bowls at the shop which makes it harder for students to justify buying it.

There will also be risks associated with making sure students get their smoothies on time. Similar to how Starbucks functions with all of their mobile and in-person orders, they could be working as fast as they can and still have a lot of orders to make. This will be a similar risk for St. Paul Smoothies.

Example of Fruit Buffet-Style Serving:



Example of Smoothies:



St. Paul Smoothies Packaging Design:



Example of Smoothie Bowls:



Features and Benefits:

Features:

1. Commercial blenders
2. Convenient Meals
3. Do It Yourself serving
4. Lots of fruits and vegetables available
5. Additional toppings
6. Cups and bowls
7. Order ahead
8. Menu available online
9. Online/mobile payment
10. Local produce
11. Non-Dairy options
12. Located on campus
13. Refrigerators and coolers
14. Tables and chairs located outside of shop
15. No Premade options

Benefit:

1. Making blending of the ingredients quick and efficient
2. Easy to eat smoothies on the go on the way to class
3. Gives consumers the option to put the exact ingredients they want in the smoothie
4. Customers have a wide selection to choose from allowing them to have the smoothie they want
5. Additional toppings such as guarana seeds and honey allow consumers to sweeten their smoothies or add a boost of caffeine to get through the day
6. Consumers get to choose if they want their smoothie in a cup or a bowl with additional toppings
7. Order ahead to avoid the line and get the option to order while you're on the bus over to the St.Paul campus on your rush to class.
8. Consumers can see all the options before ever setting foot in the store
9. Easily reload credit into the smoothie account and pay for the smoothie on the way to somewhere
10. Less carbon emissions with no need to transport fruit across the country
11. Allows for Vegetarian and vegan smoothies
12. Conveniently on the students way to class or exactly where they sit to study
13. Allows for fresh fruit to be placed in the buffet style selection area
14. Students can sit and study with their smoothie
15. Allows all different types of smoothies to be created

V. Market Problem

The current market segment that St. Paul Smoothies is hoping to enter is the market of fast food and restaurants. St. Paul Smoothies is hoping students will see the shop as an opportunity to stop for a healthy snack. In this market smoothies are typically pretty expensive so consumers would not be surprised by a ten dollar smoothie like the one St. Paul Smoothies is offering. Everything in this market seems to be aimed toward fitting into the consumers healthy diets and if they can give them a boost of energy or added 'health boosts'. Consumers in this market want healthy and fast smoothies but they are limited to what the smoothie shops have on their menu. Consumers that want their smoothie to be just the way they like it with only the ingredients they want in it will have to ask the employees to see if they can make the combination for them. St. Paul Smoothies is hoping to help consumers with this issue and allow them to make smoothies with all the ingredients they want in their own smoothie and allow them to make smoothie bowls and ones that are all from local farms that would benefit the community as well as the consumer. The market for healthy foods is continuously growing every day, with consumers wanting healthier options to replace the bad ones that are in their everyday diets. This leaves a large market for those who are creating healthy alternatives for these consumers which is exactly what St. Paul Smoothies aims to do. Currently in the market there are other smoothie shops such as Jamba Juice and Planet Smoothie that have limited premade options on their menu that are from frozen fruits, these places also don't typically offer smoothie bowls. Our prices at St. Paul Smoothies fit into the average price range of most of these smoothie shops and our produce is fresh from local Minnesota farms. And on top of that the customers at St. Paul Smoothies will get to make their smoothies just the way they want when they add all of their ingredients to their cup. As mentioned earlier, with fruit from local farms it will benefit the community as the money stays local and carbon emissions would be significantly less than if the fruit was frozen and shipped from other parts of the country. Something that makes most smoothies places successful is how easy it is to make a smoothie, it isn't as complicated as an exact recipe, just put the fruit in the blender and blend. Another factor that makes these smoothie shops successful is how few employees are needed to run the store. Having minimal employees saves the store from additional expenses. The only factor that is hindering these stores success is the price. After observing a smoothie shop for a few hours, it is clear that customers would stop into the store more if the smoothies weren't as expensive. However, the stores are still doing just fine even with this drawback. Multiple smoothie chains have expanded their stores in the past two years to capitalize on that success. St. Paul Smoothies will compare with all of these factors as it will be a healthy and simple smoothie shop that needs limited employees and will have comparable prices to these competitors.

