

LOST IN THE SAUCE

SPECIALTY SAUCE SELLER





Executive Summary

Statement of Interest

Lost in the Sauce seeks the location within the University of Missouri's Student Center because Lost in the Sauce is designed to be a business for Mizzou students. Lost in the Sauce was created to be a Mizzou-first company and sees a Mizzou-based location as an essential part of the company's foundation.

Hours of Operation

Currently, Lost in the Sauce is considering 10:00 AM to 3:00 PM as its hours of operation.

The Product

Lost in the Sauce is a specialty sauce retail shop featuring a wide selection of local, regional and international sauces. The local section includes sauces from local restaurants, farmers and small independent sauce suppliers. The regional section will focus on selling sauces from nearby cities as well as favorite sauces from across the United States. The international section will look at selling the most popular sauces throughout all seven continents. Lost in the Sauce offers a unique brand proposition for manufacturers as we can directly target their sauces to a young market. From Q39 (a KC BBQ sauce) to Thoom (an Arabic garlic sauce), we want to offer college students a taste of home and the world. We want Mizzou to get Lost in the Sauce.

The Market

A specialty sauce store will be a new concept for Columbia as well as the University of Missouri. Lost in the Sauce is positioning itself to cater to a millennial demographic interested in experimenting with new tastes, yet searching for a convenient and time efficient way to do so. Sauces have many advantages for college students: a sauce requires no prep work, has a long-lasting shelf life, is extremely portable and can be added to any dish exactly to the taste of the user. Sauces provide a way for college students to make their cooking taste a little bit more like home. Lost in the Sauce is solving the problem that college students face of not being able to cook flavor-packed meals quickly and affordably. College students want to get Lost in the Sauce.

The Competition

Within the Mizzou campus, the competition for Lost in the Sauce is very slight. In fact, we would encourage campus restaurants and local Columbia restaurants to use our store to sell their individual sauces. Lost in the Sauce would first and foremost be a Mizzou store and would be very interested in selling any local or campus sauces. Outside of campus, our direct competition consists of the A&Y Global Market and upscale grocers such as Lucky's Market, while our indirect competition consists of all other grocers such as HyVee, Walmart and Aldi's.

Why Us?

Lost in the Sauce is a specialty store that offers a special consumer experience. Our store will feature sauces that cannot be found at typical grocery stores and will aim to provide a much more personalized relationship with the consumer. Lost in the Sauce will have new sauces being sampled every week to allow our customers to experience new tastes from around the world. The goal of Lost in the Sauce is to add a little flavor to the Student Center of Mizzou.



Business Concept

Lost in the Sauce is a specialty sauce retail shop that focuses local, regional and international sauces. These sauces primarily include barbeque sauces, mustards, hot sauces and various cream, oil, stock and tomato-based sauces. Different sauces will be cycled at quarterly periods depending on the respective popularity and availability of the individual product.

The primary focus of Lost in the Sauce is to be a local business showcasing local sauces. The interesting thing is that Lost in the Sauce is first and foremost local to Mizzou. Mizzou's student diversity makes the local market for Lost in the Sauce not just consisting of people from Missouri, but rather includes students from almost all 50 states, China, India and Saudi Arabia. Lost in the Sauce is focusing on three markets: local, regional and international because these three markets are what make up Mizzou's local market. Lost in the Sauce will always be focused on catering to our local customers and strengthening relationships with our local suppliers. A list of our more than 40 suppliers is available in the appendix.

Lost in the Sauce is targeting the market of college students looking for a way to add more flavor to their meals, whether this means adding flavor to the meals that they cook themselves, to the meals available at University Dining Halls, or trying to make a broke college student's daily diet of ramen noodles a little more bearable. We want to spice all of it up. Sauces are convenient, flavorful, compact and portable, with even Beyoncé singing to the world about the benefits of keeping hot sauce in your bag. The potential market for this type of business within Mizzou's campus is strong and it is an audience that Lost in the Sauce would perfectly cater to. Lost in the Sauce aims to provide a convenient way for the average student to add a little something extra to their meals by also providing recipe lists with every purchase.

Lost in the Sauce



Lost in the Sauce was established by Jack Schroder and will be managed by Jack Schroder, Brian Dugan, Robert Enyard, Jesse Sumpter and Allison Weyhrich. These five will act as a board of directors when discussing possible changes to the overall business plan and path of Lost in the Sauce. Lost in the Sauce will also consider hiring a couple of employees to help run the shop's 10:00 AM to 3:00 PM hours of operations.

Lost in the Sauce will be built around the brick and mortar store within the Student Center. This location is where Lost in the Sauce will be able to test the Mizzou market and determine how we can meet its needs. Through the first few months of running the store, we will acquire valuable information regarding which products sell and who our daily customers are and their wants, thereby developing a better understanding of our consumer base and their needs. Once we gain insights of who our target audience is, we will fully launch our website retail store www.lostinthesauce.us, a website that will feature an online market of our most popular sauces.

Once we gain insights into our average customer and what types of sauces they prefer, we will consider expanding to more locations as this knowledge will help us specialize and adapt to the consumer's needs. The first expansion will stay in Columbia and would be Lost in the Sauce's location after the one-year lease of the Student Center. This location will still hold its roots in Mizzou and will continue to target the college demographic. The brick and mortar store would continue to be the face of Lost in the Sauce while we push the online marketplace. At this point we would introduce new product packages and promotions through the online shop; these include monthly sauce subscriptions, sauce gift baskets and an annual sauce competition. The sauce competition would be a media-promoted local event that offers to bottle and distribute the winner's sauce under the Lost in the Sauce brand. These competitions will be a part of keeping the local image that Lost in the Sauce is built upon. Lost in the Sauce is fundamentally local.



