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**MID 113 Team 3**

# Buddy Builder Candy Lab

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November 24, 2025  
MID 113 – Team 3

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# Buddy Builder Candy Lab

DIY Candy Kit



Create a Buddy, Share a Smile!

## Our Mission

Our mission is to blend fun, learning, and creativity into every candy-making moment; inspiring families to play and create together.

## Key Values

- Providing a safe, creative, and interactive experience that blends candy crafting with storytelling
- Spark creativity, reduce screen time, and bring families together



# Overview of Buddy Builder Candy Lab



A hands-on candy-making experience that sparks creativity and brings families closer



# Problem Overview: Defining the Need and Solution

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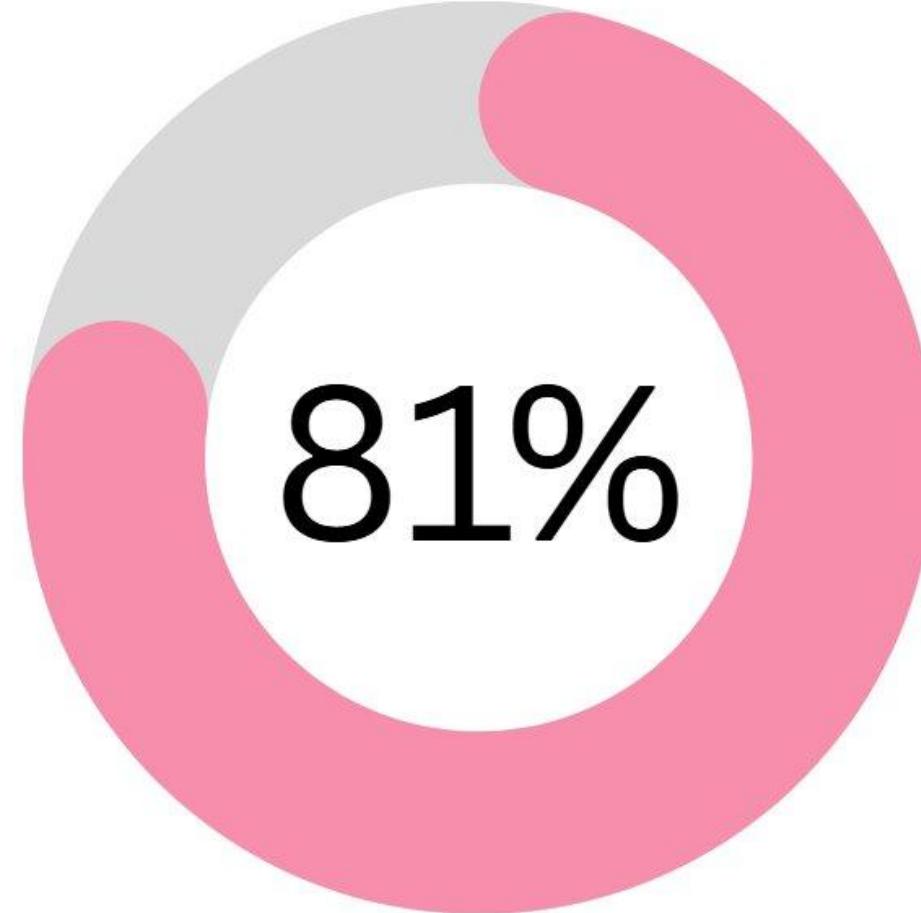
# Challenges in Modern Children's Play

*Before: Screen-focused entertainment*



*After: Hands-on family candy creativity*

**Figure 1: Interactive Play vs. Screen Time**



**There is steady and consistent growth, highlighting the opportunity in this market**



# Market Overview: Current Trends and Conditions

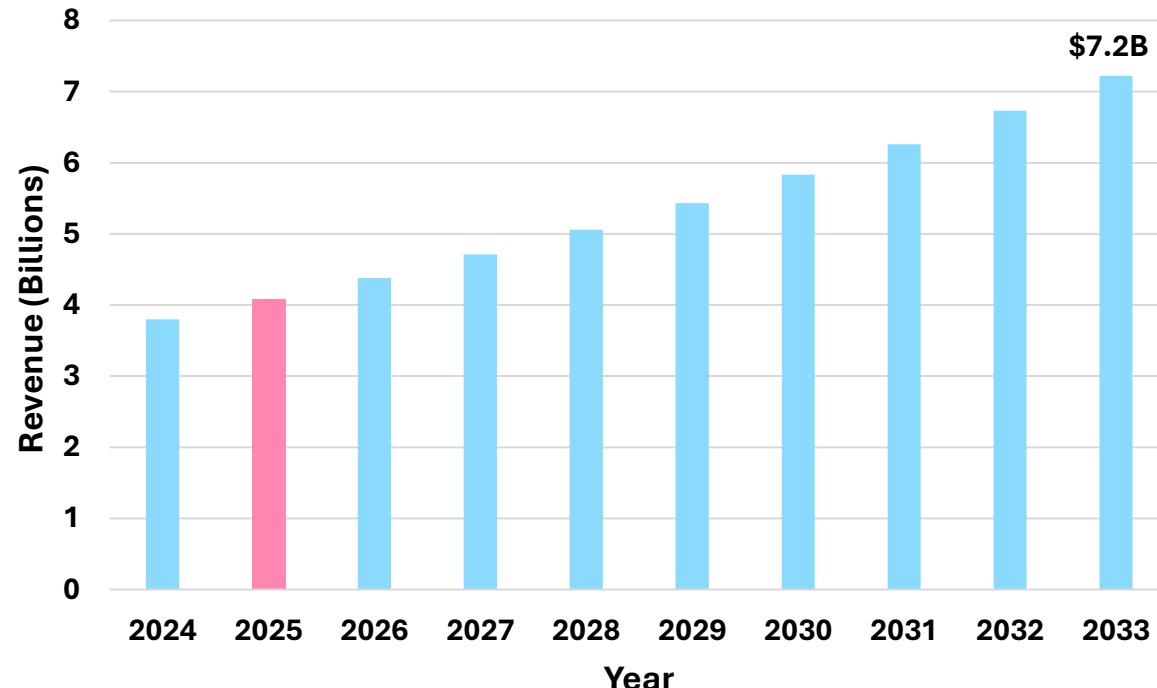
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# Market Conditions



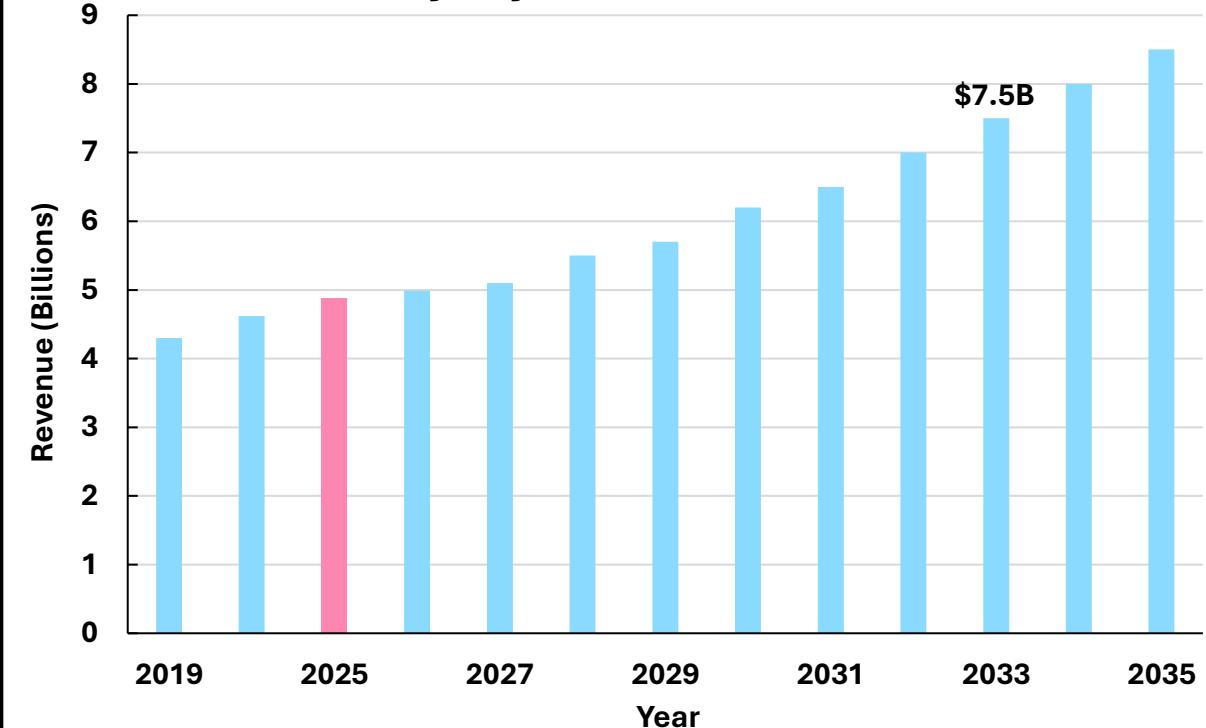
Figure 2: Craft Kits and Projects Market



Market Size in 2024  
\$3.8B

7.4%  
CAGR

Figure 3: Candy Toys Market in the U.S.