The size and geographical range of my market is focused on the college students that want healthier snacks and meals while they are in between classes. This would be the first step, to test the market with the college students and test their preference of the healthy and nutritional smoothie options compared to the other fried and greasy food that is available in the student center. This target market would be easy to access from the conveniently located smoothie shop in the St. Paul Student center. A place that

students would pass by every day right off the campus bus and on their way to their classes in St. Paul. Out of the 52,017 students at the University of Minnesota this year, St. Paul Smoothies is hoping to target the students that have classes over in St. Paul. Despite trying to research how many students had daily classes in St. Paul results were not conclusive. Without having an exact number for students in St. Paul daily, St. Paul Smoothies would like to target around 20,000 of those students. These students would be the primary consumer as they would be the first to see the shop but then with advertisement through DoorDash and consumers word of mouth, students from other campuses would start purchasing from St. Paul Smoothies as well. According to surveys done on campus, most students use DoorDash often and therefore would see the ads for St. Paul Smoothies which could allow them to place the mobile order. This is where we would prioritize our efforts to reach these consumers.

Feature Comparison Table:

St. Paul Smoothies	Jamba Juice Smoothies	St. Paul Student Center Food
Convenient Healthy Meals	Convenient Healthy Meals	Convenient fried Meals
Do It Yourself serving	Employees make the food	Employees make the food
Lots of fruits and vegetables available	limited frozen fruit available	no fruits and vegetables as it is mostly fried food
Additional toppings	No toppings once smoothie is made	N/A
Order ahead through doordash	Order ahead through website	No order ahead
Menu available online	Menu available but no prices shown	No menu online
Online/mobile payment	Can pay on website	Only pay in person
Local produce	Frozen Fruit	No Produce, fried foods
Multiple Non-Dairy options	Limited non-dairy options, only made with oat milk	Mostly Non-dairy options
Located on campus	Not on campus	Located on Campus
No Premade options	Premade options	Frozen fried food
Made in under 5 minutes	Very slow at making smoothies if there is a rush	takes 10-12 minutes for fried food
Price Ranges: \$7.99-\$9.99	Price Ranges: \$5.49 - \$7.89	Price Ranges: \$5 - \$7

The above table displays the comparison between St. Paul Smoothies and its competitors on campus like the St. Paul student center food services and the off campus competitors like Jamba Juice. St. Paul Smoothies adds an extra level of

customization and the local factor is a cool idea for students to see where their food is coming from and how they can support local farmers.

VI: Business Model Problem

The main targeted consumers for St. Paul Smoothies are students that go to the University of Minnesota. The reason that students here are the targeted consumer is because they are the ones who will have the easiest access to the St. Paul student center which is where St. Paul Smoothies would be located. Additionally, these students would be able to get the most benefit out of the location and the most benefit out of the speedy mobile ordering and pick up option. Students would also have the option to sit at the tables that are placed around the student center if they wanted to sit and study with their smoothie. St. Paul smoothies would give the college students that are struggling to get their nutrition from their poorly made meals at home and fried meals around campus, the opportunity to have something healthy to give them more brain power between classes. They would also get to choose their own ingredients to put in the smoothies to have them exactly how they want them every time they place an order with us. St. Paul Smoothies will get consumers excited about having a healthy snack between class by testing out smoothie combination flavors and giving out samples to tell students how they can make those flavors at our shop to start up our business. Once students know about the smoothie shop and get excited about the new healthy and homegrown options, business in the smoothie shop with the target market segment of 20,000 students will start to pick up getting students who don't have classes on St. Paul campus taking the campus bus over to check out the new St. Paul Smoothie shop. Generating revenue over time with a portion of these 50,000 students getting \$10 smoothies each day. St. Paul Smoothies is on track to hit the designated revenue goal.

The Overt Benefit: The overt benefit of St. Paul Smoothies provides is a quick healthy snack on the way to class students can order ahead on DoorDash and have it ready to grab when they get here.

The Reason to Believe: The reason to believe they have nutritional value is because of the healthy sugars in fruits or the vegetables needed in a diet are used to make the smoothies. Everything is made in Minnesota as can be seen on the nutrition labels in the store above each of the fruits.

Dramatic Difference: The dramatic difference between St. Paul Smoothies and other smoothie stores is that here students are able to customize their smoothies to just the amounts they want, no pre-made limited options. And almost all of the produce comes from Minnesota.

Adoption Hurdles: Consumers would need to like smoothies or fruits and veggies otherwise they would prefer the fried foods on campus. Other hurdle would be the price of the smoothies.

