

The background of the slide is decorated with various hand-drawn fruit illustrations in a whimsical style. These include a blueberry cluster in the top left, an orange slice in the top center, a green kiwi in the top right, a watermelon slice in the top right, a lime in the middle right, a lemon slice in the middle right, a green leaf in the middle left, a strawberry in the bottom left, a banana in the bottom left, a green leaf in the bottom center, a lime slice in the bottom center, a cherry in the bottom right, and an orange in the bottom right.

Recipe Ring

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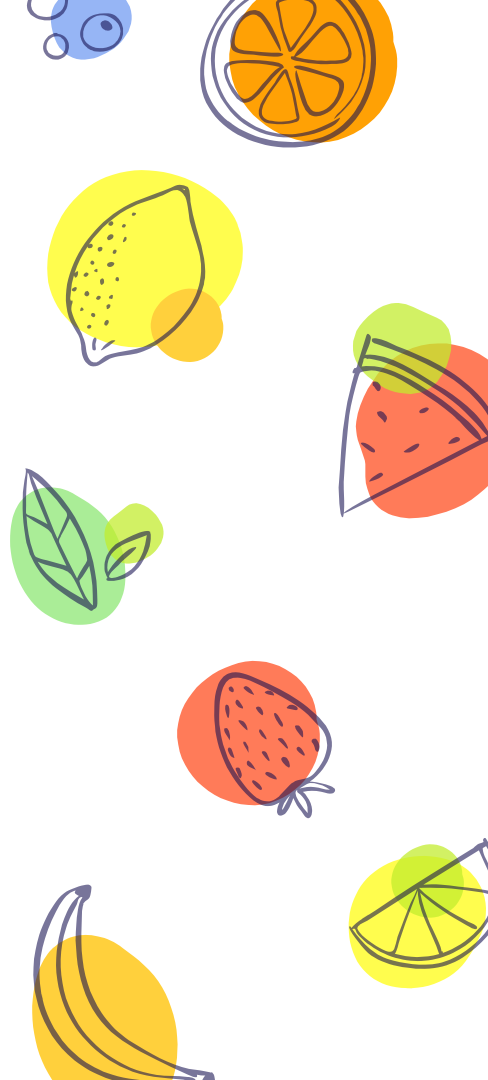
Jershon Moodie

Business Idea

Our idea was to:

1. Create a useful product to use in the kitchen
2. Ensure it suited our target demographic - who we presumed was single
3. Address food insecurity and accessibility

We created Recipe Ring - useful recipe cards that are durable, and highlighted local produce. Our profits were meant to be split between supporting a charity, and supporting the OCAD student Union.



Results - Were we Successful?

Success is measured in three points:

1. Did we create the product we wanted to make?
2. Did we sell enough to break even?
3. Were we able to fulfil our donation goals?





recipering.ca

Who We Are

The Recipe Ring team is a diverse team from OCAD U, who got together to start this business to make an impact on our local community.



recipering



@recipe_ring



Recipe Ring

Ingredients

1. One butternut squash
2. Salt and pepper
3. 2 cups vegetable broth



Instructions

1. Line a baking sheet with tin foil
2. Cut squash in two, lengthwise and place squash face down (skin up) on baking sheet and bake at 375 degrees for 45 minutes or until fork-tender
3. Remove squash and spoon out contents of squash into a pot (or let squash cool for 10 minutes and scoop squash into a pot); discard the tough skin
4. Add broth to pot
5. Use an immersion hand blender to mix broth with squash
6. Serve with your preference of salt and pepper

**Roasted Butternut
Squash Soup**

**Cook Time: 60 minutes
Prep Time: 5 minutes**

Ingredients

1. 125g of firm tofu
2. 4 tbsp soy sauce
3. 1 tbsp sesame oil
4. 8 cloves garlic
5. 1 tsp sriracha
6. 1 ½ tbsp brown sugar OR honey
7. 1 cup of rice (leftover is fine!)



Instructions

1. Cut your tofu into 1/2 inch thick slabs
2. Place your slabs between paper towel and set something heavy on top to press tofu for 20 minutes
3. Finely chop garlic, and add to 2 tbsp soy sauce, and honey OR brown sugar. Set this aside.
4. Mix remaining soy sauce, sriracha and sesame oil in a wide container
5. Put pressed tofu in the same container, and let marinate for 20 minutes, minimum
6. Remove tofu from marinade and bake for 15 minutes at 350 or until golden and crispy
7. Put your garlic soy mix into a sauce pan and simmer until thick
8. Serve with your rice!