Market Size in 2024  
\$4.62B

5.7%  
CAGR

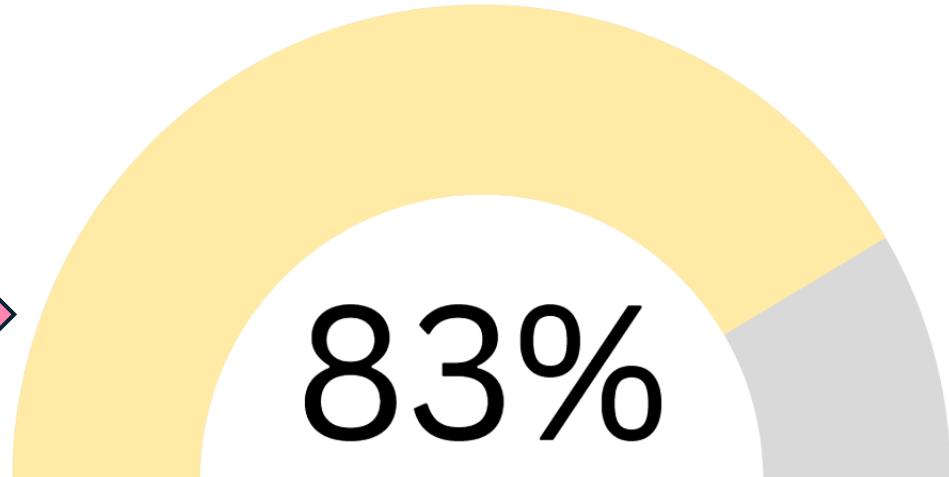
There is steady and consistent growth, highlighting the opportunity in this market

# Market Drivers



Experiential Activities Rising

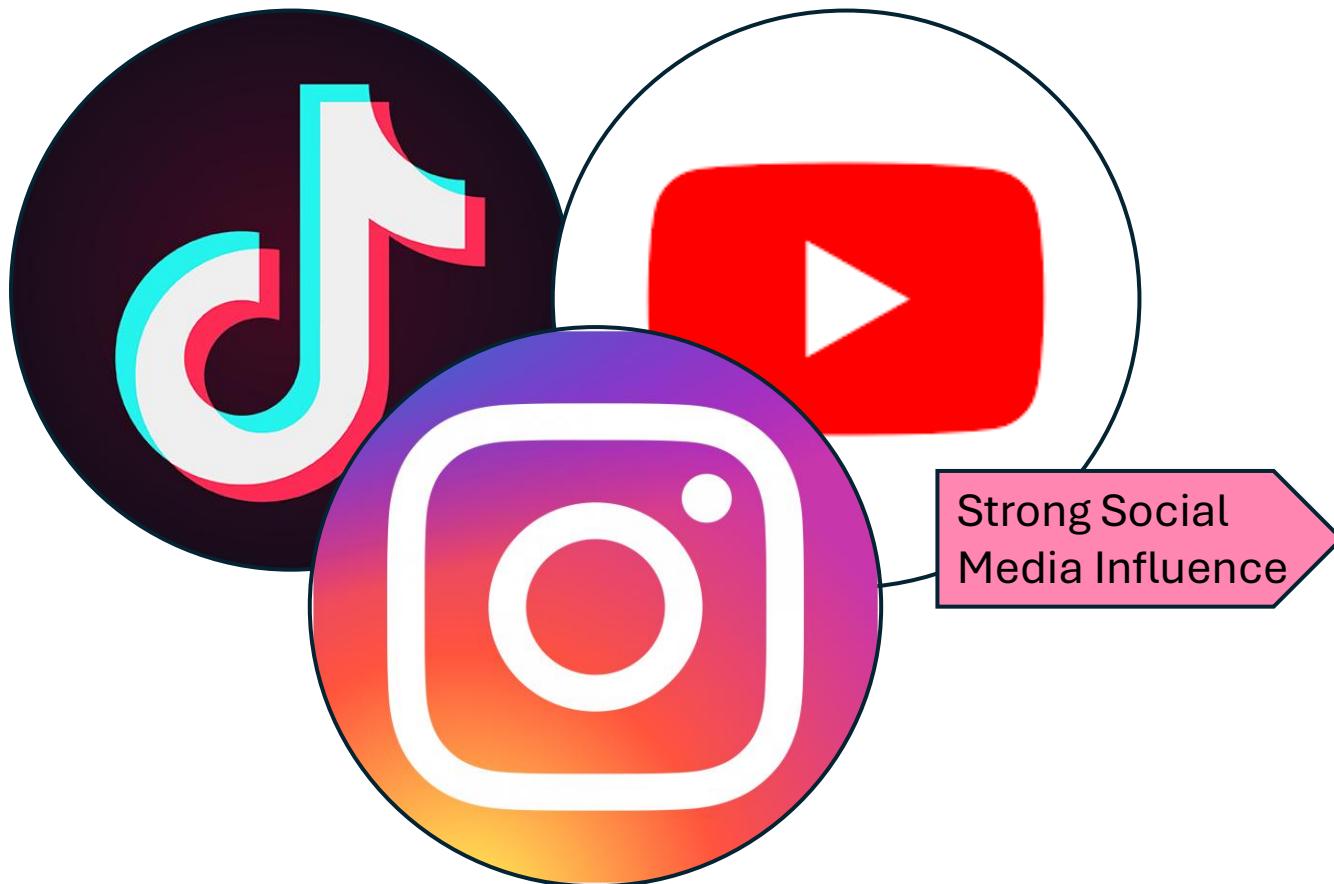
Figure 4: Parents Spending Time with Kids



Percentage of parents who say they have the most fun when spending time with their kids

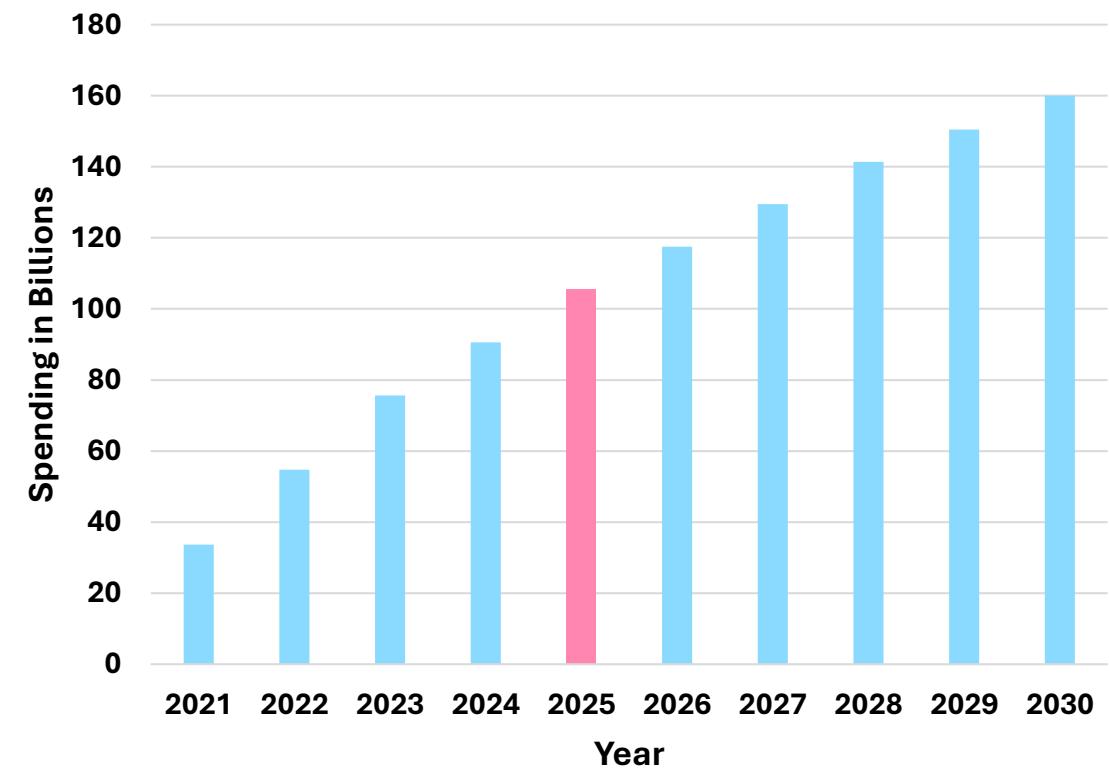
Families are actively seeking creative, screen-free ways to engage, proving strong demand for our concept

# Market Drivers



Top Social Media Platforms

Figure 5: U.S. Social Media Retail Spending



Evolving social media trends will influence consumers' buying decisions

Social media trends strongly shape consumers purchases, as rising online spending shows their growing influence



# Differentiation Overview: Clarifying Our Unique Position

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# Austin, TX: The Ideal Launch Location



- Play-based, hands-on learning focus
  - Experience-filled educational culture

- Arts and creativity prioritized

- One of fastest-growing cities
  - Gains around 58,000 residents yearly

- Children ages 5 to 14 had a 49.3% population increase

Figure 6: Location Decision

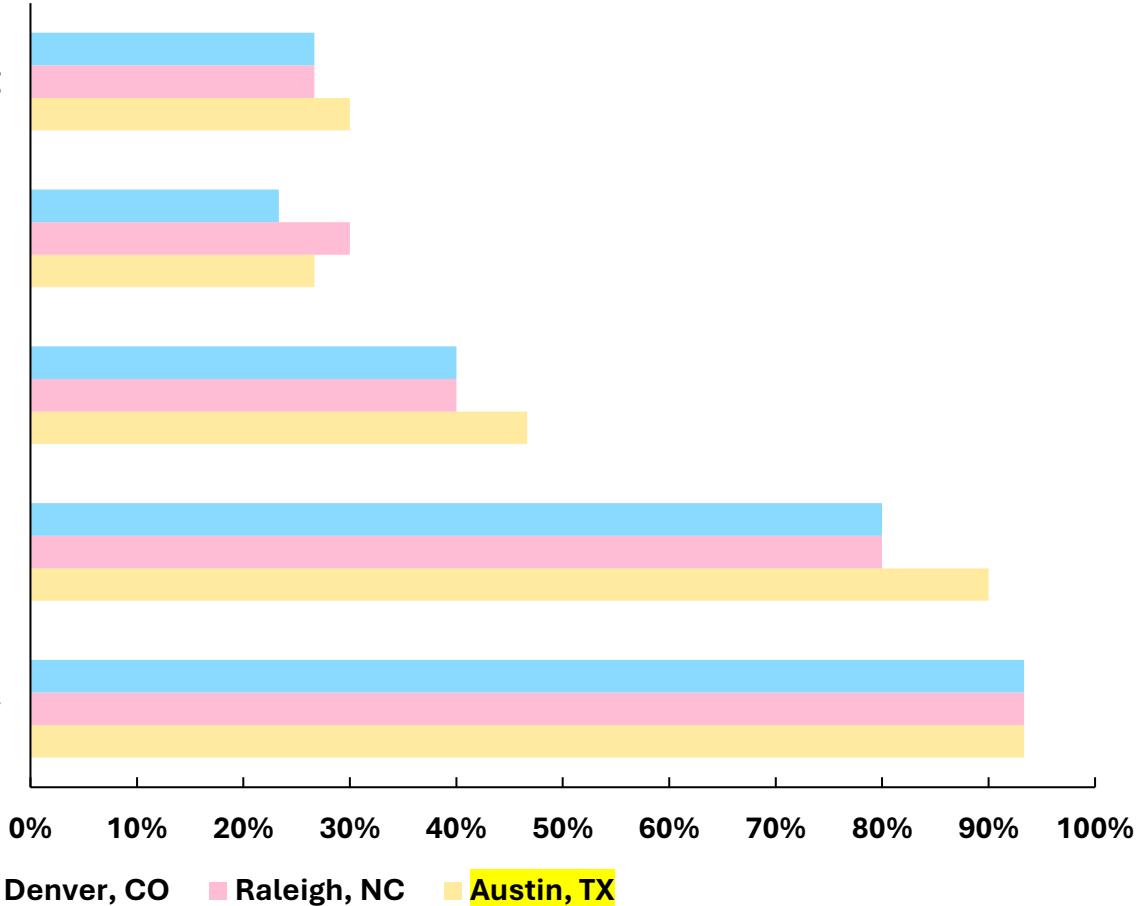
Emphasizing hands-on learning

# of Competitors

Parents Value Creativity and Education

Growing Family Market

Children Population Density



Austin, Texas is going to be our initial target city for marketing and advertising since it fits our products needs the best