Social Sufficiency: Free samples outside of the student center for students to try during the opening week of the store. We would tell students how they can make those flavors at our shop to peak their interest in what they can combine in our smoothie shop.

The difference between buying our product and a smoothie product at a location is that when students go to pick up the smoothies it is much more convenient for them to purchase it from a shop on campus compared to driving somewhere for a smoothie. Other stores also have their own websites for orders that you need to specifically search for. St. Paul Smoothies will advertise our product on DoorDash so it will come up with a suggestion for a smoothie when consumers don't exactly know what they want to order. St. Paul smoothies will be competing against our competitor smoothie shops by being more convenient for the consumers based on location and will provide fresh local fruit for their smoothie that the consumer gets to customize as well. St. Paul Smoothies will compete against other locations in the St. Paul Student center by being healthier, fresher and better for the consumers when they are trying to study. It will also be a quicker meal that doesn't require being cooked for multiple minutes before it is ready. The consumer simply needs to pick out their ingredients and place them in the cup for the employees to blend it and charge for it before they are ready to go on their way.

The breakeven point for St. Paul Smoothies would be to sell 72,429 smoothies per year. This means 198 a day which is about 25 smoothies an hour give or take some depending on what time of day there would be a rush and when there would be a spike in consumers wanting smoothies. This seems like a doable amount of smoothies to sell once the business is up and running and the students around campus hear about it. This will be the breakeven point because as mentioned earlier, St. Paul smoothies is expecting supplies to cost \$8,000, management to be \$3,000, support staff costing \$4,800, IT to cost \$100 and legal consult to cost \$1,000. The timeline to hit a million dollars in revenue will take a while to get up to that benchmark. This is because businesses starting on campus usually have a slower start than those in a mall especially since students might be willing to spend less than those who are shopping already at a mall. Also getting the store up and running in a campus building and getting all the supplies we need to run a shop will take a few months. The cost for St. Paul Smoothies to make each cup or bowl will be about \$7.20 resulting in a profit of \$2.80 per smoothie sold. If students like the atmosphere in the shop and are able to make smoothies exactly the way they want them, it would lead to repeat purchases in a week allowing St. Paul Smoothies to make more revenue each week.

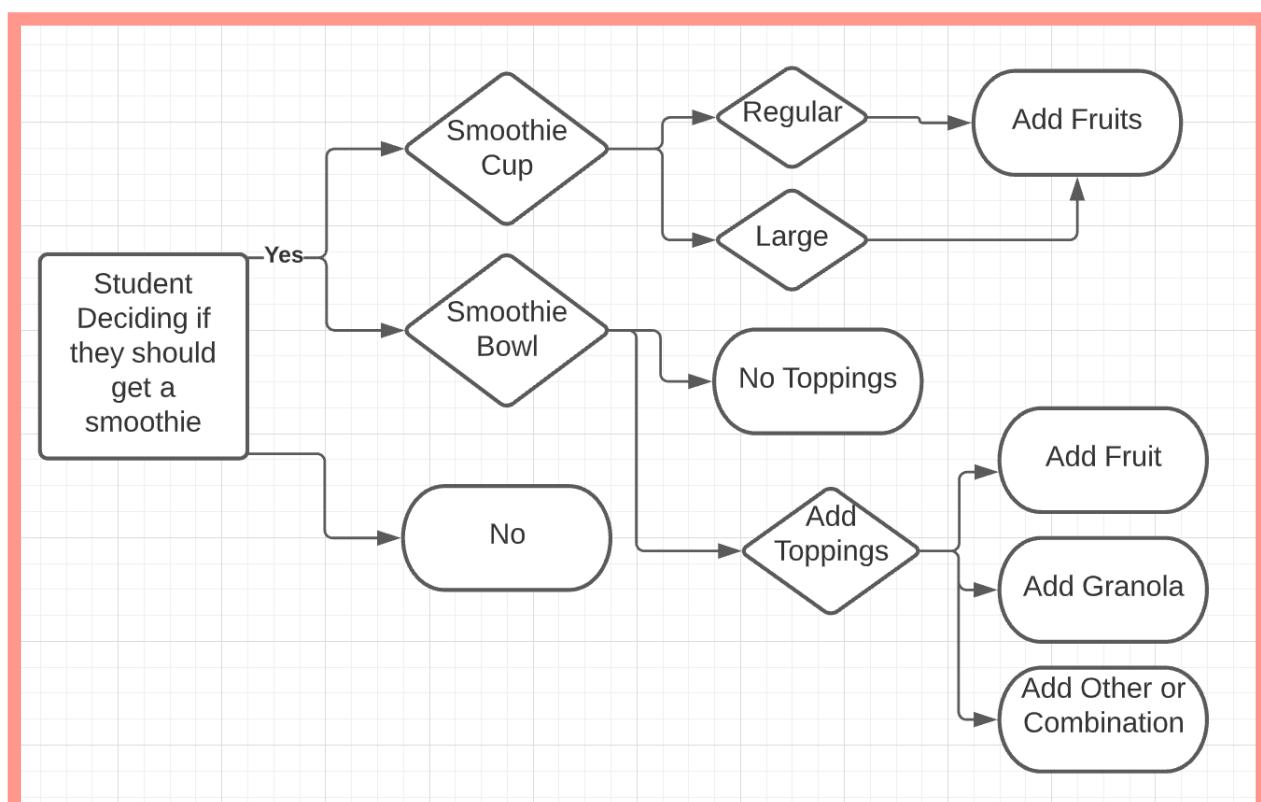
St. Paul Smoothies will need to target students when they start classes at the beginning of the semester. The sales channels we will be mainly going through will be through DoorDash. The partners would be the local farmers who will get a sign to display at their farm letting others know that their produce is distributed at St. Paul Smoothies. The timing risks will be when St. Paul Smoothies will be available to open and when each of the farmers would be able to deliver their produce to the location of