**Garlic Sauce Tofu
and Rice**

**Cook Time: 15 minutes
Prep Time: 10 minutes**



Ingredients

1. 1 tsp Olive Oil
2. 1 tsp Cayenne Pepper or Paprika
3. 6 Headless Shrimp
4. Salt
5. Pepper
6. ½ Red Onion
7. Lemon Wedges (Optional)

Instructions

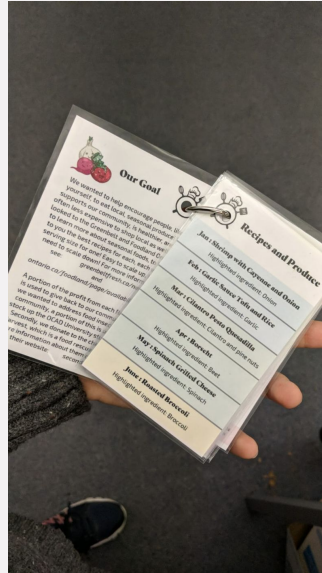
1. Defrost shrimp in fridge overnight
2. Chop onions into thin slices and leave on the side
3. Put shrimp, cayenne pepper OR Paprika and onion slices along with olive oil into a bowl or plastic bag. Leave the bowl or bag to marinate for 30 minutes.
4. After the shrimp are done marinating, put the pan on the stove and turn it to medium heat.
5. Place shrimp and onion on the pan evenly. Cook shrimp for 2 to 3 minutes per side, or until opaque.
6. Transfer to a serving dish, garnish with lemon wedges, and serve.

**Shrimp with
Cayenne and Onion**

**Cook Time: 15 minutes
Prep Time: 10 minutes**

Here are a few samples of the cards we made!

And the physical product:



Did We Break Even?

Expenses: \$128.18 (CAD)

How many we sold: 19 Recipe Rings !

Revenue: \$190 (CAD)

Profit we made: \$61.82 (CAD)
(plus a \$2 donation!)



Can We Fulfill Our Donation Goals?

The short answer: no.

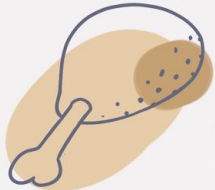
As a team, we decided a \$30 donation to each place we chose was not all that substantial, so we will be donating the full amount instead to the student pantry here at OCAD University to support our immediate community.

Earning Breakdown

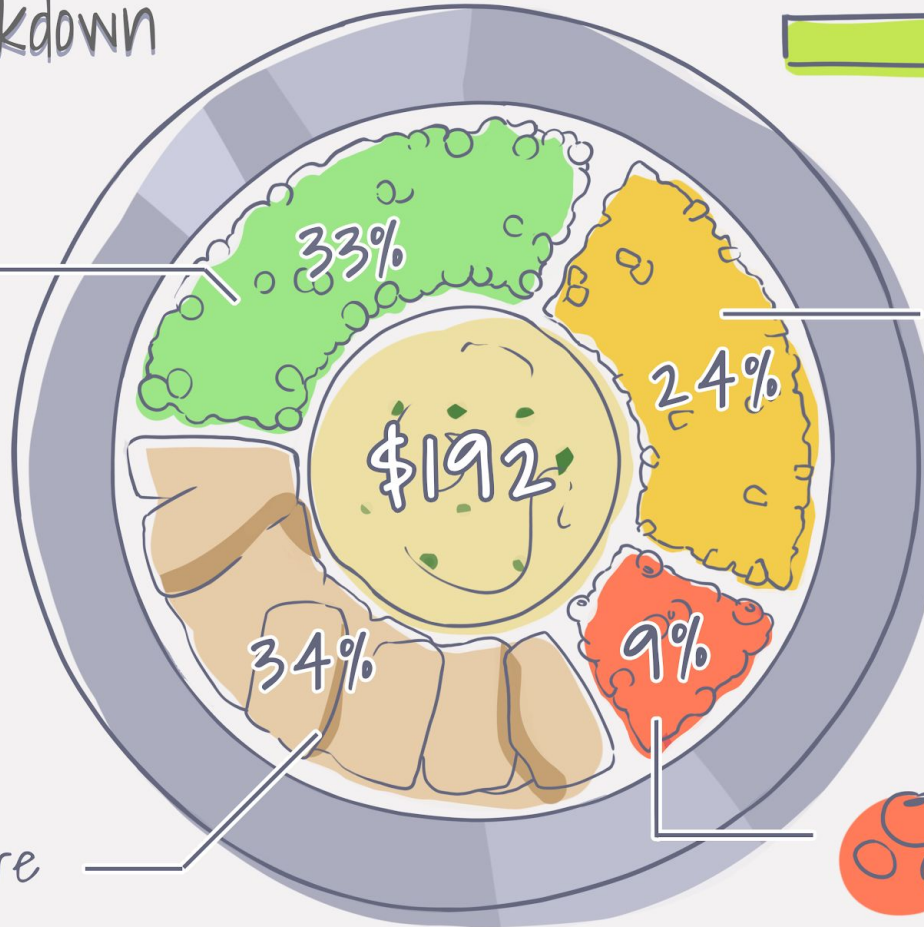


Profit

- To OCAD Pantry (\$62)
- Staples Items (Paper, rings etc.) (\$51.6)
- Plastic Sleeves (\$14.6)