# The Top DIY Candy Companies



Table 1: Buddy Builder Candy Lab's Competitors

				
<b>Limited/Seasonal Flavor Options</b>	✓	✓	✓	✓
<b>Clean &amp; Ethical Ingredients</b>	✓	✗	✗	✗
<b>Educational Appeal</b>	✓	✗	✓	✗
<b>Character Customization</b>	✓	✗	✗	✗
<b>Interactive Family Time</b>	✓	✗	✓	✗

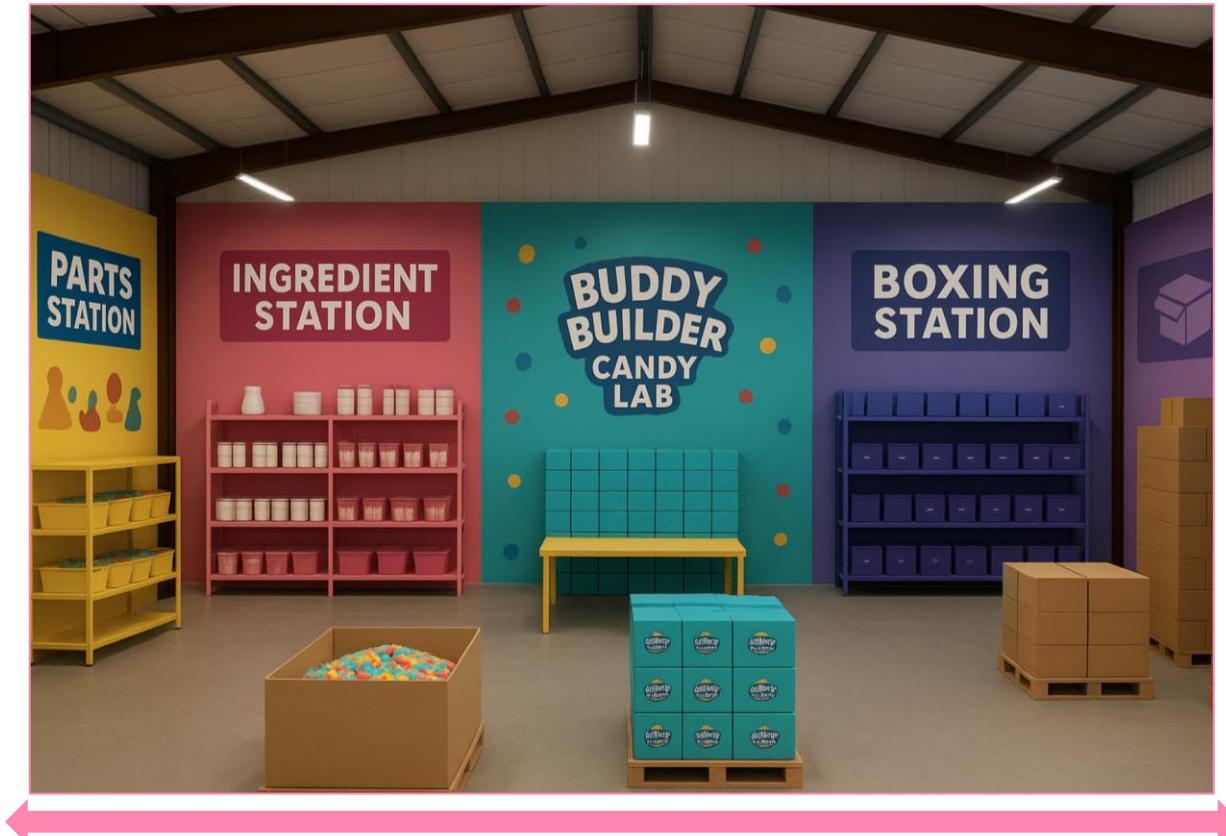
Overall, Buddy Builder outperforms each company in these five distinct categories



# From Production to Play: Our Distribution Hub

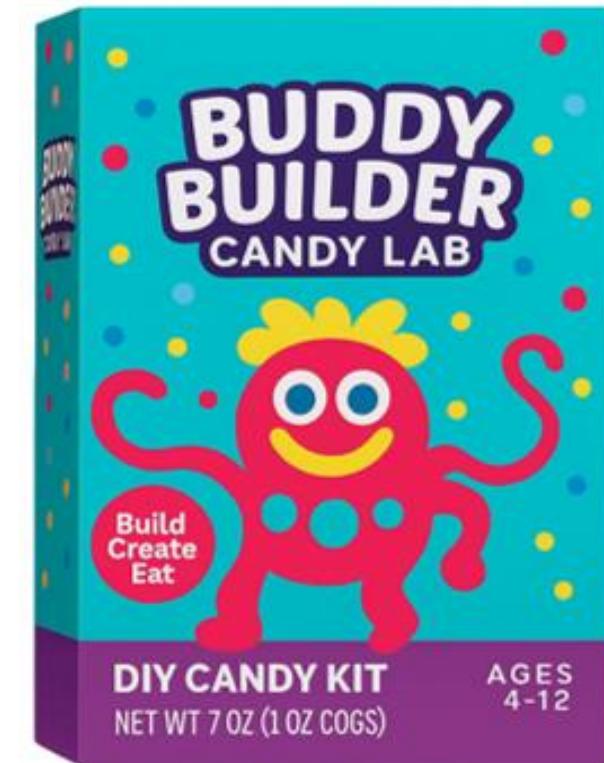


Our Warehouse



5000 sq/ft

Official Packaging



The Buddy Builder warehouse will hold a more imaginative and creative experience as opposed to other warehouses



# Financial Overview: Profit Potential & Benchmarks

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# P&L

Table 2: Profit and Loss

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Units Sold</b>	6,750	11,250	17,250	25,500	33,750
<b>Price Per Unit</b>	\$15.99	\$15.99	\$15.99	\$15.99	\$15.99
<b>Revenue</b>	\$107,933	\$179,888	\$275,828	\$407,745	\$539,662
<b>Growth YoY</b>	-	67%	53%	48%	32%
<b>COGS</b>	\$118,575	\$135,225	\$157,425	\$219,150	\$249,675
<b>Gross Profit</b>	\$(10,643)	\$44,663	\$118,403	\$188,595	\$289,988
<b>Operating Income</b>	<b>\$(87,337)</b>	<b>\$(37,939)</b>	<b>\$27,973</b>	<b>\$87,456</b>	<b>\$178,136</b>
<b>Net Income</b>	<b>\$(88,937)</b>	<b>\$(39,539)</b>	<b>\$26,373</b>	<b>\$85,856</b>	<b>\$176,536</b>
<b>Cumulative Earnings</b>	<b>\$(178,937)</b>	<b>\$(218,476)</b>	<b>\$(192,102)</b>	<b>\$(106,246)</b>	<b>\$70,290</b>
<b>Profit Margin</b>	-82%	-22%	10%	21%	33%
<b>Gross Margin</b>	-10%	25%	43%	46%	54%
<b>Break Even</b>	15,734	15,077	14,752	17,475	17,359
<b># of Employees</b>	3	3	3	4	4

Net Income will break even in year 3 and we will start profiting in year 5

# Expenses



Table 3: Start Up Cost

Start Up Cost	Price
Rent Deposit	\$1,000
Warehouse Setup	\$10,000
Utilities Setup	\$2,000
Equipment	\$6,000
Initial Inventory	\$5,000
Website	\$3,000
Licensing/Insurance	\$4,000
R&D	\$4,000
Other/Miscellaneous	\$5,000
Working Capital	\$50,000
<b>Total Start Up Cost</b>	<b>\$90,000</b>

Table 4: Expense Overview

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Rent - Fixed	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Marketing - Variable	\$8,635	\$14,391	\$22,066	\$32,620	\$43,173
Utilities - Variable	\$7,500	\$7,650	\$7,803	\$7,959	\$8,118
Shopify - Fixed	\$360	\$360	\$360	\$360	\$360
Hub Spot - Fixed	\$200	\$200	\$200	\$200	\$200

Figure 7: Marketing Expenses

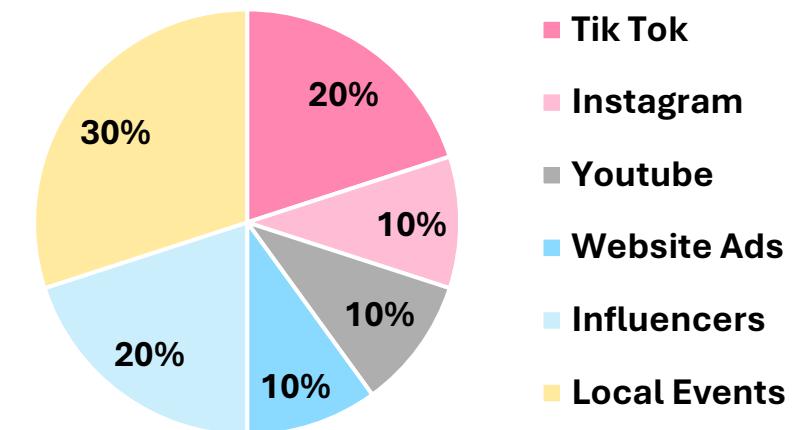
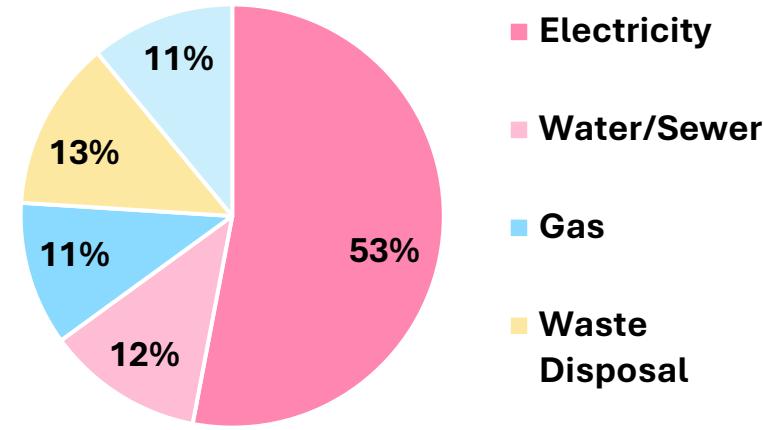