the shop. Another risk would be how long it will take for students to be intrigued by the customizable local smoothies and how long it would take to start getting regular orders from students.

- Consumer Hypotheses -

Critical Hypothesis	Issues, Criteria, & Results
Smoothies will be desired by students over current fried meals	If students prefer the fried foods more that would be an issue for the store
Consumers will like the nondairy options	if students only want the dairy options it would be a loss due to supplying the nondairy options
Consumers will enjoy the ability to use the app to order	Consumers should like the idea of mobile ordering on the app and if they dont there is still the in person option
Consumers will understand how to use the app to place their orders	If consumers are using the app St. paul smoothies will get more orders.
Consumers wont mind going to the St. Paul campus for a smoothie	A location based in St. Paul means it wont get as much foot traffic as other locations on east bank campus
Consumers would be able to pay higher prices for fresh smoothies	Because of the cost of equipment students would need to pay more for smoothies which wouldnt be ideal for them
Customer base is large enough that enough people will go to the student center for smoothies	Because of the location if students dont have a class in st. paul they would need to go out of their way to go get the smoothie
Consumers will be in a hurry most of the time	Large benefit of this product is how quickly it can be made
Consumers will value the nutritious factor a smoothie adds to their day	Smoothies are a quick and easy way to get the nutrients your body needs in order to focus in class, this should be a good reason for students to want them
Consumers will know and be interested in a smoothie bowl and add extra toppings	The added toppings should be a benefit to students as they are only a little extra and should be a fun way to decorate
Consumers will still want to buy the cold drink in the colder months	With minnesota winters people tend to want warm coffees and cocoas, consumers may not want cold fruit drinks on winter days

- Consumer Decision Tree -



VII: Operations/Commercialization Problem

Going from the stage that St. Paul Smoothies is in, the concept stage, to the ready-to-go market place stage won't take a lot of time once a few issues are figured out. Such as how many students will be in the St. Paul Student center each day and how many of those students would purchase a smoothie. A concern for this concept is the amount of smoothies that would need to be sold in a day in order to meet the breakeven point. Once demand is figured out and prices are solidified the timing then depends on when supplied could be delivered and installed into the place where 'Oath Pizza' was previously. Once all of the supplies are in place then it is up to when we can get contracts with the local farmers to supply the produce needed. Then it is a matter of when the farmers can soonest supply the fruit and vegetables and other ingredients needed to allow the consumers to make their favorite smoothies right there at our shop. Then the next step will be to test the smoothies with the students. Multiple companies that are starting out have tried with free samples outside of the building to get the most foot traffic seeing the new business. With this in mind St. Paul Smoothies will begin testing certain ingredient combinations and allowing consumers to try a small sample of them. Letting them know our cup and bowl options and how they get to try their own creations. This will be critical to raising the success of the business because if students don't know there is a new shop or are too hesitant to try our shop we won't have a good business to start off with despite a solid market plan. More research needs to be done on what types of fruits are most common in smoothies and what students would like. This could be done by passing out surveys in the Student center to students sitting down and seeing what they would make. Another important thing to research is how to get prices down. This is crucial to success because students would like to spend less where they can and they may be tempted to buy a smoothie but walk away from it because of the price.