Manufacture



Cash (80%)



SquarePay (20%)

Packaging



- Tupperware (\$45)

- Sticker Paper (\$12)
- Promo Posters (\$4)
- Website (\$1)



Promo/Branding

Desirability

Audience Relationships - Interaction at the live event will be an important aspect to our sales and the happiness of our customers

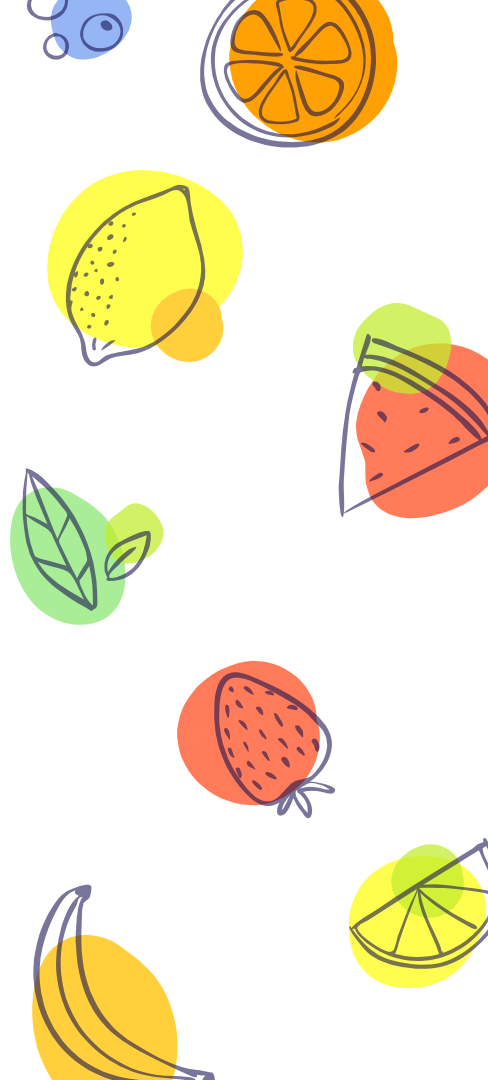
Distribution Channels - We created multiple social media pages and posters regarding the launch of our product

Audience Segments - Our most important targeted audience would be the population of young adults that travel through the main doors of OCAD but all are welcome to learning about us

Viability

Revenue Streams - We created 30 finished products and we were able to sell 19

Each product consists of our seasonal home recipes along with a branded plastic tupperware container going at \$10 each



Feasibility

Key Activities - Creating and marketing friendly home recipes styled with a ring

Key Resources - Materials and knowledge for producing a physical recipe and a location to host sales

Key Partners - Our motivations comes from aiding Second Harvest and the OCAD Student Pantry

Vendors that assisted our journey consists of the Greenbelt and Ontario Foodland

Viability

Cost Structure - The most important costs in our product would be from the steps it takes to manufacture the final product and putting it all together



Key Successes

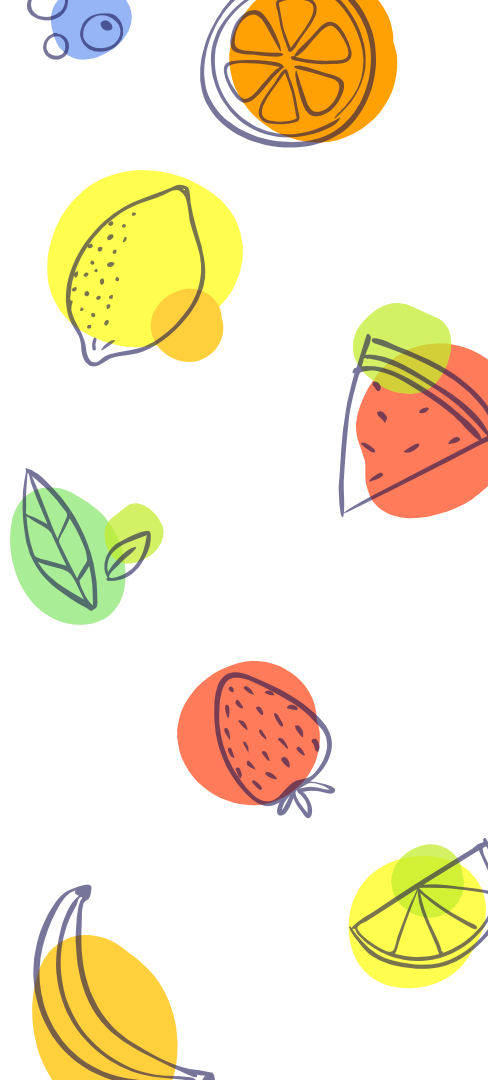
Key Successes - things that worked

1. Location, location, location
2. Method of payment - Square Pay
3. Our product included a food container



I. Location, location, location

- OCADU has a lot of foot traffic
- Tuesday had more foot traffic than Friday
- Highest traffic appeared to be in between classes
- Small community