Figure 8: Utility Expenses



With a clear cost structure and controlled yearly expenses, Buddy Builder is positioned for sustainable scaling



# Benchmarks & Conversion Rates



Austin Population: 993,588

Overlap %: 75%

# Of Children Per Household: 1.8

Attendees at Thinkery: 400,000

$$\begin{aligned} 993,588 * 18.3\% &= 181,826 \text{ Children} \\ 181,826 / 1.8 &= 101,015 \text{ Family Households} \\ 400,000 / 2 &= 200,000 \text{ Engaged Parents} \\ 200,000 * 75\% &= 150,000 \text{ Target Households} \end{aligned}$$

% Of Residence <18: 18.3%

Table 5: Marketing Conversion Rates

	Year 1	Year 2	Year 3	Year 4	Year 5
Tik Tok	1.0%	2.0%	3.0%	5.0%	6.0%
YouTube	0.5%	0.5%	1.0%	1.0%	2.0%
Instagram	1.0%	1.5%	2.0%	2.5%	3.0%
Website	0.5%	0.5%	0.5%	1.0%	1.5%
Influencers	0.5%	1.0%	1.5%	2.5%	3.0%
Events	1.0%	2.0%	3.5%	5.0%	7.0%
Total	4.5%	7.5%	11.5%	17.0%	22.5%

Rising conversion rates show strong potential to consistently grow our reach each year



# Operations Overview: Functions, Roles, & Systems

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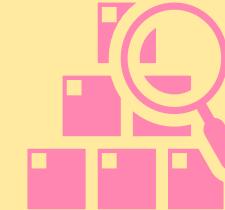
# Functions and Operational Processes



Product Development  
and Sourcing



Order Fulfillment



Inventory  
Management



Sales and Marketing



Financial Analysis

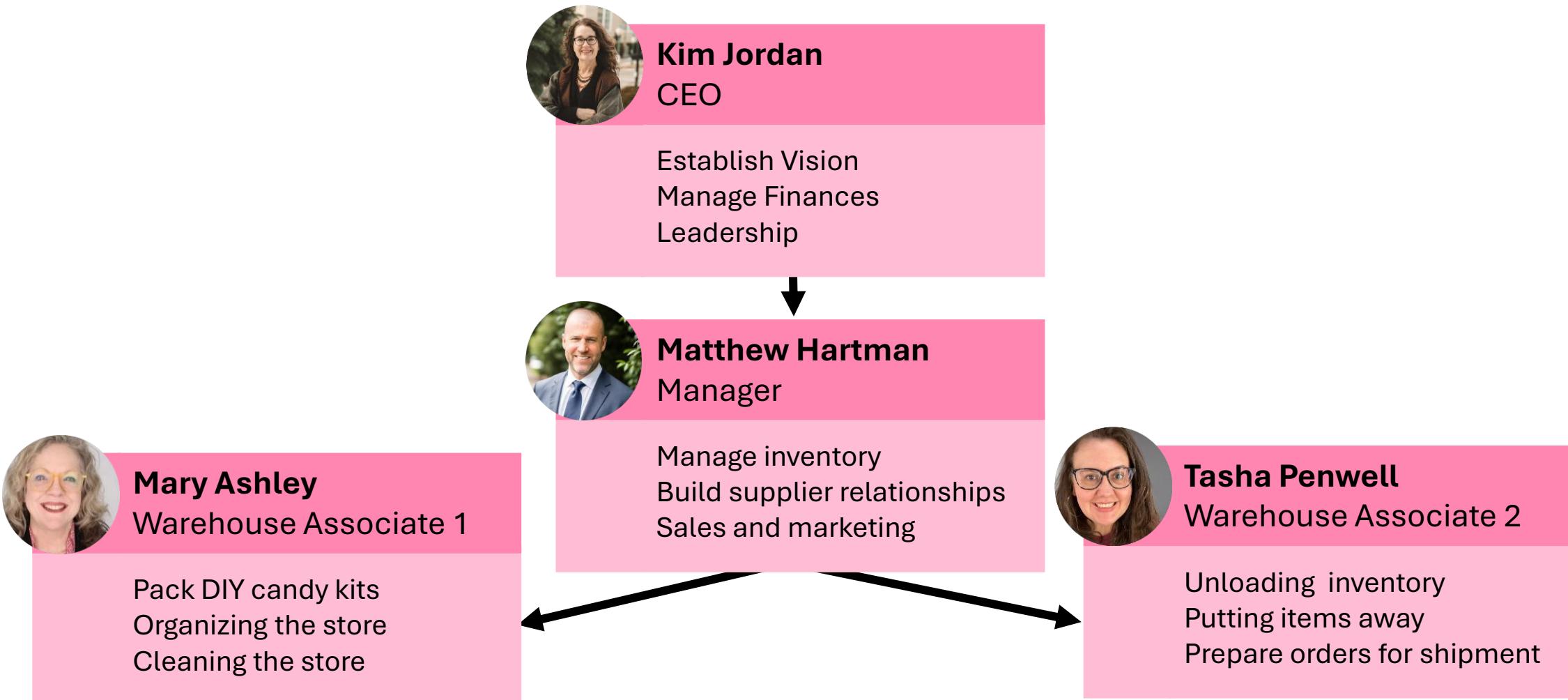


Compliance and  
Safety Regulations

Functions and processes work together to ensure effective and efficient operations



# Key Roles and Team Structure



The team works together to provide strong leadership, smooth operations, and consistent product quality



# Information Systems and KPIs



## Shopify:

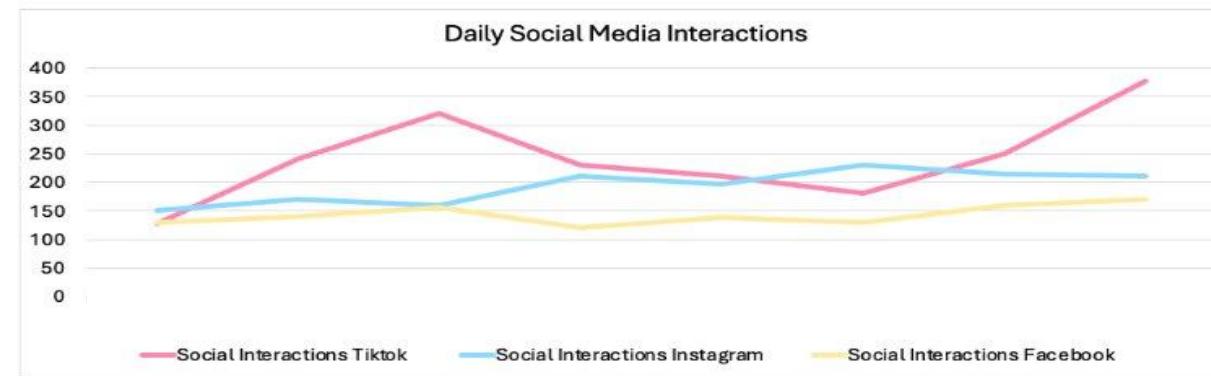
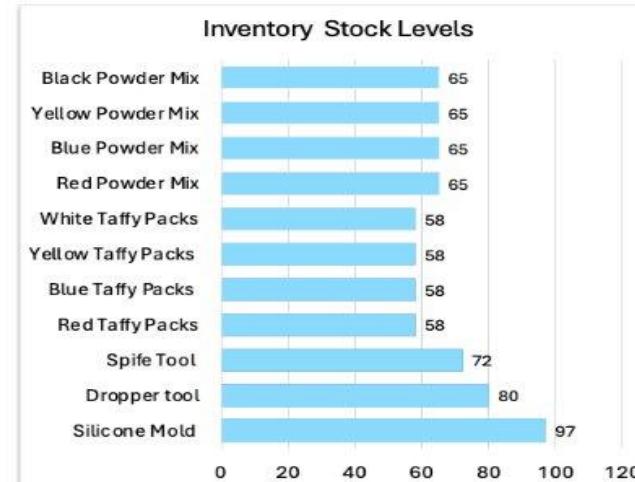
- Track sales, inventory, and shipping
- Manage online orders

## Shopify Analytics:

- Sales performance
- Operation efficiency

## HubSpot:

- Customer data
- Targeted marketing messages



These systems work together to provide valuable insights, improve order accuracy, and engage customers



# Promotion Overview: Target Marketing Strategies

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# Marketing Strategy

Figure 9: Marketing Cycle



- Pop-up craft stands
- School events
- Enforce Awareness
- Drive in-person and online conversions

Establish market presence by directing consumer traffic through social media interactions and local engagement (pop-up shops)



# Target Consumers

## Parents of Young Children

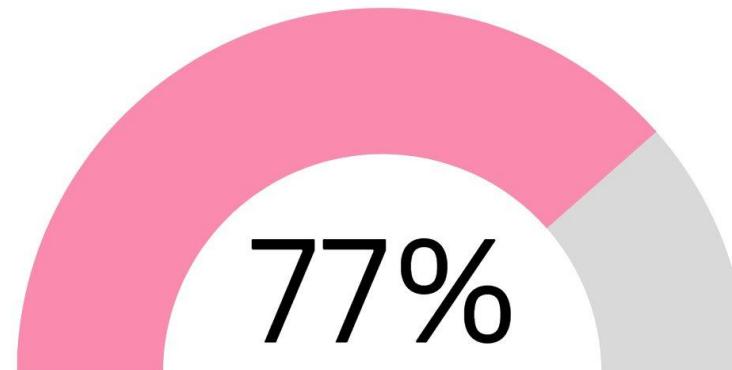
- Ages 25-45
- Value family bonding
- Price-sensitive but attracted to hands-on value
- Responsible for most child-related purchases