- Product Hypotheses -

Critical Hypothesis	Issues, Criteria, & Results
Smoothies will be desired by students over current fried meals	If students prefer the fried foods more that would be an issue for the store
Consumers will like the nondairy options	if students only want the dairy options it would be a loss due to supplying the nondairy options
Consumers will enjoy the ability to use the app to order	Consumers should like the idea of mobile ordering on the app and if they dont there is still the in person option
Consumers will understand how to use the app to place their orders	If consumers are using the app St. paul smoothies will get more orders.
Consumers wont mind going to the St. Paul campus for a smoothie	A location based in St. Paul means it wont get as much foot traffic as other locations on east bank campus
Consumers would be able to pay higher prices for fresh smoothies	Because of the cost of equipment students would need to pay more for smoothies which wouldnt be ideal for them
Customer base is large enough that enough people will go to the student center for smoothies	Because of the location if studetns dont have a class in st. paul they would need to go out of their way to go get the smoothie
Consumers will be in a hurry most of the time	Large benefit of this product is how quickly it can be made
Consumers will value the nutritious factor a smoothie adds to their day	Smoothies are a quick and easy way to get the nutrients your body needs in order to focus in class, this should be a good reason for students to want them
Consumers will know and be interested in a smoothie bowl and add extra toppings	The added toppings should be a benefit to students as they are only a little ext and should be a fun way to decorate
Consumers will still want to buy the cold drink in the colder months	With minnesota winters people tend to want warm coffees and cocoas, consumers may not want cold fruit drinks on winter days

Companies St. Paul Smoothies Would Like To Partner With	Featured Ingredients Provided
Homestead Orchard	Blueberries, Strawberries, Raspberries
Valley View Farms	Milk, orange juice,
Minneøats	Granola
MN Fresh Farms	Honey
Live Real Farms	Oatmilk, Almond milk
Revol Greens	Spinach, Kale

VIII: Resource Problem

St. Paul Smoothies has been a good concept that is a little harder to follow through with considering the costs. The current resources that have been used is photoshop to create the packaging design and the farms in order to collect pricing information. There are still many questions on costs and demand of the smoothies once the store is up and running. There would also be added costs of extra ingredients that would need to be ordered once we know what student demand is like. As of now, St. Paul Smoothies will have the basic smoothie ingredients for students to choose from. Who will St. Paul Smoothies consult with to create contracts with the farms for produce? Will pricing go down if the ingredients are bought from the farms in bulk? Will students be open to the idea of a ten dollar smoothie? How will Minnesota winters change the demand of cold smoothie drinks? How much will the student center charge to let St. Paul Smoothies run the shop out of the area? Do enough students walk in and out of the student center for St. Paul Smoothies to have enough foot traffic near the store? How long will the fruit last in these refrigeration systems in the buffet-style lay out?

Moving forward with the business plan, St. Paul Smoothies needs to focus on price and making deals and setting up contracts with local farms for these deals. This is such a big concern for us because the student market is looking to spend less with their purchases. From there we need to find employees for the store and be sure that St. Paul Student center is open to the idea of St. Paul Smoothies opening up in the food court area. The employees that St. Paul Smoothies would like to hire would be students. This is because they would know the product best and because the student wage is more affordable than it would be to hire those with more experience. We then need to survey students to see what flavors they would like to see at the smoothie shop and see how often they would consider buying a smoothie. From here the shop will make changes to take the students suggestions into consideration to give them what they want. St. Paul Smoothies would need an investor to trust the company and help open the shop by helping to purchase the equipment. This should be enough to get St. Paul Smoothies up and running. These issues are the current biggest concerns because this is where there were holes in the research of this business plan. This

business has a lot of research that still needs to be done before we can open but St. Paul Smoothies is heading in the right direction.

