

Food Truck

Brainstorming/Pitch

(Teacher's name) is a potential investor in your food truck. Your pitch to **her/him** and one classmate will be made up of the following and should be 90 – 120 (1.5 – 2 minutes) seconds in length.

Food Truck Purchase Plan (used, new, lease) and why. (You need to locate the truck you want to buy in order to determine cost.)

Will the truck need alterations? Explain them and the associated costs. Site at least one source.

Idea for city and state and why this is the ideal location

Target Audience and why that audience makes the most sense for the region of the country

Food Type and why this is the ideal for the location and target audience

Sample menu items and why these specific items would be featured

How much will each of those items cost to make? You will need to explain your input costs to your potential investors.

**How much money do you think it will cost you to start this business and why? (This needs to be realistic and based on research).
Site at least one source.**

Channel options:

1. Word-of-Mouth (conversations with people, positive reviews, and referrals)
2. Advertising (Print: signage, mailers, newspapers, magazines, and bulletin boards; or Digital: television commercials, online ads, video ads, email, podcast promotions, and radio)
3. Social Media (communication through digital social networking tools – product pages, blogs, vlogs, forum posts)
4. Targeted Marketing (focused information for a group of customers based on buying patterns or interests)

How much money do you think it will cost you to get people to know your business? Site at least one source.

Other information helpful to potential investors

How much are you seeking from investors and for what stake in your company?

(Make sure you can counter any offer you receive from (teacher's name) in a way that shows critical thought as a business owner)



Pitch in paragraph format (will be more than one paragraph)