**Figure 10: Percentage of Households with Children Under 18**

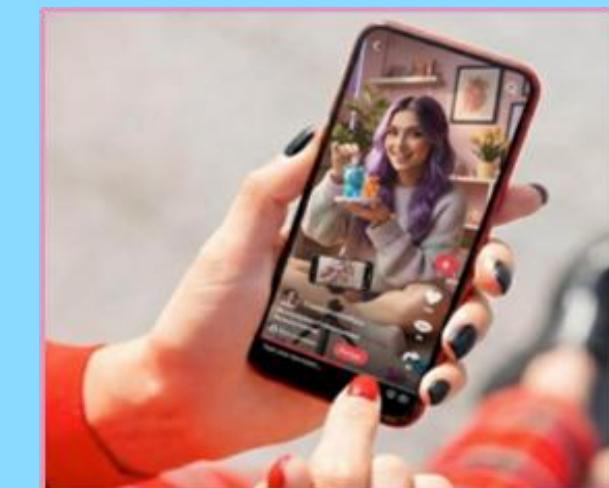


**Figure 11: Percentage of Gen Z that use TikTok for product discovery**



## Digital Trendsetters

- Ages 13-32
- Highly active on TikTok, Instagram, YouTube
- Value novelty and DIY experiences
- Follow viral trends
- Impulse driven



These consumers shall encounter enough reach and conversion efficiency to support our break-even target



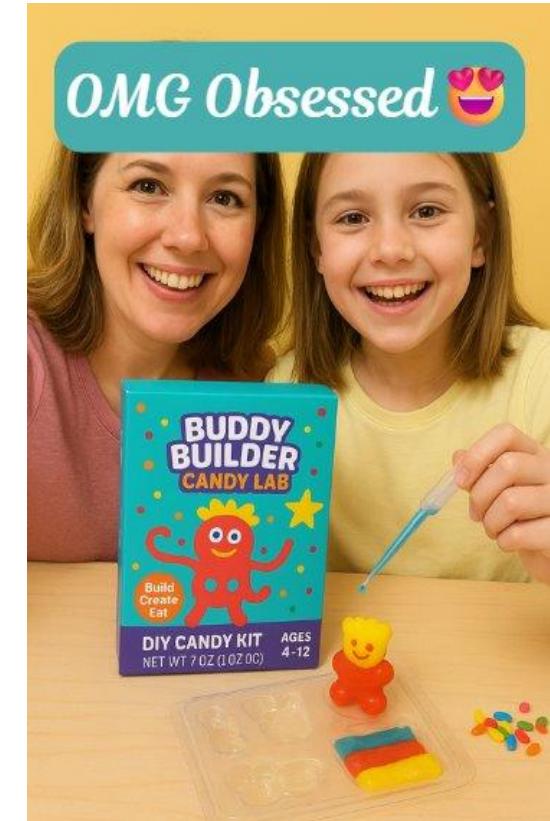
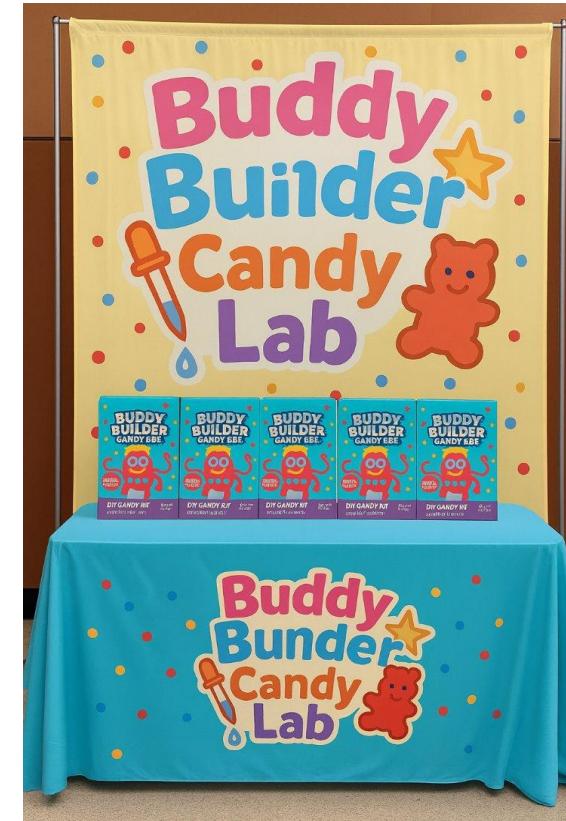
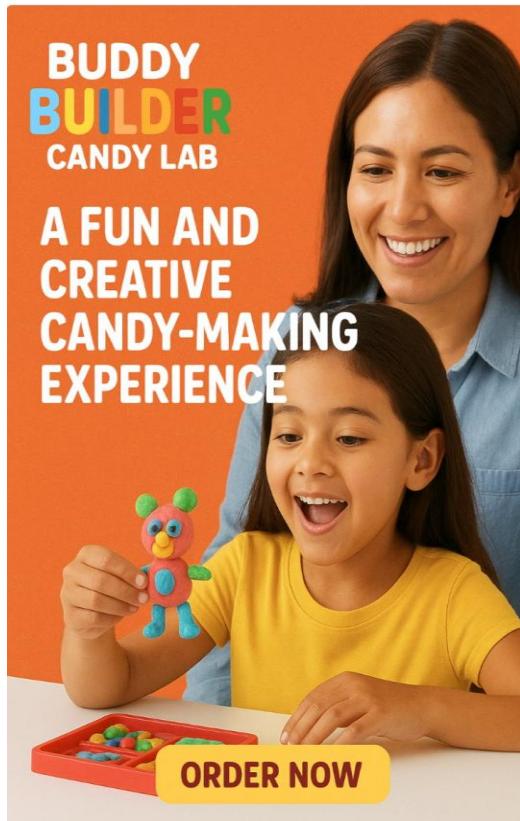
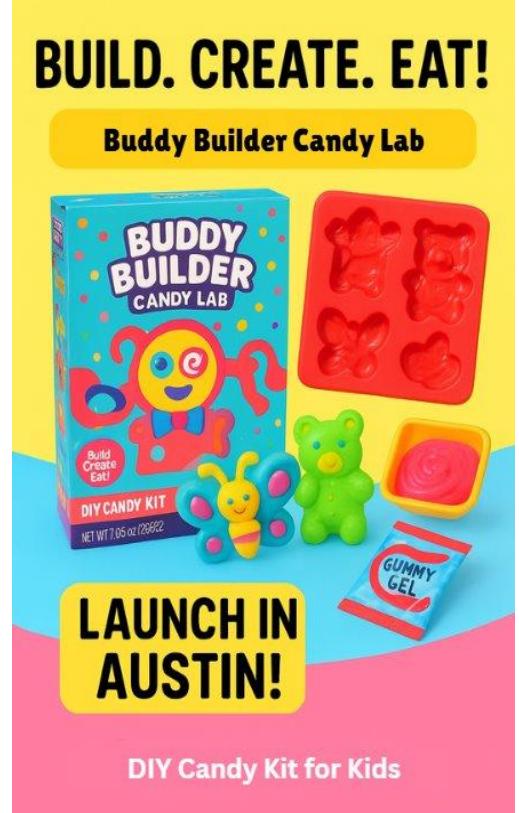
# Website and Online Presence



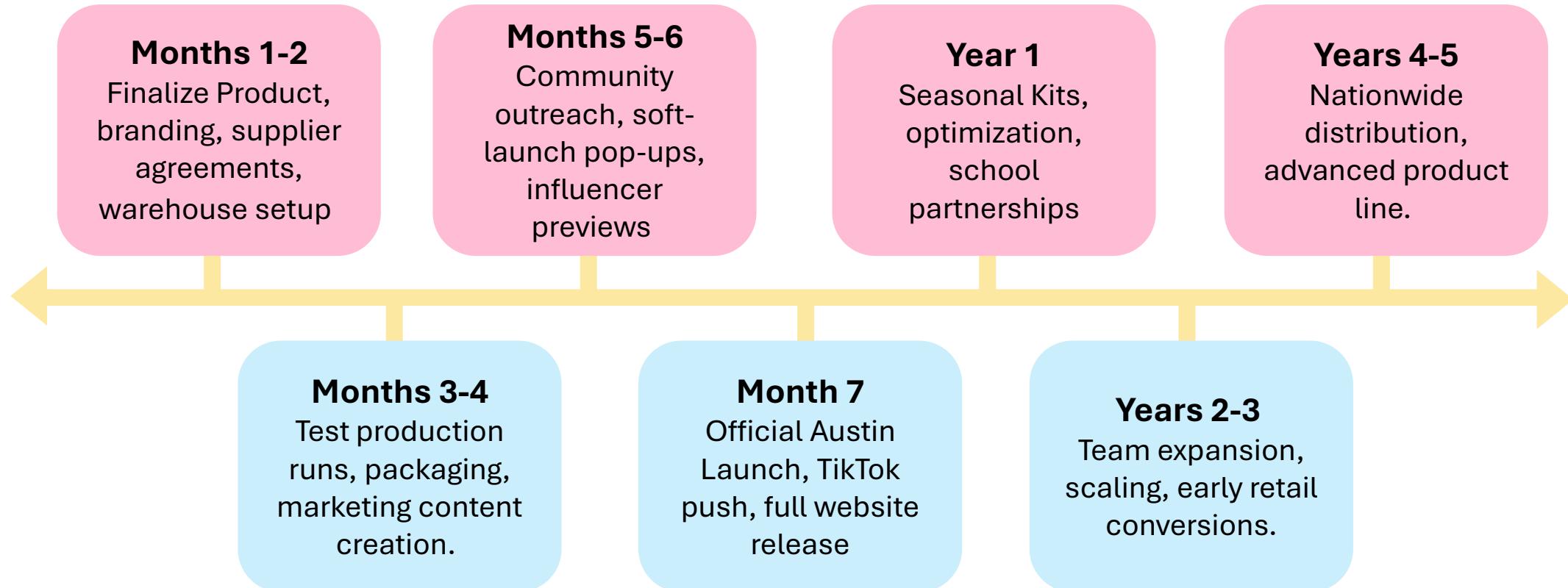
The screenshot shows a vibrant yellow homepage for 'Buddy Builder Candy Lab'. At the top, there's a navigation bar with 'SHOP', 'DISCOVER', and 'HELP' buttons, followed by social media links for Instagram, YouTube, and TikTok. A search bar with a magnifying glass icon and placeholder text 'SEARCH...' is positioned next to a close button ('X') and icons for a heart and a shopping bag. The main title 'Buddy Builder Candy Lab' is displayed in large, colorful, bubbly letters. To the left of the title is a graphic of a brown dropper bottle with blue liquid and a yellow star above it. To the right is a graphic of an orange teddy bear. Below the title are two light blue rounded rectangular buttons labeled 'ABOUT US' and 'CONTACT US'. On the right side of the page is a pink scalloped frame containing a photo of a young girl with braided hair wearing a red headband, smiling while playing with purple play-dough at a table. The frame is decorated with a blue flower icon at the top left, a blue star icon at the bottom left, and a blue smiley face icon at the bottom right.