IX: Recommendation

This Project is a go! The first thing on the checklist to be done will be to confirm that we have the ok from the University of Minnesota to operate St. Paul Smoothies out of the St. Paul Student center. Once this is done we will need to establish partnerships and contracts with the local farms that would be able to provide the ingredients for our smoothie shop. To make sure this is done correctly we will need to hire the correct personnel to be able to make these connections for our shop. These employees will need to do the research on pricing, distance, and seasonality of the produce. Finding the right legal personnel to make the contracts will also be key. This staff and the location of St. Paul Smoothies will cost a lot of the budget. However, it has been planned into the budget and has been accounted for. From there we will conduct the student surveys to see what would entice them to purchase one of our customizable local smoothies. After surveys are complete we will want students to test the product and try different combinations. This will be an opening week activity, we will also be offering discounts to the first few to try the smoothies. These will be the best consumers to first try the smoothies because it will be the most convenient for them to be the typical everyday consumer so their opinions will be the most important. Positive reviews of the smoothies could help encourage other customers to stop by the shop and create their own smoothie. Then encouraging customers to support local farms which they would do with the purchase of one of our smoothies. Showing consumers the benefits of purchasing one of our smoothies and the benefits of drinking our smoothies would be a compelling argument as to why they should stop by to get a meal here. After this research and surveys are gathered St. Paul Smoothies would be ready to be completed and opened to the public. Most of the costs will be up front and would then be covered by the revenue from the sales of the smoothie shop. A loan to purchase all of this equipment at first would need to be taken out and paid back once we have opened the shop. We believe that once costs and equipment and logistics have been figured out and solidified, St. Paul Smoothies could be opened by the next school semester to allow for students to grab a snack between their busy class schedules.

X: Concept Portfolio

- St. Paul Smoothies Logo and Packaging Designs -



Persona #2:

Liam (He/Him/His)

Personal Background:

Liam is a freshman who is new to the University of Minnesota. He is still learning the bus system and how to get to and from the St. Paul Campus. Because he is still learning the bus system, he is almost always running late. Since he's always running everywhere he thrives on caffeinated drinks and doesn't have time to sit down and eat any meals during the day when he has classes. Because of this most of Liam's meals

are comprised of a granola bar and coffee or an energy drink. This usually leaves him with headaches from not ideal nutrition.

Career Background:

Liam is a full time student working on his music when he's not in class. Typically this means he works late hours. Because Liam is up either studying or making music, he is constantly snacking and having anything with caffeine in it.

Lifestyle:

Liam and his friends are always busy with class or their band. Because of this they have little to no time that they spend on classwork. Therefore, Liam and his friends use their time between classes to sit down and get their homework done while they're still on campus. With no free time after classes they are budgeting their time the best they can.

Personal Care and Pain Points:

Because Liam lives off of granola bars and caffeine drinks he usually feels a headache coming on later in the day that makes it hard for him to focus on what he needs to. Liam worries that he needs to fix his nutritional habits if he is going to be able to focus on class work and keep his grades up.

Persona #3:

Emma (She/Her/Hers)

Personal Background

Emma is a commuter student who has nearly completed her degree in wildlife biology at the University of Minnesota. She is a super healthy and fit person that spends all her time either studying or up in the gym working out. Because she works out a lot she typically consumes a lot of protein and tries to keep her diet a healthy one and is willing to try anything at least once. She also has a dairy allergy so her diet is limited when it comes to certain foods and drinks.

Career Background:

Emma is hoping to travel the world after she graduates. She wants to study the area of wherever she will be moving for her job. She loves the ability to be able to cook with whatever she has and is always trying to make a healthy meal when she's home. She's been working on making simple meals so she knows she can make quick snacks when she gets to where she is working after graduation.

Lifestyle:

Emma spends all of her time staying on campus because she doesn't want to go home between classes seeing as she's a commuter. She typically stays on campus until the end of the day and just does homework between classes. She usually just packs a lunch to have while she's there but is getting bored of having the same meals everyday.

Personal Care and Pain Points:

As mentioned previously, because Emma stays on campus all day she has to pack a lunch. She usually just packs a sandwich but is getting bored of the same thing for lunch everyday. She is looking for a healthy variety of meals but it is difficult to pack lunches that can sit in her backpack all morning. She also struggles with ordering food places because of her allergy. If menus aren't specific enough she has to be very clear about ordering and is often annoyed by how long it takes her to order because of it.

