

# Youth Entrepreneurship Ventures

A partnership between:

Social Economy and Enterprise Academy

&

8 Millions Stories

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# Outline

- Social Benefits and Costs of Program
- **Goal:** Provide Foundational Information for Student Youth Entrepreneurship Ventures
  - Juice for Justice Entrepreneurship Venture
  - Candle Business
  - Marketing Resources



8 Million  
Stories  
Social  
Benefits  
and Costs  
of Program

Recidivism- or- Convicted  
people's tendency to re-offend

Cost of incarceration

Entrepreneurship Venture  
Specific Social Benefit

“Juice for Justice”  
Entrepreneurship  
Venture





# Potential Business Partners

- Finca Tres Robles
- Communities for Better Health, The Acres Homes Farmers Market
- Xela Coffee Roasters
- University of Houston Quad/Walkway



# Flow of Funds Summary

Costs for Juice Types:	Juice #1	Juice #2	Juice #3
<b>Total Costs</b>			
Total Cost for 200 Juices	\$ 1,105.92	\$ 1,205.92	\$ 1,305.92
Cost Per Unit:	\$ 5.53	\$ 6.03	\$ 6.53
<b>Break Even Units (Expressed in Units)</b>			
Selling Price: \$7	135	151	173
Selling Price: \$8	110	121	135
<b>Total Profit and Net Present Value at 6% rate</b>			
200 Sold at \$7	\$ 294.08/ \$277.43	\$ 194.08/ \$183.09	\$ 94.08/ \$88.75
200 Sold at \$8	\$ 494.08/ \$466.11	\$ 394.08/ \$371.77	\$ 294.08/ \$277.43

- **Examples of Juices:**
  - Juice #1: Apple, Banana, Celery, Lemon
  - Juice #2: Apple, Kale, Cucumber, Lemon
  - Juice #3: Carrot, Ginger, Orange, Lemon



# Candlemaking Entrepreneurship Venture



# Candlemaking Entrepreneurship Venture

## Who

Aimed towards mainly teen moms

## What

Making 3 different types of candles; Organic Candles, Decorative Candles, and Justice Candles from scratch at a budget friendly price to be sold at different local events.

## Where

Teaching the making classes at 8 million stories. Selling would be done at local farmers markets and community events

## Why

An initiative to help teen moms pave a career path for themselves

## When

Start off with a 1 year program





High, and thriving demand

Easy to start

# Why Candlemaking?

Easy to price and sell

There is a huge community of fellow entrepreneurs

# Potential Partners

- **Purpose:**
  - To team up with them to sell at big events
  - Can create new variety of products with them
- **Small Businesses:**
  - The CandleHouse by Raziah
  - FoxFire Candle Works
  - Elijah Rising Goods
  - **O'Shea Woodhouse Visuals**
- **Famous Candle Stores:**
  - Bath and Body Works
  - Yankee Candle
- **Candle Making Classes:**
  - Love and Make-\$30- Virtual Class
  - Simply Scents Candle Co.



# Flow of Funds

	Costs:	Organic Candles	Decorative Candles	Justice Candles
<b>Initial Set-Up Costs</b>				
	Scale	\$25.00	\$25.00	\$25.00
	Heat Source (Single Burner)	\$18	\$18	\$18
	Large Saucepan (3 Quart)	\$20	\$20	\$20
	Small Saucepan (1 Quart)	\$16	\$16	\$16
	Thermometer	\$10	\$10	\$10
	Small Calculator	\$8	\$8	\$8
	<b>Fixed Cost:</b>	<b>\$97</b>	<b>\$97</b>	<b>\$97</b>
<b>Variable Costs for 1 candle</b>				
	\$5.00	\$6.00	\$7.50	
<b>Variable Costs</b>				
	Organic Candles (8 oz)	Decorative Candles (10 oz)	Justice Candles (16 oz)	
Candle Wax (Soy-50 lbs)	\$96.50/50 lbs	\$96.50/50 lbs	\$96.50/50 lbs	
Fragrance Oil (1 bottle)	\$5		\$5	
Candle Dye (4 oz)		\$12	\$12	
Candle Containers (Pack of 240)	\$196.56/240 Tin containers	\$194.40/240 Tin containers	\$104.40/240 Tin containers	
Toppings (30g)	\$10	\$10	\$10	
Wicks (100)	\$10	\$10	\$10	
Warning Labels (1000 stickers)	\$8	\$8	\$8	
Decorative Labels (400 stickers)	\$8	\$8	\$8	
Total Costs:	\$355.02/160 candles	\$363.1/160 candles	\$500/160 candles	
Cost Per Unit	\$2.22	\$2.42	\$3.13	
<b>Break Even Points</b>				
	Break-Even Point at \$6	Break-Even Point at \$7.50	Break-Even Point at \$10	
	\$98	146	243	





# Marketing Strategies

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For Juice and Candle Businesses



# Social Media



Provide updates on new products and initiatives



Interact with customers and receive feedback



Invest in advertisements and target a specific audience

Social Media Platform	Cost Per Click (CPC)
Facebook	\$.97
Instagram	\$3.57
LinkedIn	\$5.26
Twitter	\$0.38
Pinterest	\$1.50

Social Media Platform	Cost Per 1K Impressions
Facebook	\$7.19
Instagram	\$7.91
LinkedIn	\$6.59
Twitter	\$6.46
Pinterest	\$30

# Market Sale

Create a website online

- Wix, SquareSpace, Weebly
- Enable online ordering with shipping and/or pick up options
- Sell on online marketplaces
  - Amazon
  - EBay
  - Etsy
  - Facebook Market

Market	Schedule	Distance
Urban Harvest Farmers Market	Wednesdays	4.4 miles
Rice University Farmers Market	Tuesdays	3.2 miles
East End Farmers Market	Sunday	4.5 miles
Midtown Houston Farmers Market	Saturday	2.2 miles
Curb Market at Sawyer Heights Lofts	Thursday	5.9 miles
BLCK Market at Buffalo Soldiers National Museum	Friday	2.2 miles





# Marketing Resources

- Small Business Development Center (SBDC) at UH
- Market research and business advising ([https://www.sbdc.uh.edu/sbdc/Business\\_Research\\_Services.asp](https://www.sbdc.uh.edu/sbdc/Business_Research_Services.asp))
- In-person events and webinars (<https://www.sbdc.uh.edu/sbdc/webinars.asp>)
- Social media business plan (<https://www.sbdc.uh.edu/sbdc/social-media-for-small-business.asp>)

## Wolff Center for Entrepreneurship (WCE) at UH

- Outreach programs
- Similar Collaborations:
  - Lemonade Day (<https://lemonadeday.org/houston>)
  - Stars of Tomorrow Excellence Program (<http://www.bauer.uh.edu/undergraduate/elasp/index.php>)



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