Our website makes it easy for customers to shop, stay connected, and easily get help when they need it.

# Marketing Ads



# Future Timeline



The timeline outlines a steady progression from launch to long-term expansion.

Thank You  
**"Create a Buddy, Share a Smile"**

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# Appendix A: Media Schedule



Tactics	Pre-Launch	Jan	Feb	Mar	Apr	May	Jun	Metrics	% of Budget
Paid Social (Instagram, YouTube, TikTok)	Teaser ads showing candy molds, colors & "coming soon" message	Launch ad campaign with influencer videos & family-focused reels	Continue ad push highlighting customer reactions	Retargeting ads featuring challenges & promos	Promote seasonal DIY candy ideas	"Candy Buddy Challenge" push	Maintain engagement through summer challenges	Impressions, Comments, Shares, CTR	35%
Social Posts (Organic)	Account setup & teaser countdowns	Announce launch with daily post, polls, and reels	Showcase candy creations & user content	Run "Candy Buddy of the Month" challenge	Share DIY tutorials & fun facts	Themed weekly challenges	Continue posting customer highlights & contests	Likes, Shares, and Reposts	20%
Website	Launch landing page with preorder option	Launch full e-commerce site	Add "How It Works" video and Q&A	Track analytics and conversion rates	Publish blog posts & candy tips	Post testimonials & family stories		Visits per month, Inquiries	10%
Event Planning	Plan local pop-up demo & family event	Host official launch pop-up demo with families		Finalize logistics and promotion	Plan next seasonal sampling event	Host community sampling event		RSVPs, attendees, brand awareness	15%
Grand Opening Event		Official product reveal and tasting event		Giveaway follow-up and thank-you posts				RSVPs, Attendees, media coverage	10%
Media release	Draft PR content & pitch list	Distribute press release to parenting and lifestyle blogs	Publish brand story and family interviews	Feature in parenting & lifestyle blogs	Share coverage results & new partnerships			Media Placements, reach, engagement	10%



# Appendix A: Equipment Cost



Going further in depth on our costs, this is what they consist of:

- 3D Printer: \$2,500
- Plastic Trays: \$350
- Taffy Mixer/Sugar Puller: \$1,080
- Corn Syrup (5 Gal.): \$128
- Sugar (4LB): \$70
- Shipping Boxes: \$35
- Candy Packaging: \$20
- Food Coloring: \$5
- Plastic Cutlery (Spife): \$0.10

**Total Cost: \$4,188.10**



# Appendix A: TikTok and Instagram Account



An Instagram profile for the account @buddybuildercandylab. The profile picture is the same as the TikTok one. The bio reads: "What's new? BuddyBuilder DIY Candy Kits 🎉 Create a Buddy, Share a Smile !". Below the bio is a link to their TikTok page: [www.tiktok.com/@buddybuildercandylab?\\_tiktok\\_rn=1651111111111](https://www.tiktok.com/@buddybuildercandylab?_tiktok_rn=1651111111111). There is a "Complete your profile" section at the bottom.



Share your most popular photo

Upload

buddybuildercandylab What if candy became a crazy adventure for families to share? introducing Buddy Builder Candy Lab, a DIY Candy-making experience where learning meets playtime 🎉🎉 #fun #creative #candy #DIY #candylab  
6 minutes ago



# Appendix A: Triple Bottom Line

## People



We inspire creativity and connection while giving back — 10% of each purchase supports the Children's Miracle Network or other child-focused organizations, helping kids and families thrive.

## Planet



We create fun that lasts — not waste that doesn't. Our reusable molds let kids build and rebuild their buddies over and over again, reducing waste and encouraging creativity through play . Plus, our clean, ethically sourced ingredients make every creation safe, sustainable, and sweet

## Profit



We believe in growing responsibly — achieving profitability while staying true to our values. We deliver high-quality, meaningful products that families love, creating lasting value for our customers, employees, and stakeholders.

**Buddy Builder Candy Lab inspires creativity, gives back to kids in need, and promotes sustainability through reusable products**

# Appendix M: Profile Table

	<b>Demographics</b>	<b>VALS</b>	<b>Behavioral</b>	<b>Preferred Content</b>
<b>Children</b>	Ages (4 – 12)	Creative	Hands on Play	Sensory Engagement
	No Income	Engaged in Play Time	Curiosity and experimentation	Excessive
	Preschool/ Grade School	Curious and explorative	Imaginative	Customization
<b>Parents of Children</b>	Ages 25-45 GenZ/Millennials Teachers	Family focused Quality, interactive time Purposeful, planning	Occasion (Holidays, Gift-Giving) Price-Sensitive Wants something that will engage the kids Wants good quality	Family values Hands on activities for kids STEM based Electronic Alternative
<b>Trend-Seeking/ Novelty</b>	Ages 13-32 Trend-driven teens & adults Active on TikTok, Instagram, etc.	Value aesthetic and novelty experiences Enjoy playful nostalgic and DIY fun Trend-savvy and expressive	Follow viral products on TikTok, YouTube, etc. Buys novelty or cute products for fun Enjoys gifting or collecting unique items Shares new experiences online	Impulse buyers Influenced by influencer marketing, online trends, and packaging aesthetics



# Appendix A: Cultural Blueprint

<p><b>LEADERSHIP PRINCIPLES</b> What standards will we hold ourselves accountable to?</p> <ul style="list-style-type: none"><li>• Honesty</li><li>• Loyalty</li><li>• Ethical</li><li>• Customer first mindset</li><li>• Treat everyone like their family</li></ul>	<p><b>VALUES</b> What do we believe in?</p> <ul style="list-style-type: none"><li>• Creativity, connection, and joy</li><li>• Inspiring kids to explore their imagination through hands-on play</li><li>• Inclusivity, quality, and meaningful moments</li></ul>	<p><b>PSYCHOLOGICAL SAFETY</b> How do we create an environment where everyone feels safe to speak up/ make mistakes/ not be judged?</p> <ul style="list-style-type: none"><li>• Inclusion</li><li>• Diversity in culture and work styles</li><li>• Open</li><li>• Honesty</li><li>• Accountability</li></ul>				
<p><b>DECISION MAKING</b> How do we make decisions inclusively?</p> <p>We involve team members from different roles, gather feedback, and consider customers' opinions when making decisions. Collaboration drives our creativity.</p>	<p><b>PURPOSE</b> Why do we exist?</p> <p>To spark creativity, connection, and joy by turning candy into a hands-on, imaginative experience that brings families together.</p>	<p><b>RITUALS</b> How do we celebrate our people, culture &amp; work?</p> <ul style="list-style-type: none"><li>• Monthly Employee Celebration events</li><li>• Surprise fun interactive events</li><li>• Embracing individuality and valuing everyone's voice</li></ul>				
<p><b>RULES &amp; NORMS</b> How do we clarify expected behaviours without hindering autonomy?</p> <ul style="list-style-type: none"><li>• Statement of Business ethics<ul style="list-style-type: none"><li>◦ (Based off psychological safety values)</li></ul></li><li>• Set list of rules and regulations<ul style="list-style-type: none"><li>◦ Have clear goals and responsibilities</li></ul></li><li>• Align with governmental workplace regulations</li></ul>	<p><b>VIRTUES</b></p> <table border="1"><thead><tr><th>Behaviours we encourage</th><th>Behaviours we discourage</th></tr></thead><tbody><tr><td><ul style="list-style-type: none"><li>• Creativity</li><li>• Quality</li><li>• Collaboration</li><li>• Curiosity</li><li>• Engagement</li><li>• Learning</li></ul></td><td><ul style="list-style-type: none"><li>• Exclusion</li><li>• Negativity</li><li>• Dishonesty</li><li>• Illegal</li><li>• Lack of communication</li></ul></td></tr></tbody></table>	Behaviours we encourage	Behaviours we discourage	<ul style="list-style-type: none"><li>• Creativity</li><li>• Quality</li><li>• Collaboration</li><li>• Curiosity</li><li>• Engagement</li><li>• Learning</li></ul>	<ul style="list-style-type: none"><li>• Exclusion</li><li>• Negativity</li><li>• Dishonesty</li><li>• Illegal</li><li>• Lack of communication</li></ul>	<p><b>GROWTH MINDSET</b> How do we help each other learn &amp; grow?</p> <p>We support one another through mentoring, creative workshops, and shared learning sessions. Believing that growth comes from curiosity and teamwork.</p>
Behaviours we encourage	Behaviours we discourage					
<ul style="list-style-type: none"><li>• Creativity</li><li>• Quality</li><li>• Collaboration</li><li>• Curiosity</li><li>• Engagement</li><li>• Learning</li></ul>	<ul style="list-style-type: none"><li>• Exclusion</li><li>• Negativity</li><li>• Dishonesty</li><li>• Illegal</li><li>• Lack of communication</li></ul>					

# Appendix A: Generations



Generation	Birth Year
Baby Boomers	1946 - 1964
Generation X	1965 - 1980
Millennials	1981 - 1996
Generation Z	1997 - 2012
Generation Alpha	2012 - 2024



# Appendix A: Hiring Plan

		Min Requirements	Education	Experience				Total	Excellent	Above Average	Average	Below Average	Poor
				Years of Relevant experience	Years Leadership experience	Training Experience	Use of technology		5	4	3	2	0
Applicant	Diploma	High School Diploma or GED Equivalent											
Last, First	Y or N	Y or N		5	5	5	5	20					
1													
2													
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# Appendix A: Selection Plan



Position	Department	Who do they report to	Who Reports to them	Compensation	Description of Experience	Internal or External	Modality
CEO	N/A	Board	General Manager		N/A Ensure smooth business operations, manages financials.	Internal	Hybrid
Manager	Operations and Inventory	CEO	Warehouse associates	\$18.00	Supervisory experience in operations, inventory management, Customer Service	Internal	On-Site
Warehouse Associate	Operations	Manager	N/A	\$12.50	Product shipment, product assembly, Cleaning and organization.	Internal	On-Site



# Appendix A: Team Candidate Hiring Packet

**Role:** Manager (Supervisory experience in operations, scheduling, and quality control)

**1. Interview Questions:**

- a. Describe a time you successfully led a team through a new project or major change. What was your approach?
- b. How do you prioritize tasks and delegate responsibilities effectively?
- c. Tell us about a time you had to make a difficult decision as a leader. What was the outcome?
- d. Why do you want to be part of our company, and how do you see yourself contributing to its growth?
- e. What steps would you take to ensure our company values – fun, creativity, and connection – are reflected in everyday work?
- f. How do you balance creativity and structure when managing a team working on a product like ours?
- g. What strategies do you use to motivate and inspire your team to reach their goals?
- h. How do you handle conflicts or disagreements within your team?