- Consumer Journey Map -

Journey	Realized Need	Inform	Learn	Decide	Use	Enjoy
Consumer Actions	I dont have time for breakfast this morning I have to go catch the bus over to St. Paul to make it to my class	I read online that if I dont eat a healthy breakfast every morning I might not be able to focus and will do worse in my classes	Hey smoothies are full of antioxidants and benefits that would be great for my diet	I heard theres a new smoothie shop on campus. I should give it a try	Wow I made it to class on time even with stopping to buy a smoothie. It's so much better for me than skipping breakfast	I need to try getting a smoothie for breakfast more often. I felt so refreshed and it was delicious. I'm able to get breakfast and be on time.
Consumer Thinking	I'm gonna be on the St. Paul campus all day tomorrow and I have nothing to pack for lunch.	I know I need to be healthier with my diet but theres nothing healthy on campus	I think a smoothie would be a good fit for me, its got a similar amount of nutrition to oatmeal	Wow I could eat a smoothie that would be so much healthier than the food they have downstairs in the student center. I'm so sick of all the fried food	This is delicious! I got to put everything I want in it and make my own creation. This is exactly what I wanted	This is so much better than the fried food. I should get these in between classes all the time. I feel so refreshed and ready for my next class after having one.
Consumer Feelings	Im so hungry and I dont have time to sit down and eat anything	If only there was a snack that I could drink without sitting down, like a protein shake. Ugh those never taste good though	Ooh a smoothie place on campus? I could drink that and it would fill me up	Thats such a healthy option I cant believe I haven't tried it yet	Wow I made it to my meeting on time and got the nutrient I needed to do my best in this interview	I never stop to sit down anymore if I dont have to. This is a great meal on the go!

Six C's Model:

Circumstance: The consumer circumstance is being able to enjoy a delicious smoothie that you get to put together yourself while knowing that all the fruits are from local farms surrounding the area. This is more of an eco-friendly, quick and nutritional meal that more consumers could enjoy. These consumers care about what they eat and getting to their class on time. They would enjoy being able to grab a quick meal on the way to class that tastes better than a protein shake and is healthier than the fried food offered in the St. Paul student center.

Context: Not getting enough nutritional value from your food is a big issue for college students living on a budget. They would often prefer to eat out to be sure they are getting the good tasting food they need but that is not always ideal for college students living on a budget.

Constraints: St. Paul Smoothies would be ideal for students rushing to class or needing more nutrition in their diet. However, the price of these smoothies is a huge drawback for most students. After conducting a small survey of students on campus, we found that majority of students wouldn't pay more than \$7 for a smoothie. Seeing as the cost of a large smoothie at St. Paul Smoothies is \$9.99 this is a large drawback for our business. However, because all the fruit is from local farms and not imported from companies where it could be cheaper, we can not lower this price because our company would then not break even with the cost of the business, equipment and employees.

Compensating Behaviors: Consumers are looking to have a healthier and quicker nutritional meal during the day. Along with something that they can take on the go just like their morning cup of coffee. Everyone is rushing everywhere in these times and they like when they can take their food with them to eat it on the go. Consumers are also switching to more eco-friendly behaviors as they learn more about the world's climate and the state we're in. These smoothies would create a fast and nutritious drink and a local one. Meaning no shipping of products creating less carbon emissions compared to other companies.

Criteria: St. Paul Smoothies is still in the concept stage but is very close to being a ready-to-go business model. Once it is it will be able to be open during the St. Paul Student Center operating hours and able to serve students with fruit and produce that they want for their daily diet. They will be able to make the smoothies themselves in the buffet-style serving center and then hand their cups over to the employees behind the counter. They will then add the juice or dairy option and blend it. The consumer will be able to sit and study with their smoothie or rush it with them to class. Either way students would be supporting local farms with their purchase and have a healthy meal to get them through their next class.

Consequence: Consumers have the expectation to get something delicious every time they order. When ordering something that you are in control of the ingredients for, the

consumer would love the drink that they were able to make themselves. They could also, if choosing the bowl option, get a delicious looking smoothie bowl with all of their favorite toppings, in a creatively designed bowl that they could show off on their social media accounts which would promote more business for St. Paul Smoothies. This is the ideal study drink to either sit down with or take with to class while taking those very important lecture notes.

- Instruction print out to hang around the shop -

Let's Get Your Smoothie Started!



All of our ingredients are fresh and delivered straight from local farms in Minnesota!



1.

Decide If you would like your smoothie in a cup or a bowl

2.

