Brainstorming Ideas

**Business name**: JenSprinkleSpectacles

**What do they do?**

* A small business that sells wax beads which are scented to make any space smell good.

**Who are the customers?**

* Anyone who likes fragrance including floral, bakery, woodsy scents.
* People who like fragrance but get headaches from candles (research statistics on this for my market research database)
* People who do not want a black residue on their walls from candles (research statistics on this for my market research database)

**Who are the suppliers?**

* Pink Zebra (would supply the paraffin wax with the scented oils incorporated)
* Local soybean farm (who supply the soybeans to Pink Zebra – research Illinois soybean farms for the market research database)

**What area of the market does the business aim for?**

* Safety including toxic free ingredients

**Business Sales Pitch Idea:** Support a local business in Illinois

“Hello Good Afternoon, Investors,

My name is Jennifer, and I am here today to talk to you about my small local business in Illinois. The name of the business is called Jen’s Sprinkles Spectacles. I’ll start off by saying, no, these are not sprinkles you would add to your ice cream. These are called sprinkles because they’re small soy wax beads that are strong and full of fragrance. Since you are all here because you love fragrances, I must say Jen’s Sprinkles are unique, because they are toxic free! Yes, that means they are safe for your pets and kids to smell. God forbids, they eat a small number of beads, they will be okay. Jen’s Sprinkles are safe for the environment because they are made of safe ingredients and meet 100% of the international fragrance association standards.

Another reason why they’re unique is because they can easily be blended by combining 2 or more fragrances together or enjoy as is. The soybeans are not grown or made in China like most products, they’re grown locally in the state of Illinois. This means you are supporting local soybean farms and a small local business. Did you know based on the Census of Agriculture growers in 2022 had less farmland acres (land that is suitable for farming) compared to the maximum value of farmland acres in all four years, that is 2007,2012, 2017, and 2022 that the survey was conducted. Based on the data, 2022 growers also had less cropland acres (a type of farmland that is used to grow plants for human consumption, animal feed, or fuel) compared to the maximum value of cropland acres in all four years. Also, the total income for Illinois commodity and export of soybeans was $61,350,571 in 2022.

Raise your hand if you ever used a candle then after a while notice a dark film on your glass container or walls?  Okay, I see a few hands up. That my friend is soot, which is the wax that is drawn to the wick faster than it can burn, causing an incomplete chemical reaction. That means that as the extra unburned wax releases into the air, it leaves behind a black residue on your walls. Jen’s Sprinkles are clean burning and have nontoxic ingredients. You can use any wax warmer to burn your sprinkles. No nasty mess left behind and if you do spill it is easily cleanable with an air dryer and towel.

You may be wondering, how long does the fragrance last? The strength & desirability of each fragrance are evaluated by real users in real homes for 3 consecutive 8 hours days from 20 feet away. The result of these evaluations concluded that the fragrance(s) can last up to 72 hours.

I personally use these all over my house from my bedroom to my bathroom to living room and in the kitchen. They in fact do last me up to 3 days and they’re easy to switch out by popping the wax plate into the freezer for 15 minutes and cleaning my plate with lukewarm water and soap then after drying, adding a new scent of sprinkles. I love to personalize my own by blending 2 or fragrances of sprinkles together to create a much stronger scent depending on the vibe I am going for. I love to personalize my blend by using spring, summer, fall, or winter scents.

If you suffer from headaches and soot because of candles and want to feel joy and pleasure instead, then you can’t go wrong with Jen’s sprinkles. These incredible eco-friendly soy wax beads will surely make your home or office smile delightful.

If you have any questions do not hesitate to reach out to me. Thank you for your time.”