**2. A comprehensive hiring matrix, including required KSAOs as well as preferred/ideal KSAOs**

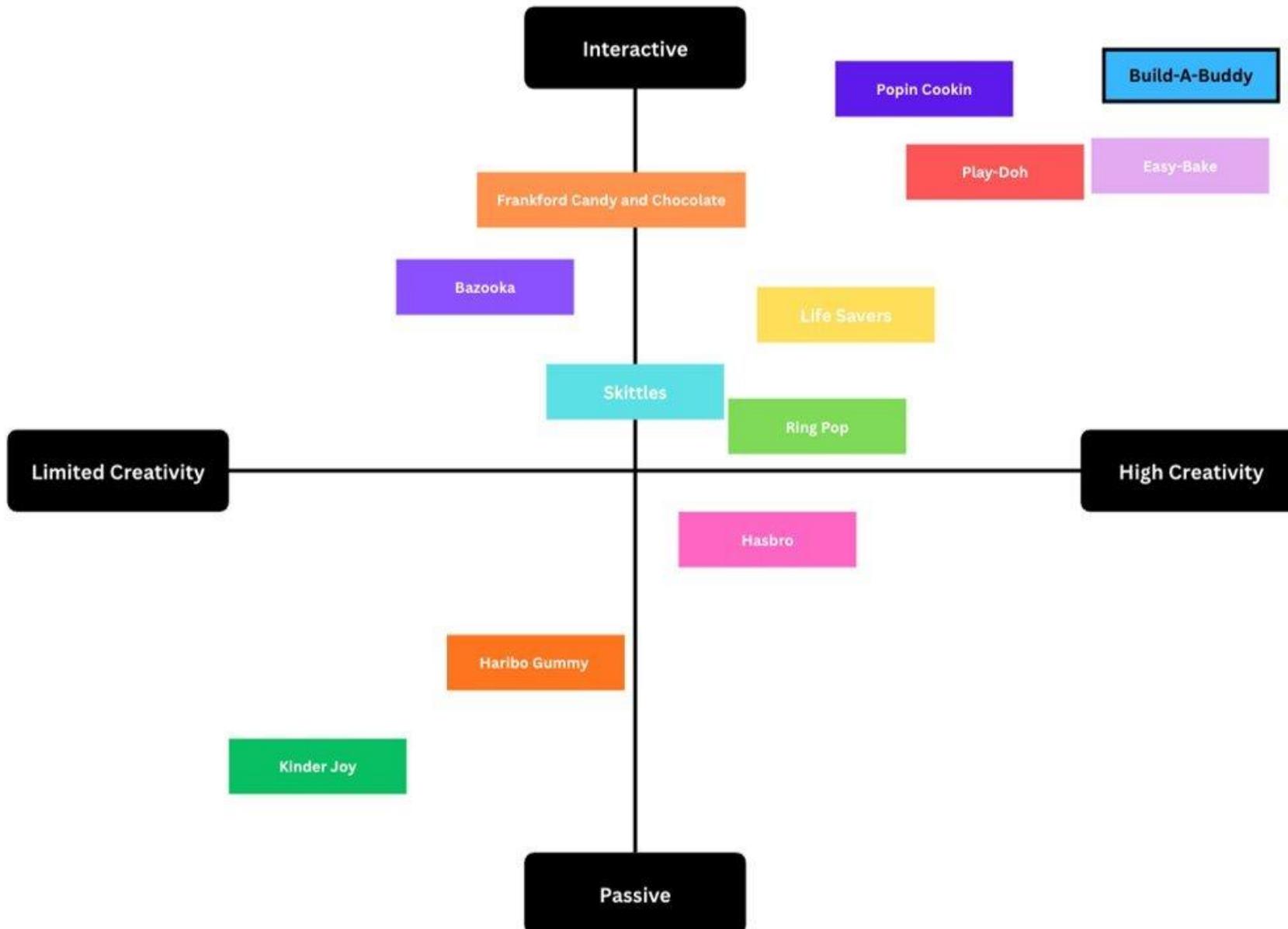
**3. A recruitment plan for attracting applicants - what tools and approaches will you use to get people to apply? Why are you proposing each method over others?**

- Utilizing job posting platforms: Indeed, ZipRecruiter, LinkedIn
  - Allows for broad visibility and a simple application process for entry-level workers
- Provide a recruiting section on our company's website that contains a QR code that links to a digital application
  - Cost-effective and attracts proactive applicants who are looking for work
- Social media recruiting: TikTok "day-in-the-life" style videos showing the ins and outs of our workplace
  - Attracts younger workers who are influenced by social media interactions
- Partner with temporary staffing agencies
  - Provides flexible contribution to aid holiday packaging ramp-ups,
  - Outside firms could handle payroll and worker's comp paperwork
- Online platforms + local partnerships + social content = balanced hiring strategy

**4. A selection plan detailing the steps the organization will take to review and select candidates for the position. Why are you proposing each step?**

- Job Posting & Outreach
  - Post on job boards to attract qualified leadership candidates
- Application Screening:
  - Use a checklist to identify top applicants
- Initial Interview:
  - Conduct quick video interviews for basic fit
- In-Person Interview:
  - Assess leadership, teamwork, and problem-solving skills
- Skills Assessment:
  - Test decision-making with a scenario-based task
- Reference & Background Check:
  - Verify work history and reliability
- Final Review & Offer:
  - Select the best candidate and extend an offer
- Onboarding & Training:
  - Align the new manager with the company goals and standards

# Appendix A: Perceptual Map





# Appendix A: Project Brief

## Buddy Builder Candy Lab Project Brief

### Background

Build-a-Buddy's goal is to Increase playtime among parents and their kids. It will boost creativity and engagement among children.

### Objective

Bring traffic through our website through social media interactions and local engagement. This will build awareness, drive engagement, and encourage purchases with families, schools, and social media users.

### Target Audience

Our target audience is children (Gen Alpha) and parents of younger children (Millennials). We chose these groups because our product focuses on hands on and creative learning for kids.

### Call to Action

We want the audience to notice that our product is different in multiple aspects. Overall, we want to gain customers using this campaign as well as bring traffic to our social media sites.

### Positioning

For parents and kids who love creativity and hands-on fun, this is the interactive, candy making experience that turns imagination into something sweet, helping the family connect and create.

### Key Message

Build-a-Buddy Candy Lab makes creativity delicious. It is not just candy, it is a hands-on experience that lets kids learn, imagine, and share sweet moments with their families.

### Media Specs & Deadlines

TikTok  
Instagram  
Youtube

Influencer partnership, DIY tutorials, and short-form videos

Deadlines  
Jan 1<sup>st</sup>, 2026-Before production  
Dec 31<sup>st</sup>, End of year



# Appendix A: Style Guide



COLOR PALLET:



UPBEAT    PLAYFUL    FUN



CREATE A BUDDY, SHARE A SMILE!