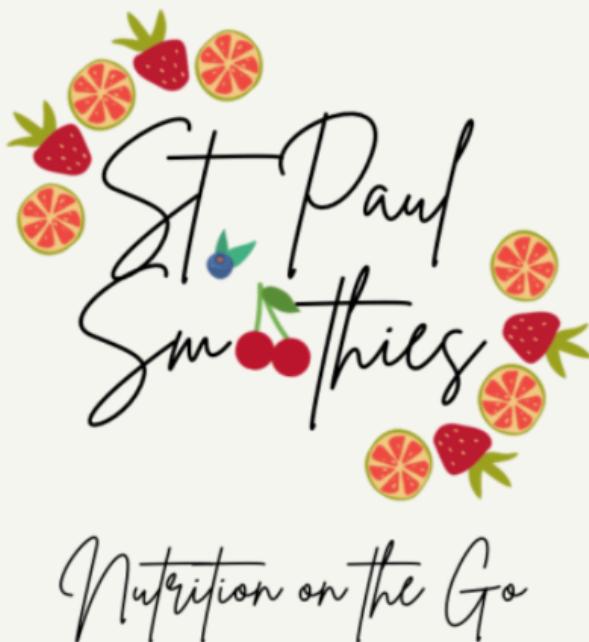
Pick a size and start filling your cup with all of the ingredients you want!

3.

Hand your cup to one of our smoothie mixers and choose your juice, milk, or non-dairy option!

Now All You Have To Do Is Pick Your Toppings and You're Off

Order ahead online using our link to the
DoorDash App



"The first make your own smoothie shop located right on campus."

APEC 3551
Fall 2021

Current Options

❖ St. Paul Student Center

- Subway
- Fried Foods
- Chips/ Other snacks

❖ Smoothie Shops

- Premade Smoothies
- Set Menu Items
- Distance From Campus



Introducing St. Paul Smoothies

- ❖ Smoothie Store located right on the St. Paul Campus
- ❖ Buffet-Style Serving
- ❖ Local Ingredients
- ❖ Order Ahead
- ❖ Healthy alternatives
 - Green Smoothie has as many grams of protein, carbs, and fiber as a cup of oatmeal and less fat!



How it works

- ❖ St. Paul Smoothies works with buffet-style serving options
 - Consumer receives a cup to fill up
 - Then employee will add the juice options and blend it.
 - Students who order through Doordash can go through all the same options in their app.
- ❖ The St. Paul Smoothie Advantage
 - Ingredients from Minnesota
 - Healthy snack
 - Can be ordered and made in a rush
 - Customizable
 - Ideal Location

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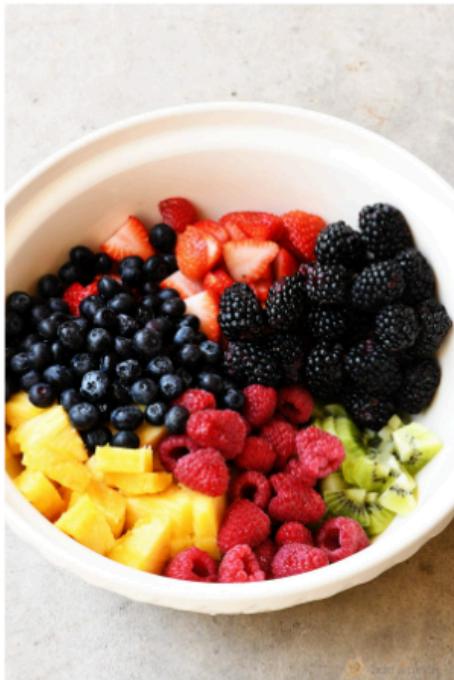
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Now All You Have To Do Is Pick Your Toppings and You're Off

Order ahead online using our link to the DoorDash App

How To Start



- ❖ Survey students to find typical ingredients for their personalized smoothies
- ❖ Test how long fruits and produce can last in buffet-style refrigeration system
- ❖ Move into location in St. Paul Student Center
- ❖ First week of business we will pass out free samples of most popular combinations (based on surveys)

Next Steps

- ❖ St. Paul Smoothies is a go!
 - The smoothie market has a large target audience that isn't being serviced in a heavily student populated area
- ❖ Things to be done
 - Hire legal professionals to draft contracts with local farms
 - Establish Partnerships with local farms
 - Get reviews of smoothies from target consumers
 - Show consumers lists of benefits from our smoothies
- ❖ How we're getting to \$1,000,000
 - Breakeven: 72,429 Smoothies (6,036 a month)
 - Hit a Million in Revenue: 100,000 Smoothies (8,300 a month)



Est. 2017
M I N N E Ø A T S
from bowl to soul



- Q & A -

- ❖ As you see average student, what is the typical smoothie they might make? (walk us through the ingredients)
- ❖ You mention that fast breakfast ideas are like eggs and oatmeal... how does the average smoothie compare from a nutritional standpoint?
- ❖ Smoothies are considered drinks, give us a better idea of what is a bowl and how that works? Bowls seem to be for ice cream or yogurt options?