2. Method of payment - Square Pay

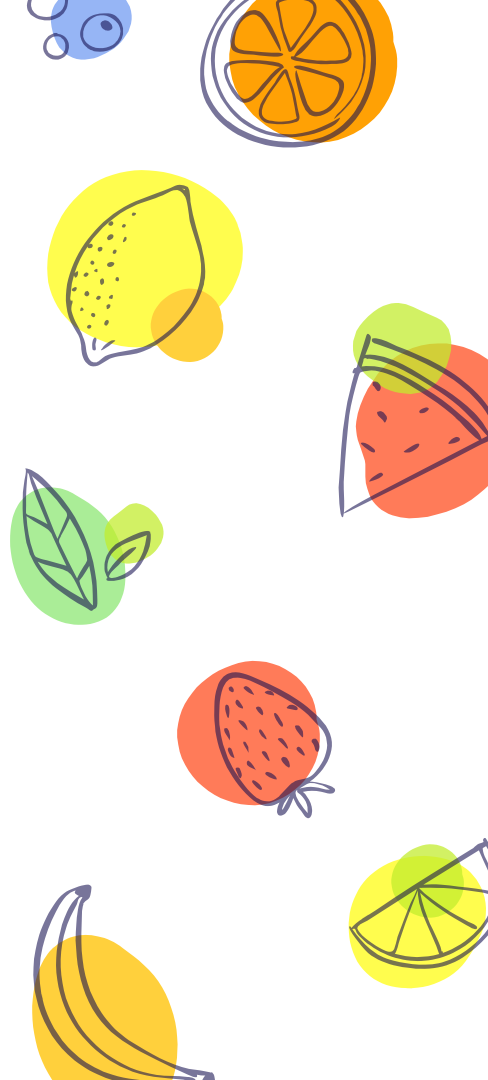
- Allows us to accept debit or credit as well as cash
- Having payment options allowed us to be more accessible
- Square Pay is a free device; they get paid when you start selling
- Roughly 2.75% per transaction



3. Presentation

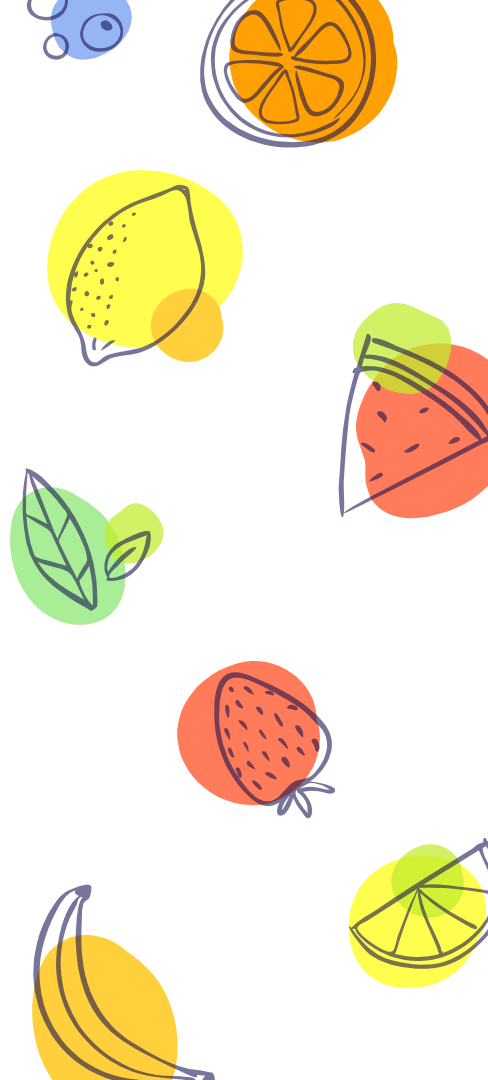
Our product included a food container, which was:

- Eye-catching
- Useful item
- Adds dimension to product
- Long lasting promotional item



Limitations

Price: initially when we thought of our target group for our customers, we envisioned our audience to be young and to be students. Upon reflection, our customers were not young and were likely teachers, professors or other OCAD U related employees with a few shekels in their pocket.



Limitations

Price (continued): Also students don't have a lot of money to spend on non-essential items



Limitations

Advertising: Our idea seemed to hit the mark with some folk and I suspect if we were able to get the word out about our product, especially with OCADU employees,

We're confident we could have sold more units.

Given OCAD U is a small community spread out over several buildings - this did not help our cause.