# Appendix A: Lean Canvas

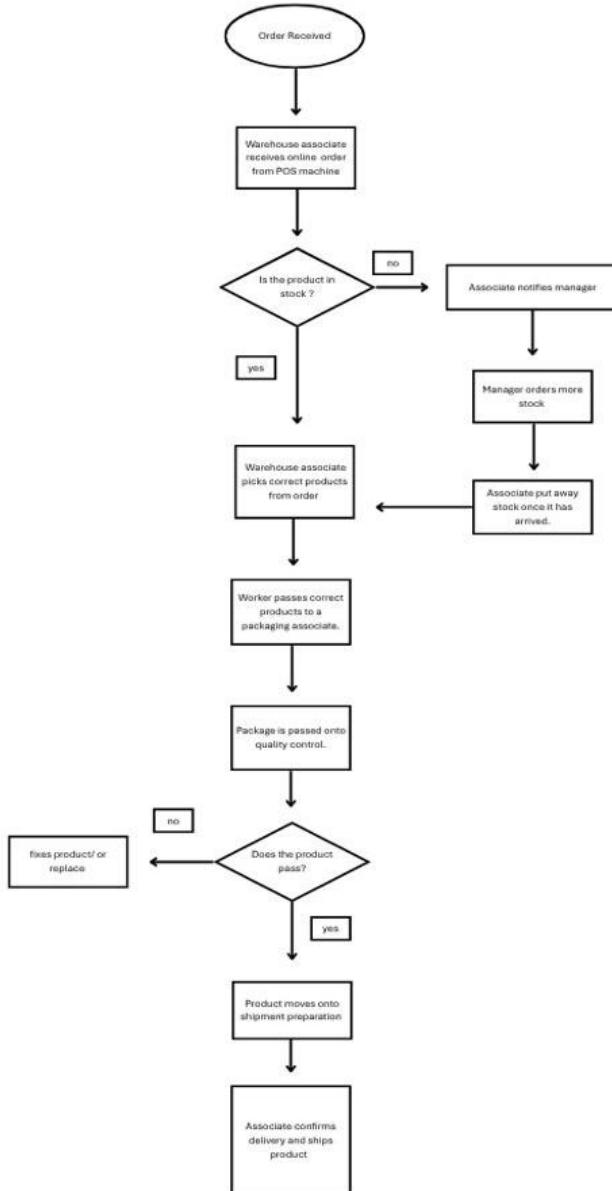


## Lean Canvas

### Buddy Builder Candy Lab

<p><b>Problem</b></p> <p><b>Top 3 Problems</b></p> <ul style="list-style-type: none"> <li>Parents are looking for ways to get kids off screens and engage them in hands-on play</li> <li>Candy brands rarely combine playtime, creativity, and family bonding</li> <li>Traditional candy offers instant gratification but lacks creativity and interaction</li> </ul> <p><b>Existing Alternatives</b></p> <ul style="list-style-type: none"> <li>CandyBlox, Poppin' Cookin', Kool-Aid Gummy Candy Maker</li> </ul>	<p><b>Solution</b></p> <p><b>Top 3 Solutions</b></p> <ul style="list-style-type: none"> <li>DIY candy-making kits with colorful gummy mixes and themed molds.</li> <li>It is an activity and a treat in one</li> <li>Easy to use packaging that makes family playtime simple and fun</li> </ul> <p><b>Key Metrics</b></p> <p><b>Key Activities You Measure</b></p> <ul style="list-style-type: none"> <li>Sales and customer surveys</li> <li>Digital and marketing engagement</li> <li>Repeats customer rate and subscriptions</li> <li>Growth in user-generated social media content</li> </ul>	<p><b>Unique Value Proposition</b></p> <p><b>A Clear and Compelling Message</b></p> <ul style="list-style-type: none"> <li>An interactive, sensory experience where kids can engage with their food, explore flavors, and build confidence through creativity</li> <li>Where creativity in candy meets family time.</li> <li>Hands-on, educational, and delicious – combining the fun of making with the joy of creating something they can eat</li> </ul> <p><b>High Level Concept</b></p> <ul style="list-style-type: none"> <li>This product fits into the growing trend of interactive, DIY experiences like baking kits and slime kits</li> <li>In a world of growing technology usage, parents are looking for activities that engage their kids and get them off their devices</li> </ul>	<p><b>Unfair Advantage</b></p> <p><b>Your Differentiator</b></p> <ul style="list-style-type: none"> <li>Combines two markets: DIY toy kits and novelty candy</li> <li>Emotional connection through creativity, learning, and family bonding</li> <li>Play-based learning that promotes sensory engagement</li> </ul> <p><b>Channels</b></p> <p><b>Path to customers</b></p> <ul style="list-style-type: none"> <li>Social media marketing- TikToks of parent influencers using item</li> <li>Commercials on cartoon channels?</li> <li>Retail partnership (Walmart, Target, Toy Stores)</li> <li>Pop-up stores or demonstrations</li> </ul>	<p><b>Customer Segments</b></p> <p><b>Target Customers</b></p> <ul style="list-style-type: none"> <li>Children (4 - 12)</li> <li>Parents of young children (4 - 12)</li> <li>Holiday and Seasonal Buyers</li> </ul> <p><b>Early Adopters</b></p> <ul style="list-style-type: none"> <li>Consumers who are trend-conscious</li> <li>Seeking interactive, unique, and creative ways to connect family</li> <li>Gain awareness through food innovation trends on social platforms</li> </ul> <p><b>Target Location</b></p> <ul style="list-style-type: none"> <li>San Francisco Bay area             <ul style="list-style-type: none"> <li>High/Growing population</li> <li>615,000 in past 15 years</li> </ul> </li> <li>Columbus, OH             <ul style="list-style-type: none"> <li>Large community of young professionals and families</li> </ul> </li> <li>Austin, TX             <ul style="list-style-type: none"> <li>Growing population of young families</li> </ul> </li> </ul>
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>Warehouse (10,000 Sq. Ft): \$200,000/year</li> <li>Equipment/Packaging: \$7,500-\$15,000</li> <li>Customer Acquisition costs - \$10-30</li> <li>Distribution costs - \$5 - \$20</li> <li>Licensing: \$1000 - \$5000</li> <li>Materials:             <ul style="list-style-type: none"> <li>Sugary Mold Material:\$0.30-\$0.60</li> <li>Mold template and tools: \$0.50-\$0.80</li> <li>Packaging:\$0.20-\$0.40</li> </ul> </li> </ul>	<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>Selling add on molds and gummy refill packs to attract returning customers</li> <li>We can also make revenue from monthly subscription plans</li> </ul>	<pre> graph TD     A[Customer Creating Value] --&gt; B[Marketing]     B --&gt; C[Selling]     </pre> <p><b>Customer Creating Value</b></p> <ul style="list-style-type: none"> <li>Satisfying Needs</li> <li>Brand Solutions</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>Social media</li> <li>Commercials</li> </ul> <p><b>Selling</b></p> <ul style="list-style-type: none"> <li>Online Store</li> <li>Unit Sales</li> </ul>		

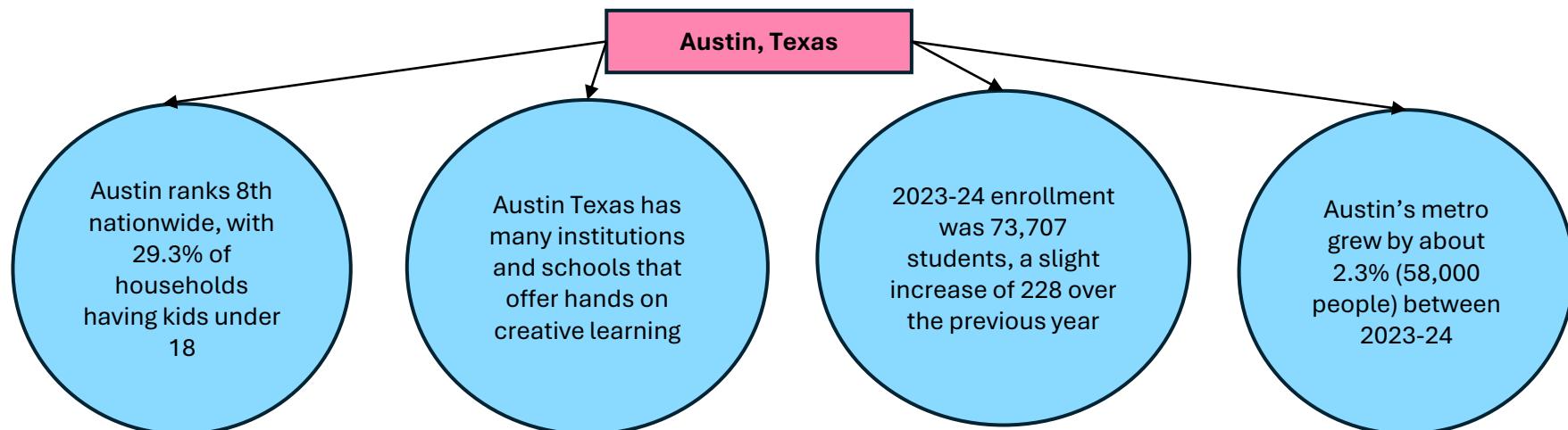
# Appendix A: Operational Flow Chart





# Appendix A: Location

Decision: Austin Tx, maybe migrate to Raleigh NC in future								
Criteria	Weight %	Austin, TX		Raleigh, NC		Denver, CO		
		Raw Score	Weighted Score	Raw Score	Weighted Score	Raw Score	Weighted Score	
Children Population Density	40%	7	2.8	7	2.8	7	2.8	
Growing Family Market	30%	9	2.7	8	2.4	8	2.4	
Parents Value Creativity and Education	20%	6	1.2	6	1.2	6	1.2	
# of Competitors	10%	8	0.8	9	0.9	7	0.7	
Emphasizing hands-on learning	10%	9	0.9	8	0.8	8	0.8	
Total Weight =	110%	840%		810%		790%		



(Austin, 2024; Cobler, 2023; Eanes, 2025; May, 2025; Metro, 2020; Neilsburg, 2025; Quintero, 2024)



# Appendix A: Shopify

## POS System (Shopify)

The business uses a point-of-sale system, Shopify, to manage online orders. Shopify tracks sales, inventory, shipping and when the order is completed. This ensures each customer has received the correct order in efficient time. Shopify also connects to inventory applications that can automatically update sales records, print shipping labels, and build the business's website.



## Analytics and Reporting (Shopify Analytics)

Analytics and reporting will be done through Shopify Analytics, which is a built-in program on Shopify. This system provides insight to sales performance, repeated purchases, campaign effectiveness, and operation efficiency. This will help the business understand trends and where to target promotions. It also allows the business to identify opportunities in growth and improve marketing.



# Appendix A: HubSpot

## **Customer Relationship Management (HubSpot CRM)**

HubSpot CRM is used to manage customer data and send targeted marketing messages. It connects to email to reach customers by sending promotions, new product launches, and campaigns. This can help build stronger customer relationships and encourage repeated purchasers.



# Appendix A: Roles and Team Structure



## CEO

The CEO sets the direction for all employees and establishes a clear vision for the business's future. They manage finances, make strategic decisions, and identify opportunities to drive growth. The CEO also ensures that all major functions of the business are aligned with the business's goals. They provide leadership, encourage a strong company culture, and make important decisions to drive long term success.

## Manager

The manager will be a full-time employee that ensures efficient and smooth daily operations. They oversee the warehouse associates, manage inventory, building supplier relationships, and handles the sales and marketing. They also provide exceptional customer service by answering calls and responding to emails from customers. The manager is key to the business's success.

## Warehouse Associate 1

The full-time position for warehouse associate 1 includes responsibilities such as packing the DIY candy kits, organizing, and cleaning the store. This employee needs a strong attention to detail, reliability, and good teamwork. They will ensure the products are accurately prepared with consistency.

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The full-time position for warehouse associate 1 includes responsibilities such as packing the DIY candy kits, organizing, and cleaning the store. This employee needs a strong attention to detail, reliability, and good teamwork. They will ensure the products are accurately prepared with consistency.

# Appendix A: Business Processes



## Product Development and Sourcing

This process involves connecting with suppliers and building stronger relationships. This ensures reliable production and supplies. This will include outsourced materials such as custom silicone molds, custom plastic spoon and knife combined (spife) tools, dropper tools, colored packs of moldable taffy candy, and powder mix for DIY gummy candy. This process makes sure that all the sourced materials meet quality standards by remaining consistent and reliable.



## Order Fulfillment

This process occurs when a product is correctly picked out from the inventory and packaged together. It ensures the product is of quality and accurate to the order to prepare for shipment. This allows for the customer to receive their orders quick and in good condition.



## Inventory Management

This process monitors stock levels to ensure new materials are ordered when necessary. This prevents items from running low as they can be ordered ahead of time.



## Sales and Marketing

These processes focus on promoting Buddy Builder Candy Lab DIY kits on social media sites like TikTok. This includes potential partnerships with parent and family influencers to boost engagement. This process also includes campaigns to boost brand visibility and attract new customers.



## Customer Service

This process builds a positive experience for customers. This is done by answering emails, answering phone calls, resolving issues, and answering questions. It also collects feedback from customers to improve products for a higher customer satisfaction.



## Financial Analysis

This process manages the business's budget and expenses. It allows for price determining, payroll, and monitoring of key performance indicators to make informed decisions.



## Compliance and Safety Regulations

The compliance and safety regulations process ensures that the workplace is organized, clean and meets health and safety standards. This maintains a safe environment for employees and products.