

Churn Homemade Ice Cream and Coffee/ Gibsonia, PA

Season 10 Episode 9 | 26m 46s

Churn is a business committed to coffee, community and delicious homemade ice cream. Founder Kelley Costa has overcome enormous health challenges to create a successful, multi-location homemade ice cream and coffee shop.

Aired: 11/28/22 Rating: NR

Link: [Churn Homemade Ice Cream](#)

1. What did Churn have to do after the pandemic?
2. What challenges did the owner (Kelley) have to overcome personally?
3. How did Churn get its start?
4. What does Kelly credit her parents for giving her?
5. When Kelley started, who did she hire as her employees?
6. What did she need to learn about when it came to getting a product?
7. What does the term “learning curve” mean? How would you describe the “learning curve” that it took to get Churn started?
8. What was Kelly's Father lacking skill wise and what did Kelley do about it in terms of deciding what areas to study and learn about?
9. What type of business is Churn (product / service) (year round / seasonal)?
10. What did Kelley do for 9.5 years as a career? How might that have helped her with her business?
11. What did Kelley discover when she was visiting New York that led to her success?
12. Perhaps the most important takeaway from viewing this episode is when Kelley talks about creating an experience instead of a product. Explain what she means by this statement and why that is such an important concept for any business owner to understand?
13. What does Kelley mean when she talks about finding a location with a full build out? What is A build out? What does “white box” mean?

14. When building out the location and waiting to open, what is the purpose of putting out a coming soon sign? What can that do for a business that hasn't started or opened yet?
15. Explain the importance of the local news creating a story / article about the opening of Churn. What is the term for this in marketing, and essentially what is the story or article creating for the business?
16. Kelley mentions the term "soft opening" What is meant by this and why would you want to have a soft opening when opening a business?
17. What were two solid indicators that Churn was doing well after it opened?
18. What was one small (road) mistake that proved costly and required Kelley to find a new location?
19. What is a pivot in entrepreneurship and how is it different from what many outside of entrepreneurship call a failure?
20. When pivoting and selecting a new location, what perception was Kelley worried about?
21. Another huge takeaway from this episode is understanding customer perception. What is perception, and why is it extremely important to understand perception in life but specifically in the business world?
22. What product placement did you see in this episode (think vehicles) and if you were starting a business tv show similar to this one, what types of products or brands would you seek out and why?
23. Why is it extremely important to understand the type of zoning laws associated with a location?
24. What examples were given as to why Kelley thought leasing was a better option than owning the specific building location?
25. What was the cost mentioned for the one specific ice cream making machine or resource.
26. What was interesting about the most popular flavors in regards to the various locations?
27. What does Kelley mean with the statement "many people buy with their eyes" regarding the purpose for decorating the ice cream display.
28. What advice was given when asked about giving advice to a young person in today's world?

29. What unique methods were discussed regarding the use of social media to promote and gain attention for the product?
30. How can social media be useful to a business in regards to conducting market research?
31. What is the purpose of providing incentives to employees to create content on social media?
32. What is a break even point when it comes to a product?
33. What is a margin in regards to a product? What was different about the vanilla ice cream margin and the ice cream with pretzels and other ingredients?
34. What has happened in recent months that has made it difficult to maintain consistent profit margins? What are the options when material costs increase in order to maintain profitability and keep profit margins the same?
35. What is the growth strategy mentioned in regards to bringing in others to the business?
36. What is franchising and what is one thing you learned from the discussion about filing paperwork for starting a franchise? Why did Kelley decide to turn to franchising?
37. What advice would Kelley's Mom give to other parents in regards to supporting their child?
38. What is mentioned by the host of the show as the bigger story of this episode?