

## **Dave's Donuts**

### *Donut Personality*

About the Business - Dave is a celebrity who's notoriety extends beyond his original profession. Early in Dave's career, he made a name for himself by being the first person ever to compete in the Daytona 500 on a tricycle. By using his advanced degrees in both mechanical engineering and quantum physics, Dave modified a tricycle "donated" by his neighbor's 5 year old, adding a state-of-the-art subatomic hyperdrive to achieve a top speed of 450 mph. After an extended battle with race organizers over safety concerns, Dave was able to enter the race, and easily best the competition.

Dave also loves donuts. During his run with tricycle racing, Dave always stocked his pit with a wide array of donuts for the crew. But, while he was racing, he often thought about the donuts, and how he could possibly make them better. Between tinkering sessions on his tricycle, he perfected the perfect donut recipe, and is now ready to make his fortune by opening a donut shop.

Challenges / Needs - Dave has secured the location for his Donut shop, and has started ordering equipment and building out the space. He feels that his next priority is to create a web site for people to learn about his shop and his vastly superior donuts. He would like his site to have a list of menu items and images of his donuts, as well as a way to contact him for questions.

Current Assets - While Dave has collected many photos of his donuts during the testing phase, they aren't organized in any manner. He will need to have the ability to sort photos into categories, as also to make changes as needed. Once this is complete, he plans to start work on the menu of donuts he will offer when he opens the store. He does have a logo, but not much else.