Marketing Summary

SWOT Analysis

Strengths

Lost in the Sauce's main strength lies in the fact that it caters to a mostly untapped market. The University of Missouri has no other stores that focus on sauces and very few that sell any sauces. On a broader scale, the Columbia market has many places that sell limited selections of popular sauces, but no stores that put their primary focus on stocking different unique sauces. Lost in the Sauce also has a strength with its online portion of the business. At its current state, the website is simply an online store that features all our sauce options. Yet, the future for this website is much more ambitious. Our goal for this website is to combine customer buying trends and tastes with machine learning code that will create curated sauce lists for each individual customer. These lists will show customers' sauces that they might like and recipes that these sauces would work well with. This process combines the five basic tastes and the Scoville scale. Yet, Lost in the Sauce's main strength lies in the founders. We have been very passionate about making Lost in the Sauce a reality ever since the idea was thought up. Also, we have talked to a wide range of people at Mizzou who are excited for Lost in the Sauce to be a reality.

Weaknesses

Lost in the Sauce is seeking to cater to a niche market. Our main weakness is that we are not attempting to offer a selection that goes beyond sauces. We are limiting the versatility of this company to ensure that we serve our target market well. Another weakness is our budget will be somewhat limited. We will mainly focus on low-cost marketing campaigns to generate word-of-mouth. Yet, these small marketing events should help solidify our local brand image and will help keep Lost in the Sauce ingrained in Mizzou.

Opportunities

Lost in the Sauce has many opportunities for growth. The goal of Lost in the Sauce's website being integrated with machine learning is to allow LIT's to attempt to become the Spotify of Sauces. It will allow LITS to build long-lasting relationships with customers because the website will very quickly learn how to cater to their individual preferences. Another opportunity is getting in contact with the countless new sauce makers around the world and creating mutually beneficial relationships with them. Building these strong relationships with customers and suppliers, constantly rolling out new products and adding services such as one-day on-campus delivery will allow Lost in the Sauce many opportunities for growth and development.

Threats

The main threat to Lost in the Sauce is A&Y Global Market. Global markets are Lost in the Sauce's most direct competitors as Global markets are also typically set up to serve regional and international markets. Yet, Columbia only has one global market and their selection of sauces is lackluster at best. For this reason, we are not too worried about global market's cutting too deeply into Lost in the Sauce's potential profitability.



Marketing Strategy

For the first six months all our marketing promotions will center around one integrated marketing campaign. This campaign will work on establishing a presence within Mizzou and gaining a feeling of familiarity with the students. The first strategy that will run within this campaign is to spread stickers with the Lost in the Sauce logo all throughout campus. When students put these stickers on their items, it makes them more familiar with our brand and will provide constant free promotion wherever they go. Stickers are also very cost-effective, with starting prices around \$45 for a thousand stickers. Stickers will be the start of the marketing campaign to get Mizzou more familiar with the Lost in the Sauce brand.

The campaign will also feature a social media push through advertisements on Instagram, Facebook and Twitter. To push Lost in the Sauce's social media presence we will create high-quality promotional content with featured products. Our first post and every fourth post after will feature promotional videos designed to create buzz. These videos will focus on having prominent members of the Mizzou community interacting with Lost in the Sauce and being filmed trying spicy sauces. These videos will be designed to strengthen brand recognition of Lost in the Sauce.

The final part of this marketing campaign will be to solidify our local brand image. This portion of the marketing campaign will rely on strengthening Lost in the Sauce's relationship with suppliers to spread positive word-of-mouth throughout Columbia. Lost in the Sauce wants to become the main distribution channel of local sauce producers, allowing producers to focus on making their sauce and Lost in the Sauce to focus on selling their sauce.

This entire integrated marketing campaign will be a low-budget way to quickly spread brand recognition of Lost in the Sauce. The campaign's goal is to establish within the consumer's mind that Lost in the Sauce is a trendsetting, premium shop for a market that they previously would not have thought that they would be interested in.



Management Team and Qualifications

The Lost in the Sauce startup team features six individuals all with different skills and mindsets, which allows for the development of new and unique ideas as well as careful consideration of both small and large-scale aspects of the business.

Jack Schroder

Founder/Owner

Jack Schroder is a junior studying Mechanical Engineering but has a passion for entrepreneurship. He started a video production business with a friend in the summer of 2017 and worked with a variety of small and large clients based in Saint Louis. Since then he has participated in multiple short-term internships with small business owners and digital marketers to learn more about the marketing and growth of young businesses. He attends Columbia REDI startup presentations every week and has developed relationships with several local business owners. He also has been paired with a mentor who specializes in Intellectual Property and Entrepreneurship Law through the College of Engineering Recent Alumni Development Board.

Brian Dugan

Marketing Director

Brian Dugan is a junior studying Business Marketing and Political Science as his majors, with a minor in Geographic Information Systems. He is interested in applying his knowledge of marketing and information systems to more effectively segmenting markets by their demographics. He is passionate about being involved within the University of Missouri and is very involved with service. He is the VP of Recruitment for the service fraternity Alpha Phi Omega. He was recently selected to be a part of the Kinder Scholars Washington D.C program and will be working an internship throughout the summer in the nation's capital.

Harry Gallagher

Head Developer

Harry Gallagher is a junior studying Mathematics. He worked at a startup company throughout 2015 and is capable of coding in many programming languages such as JavaScript, Node.js, Java and C. He will oversee developing the online portion of Lost in the Sauce.

Allison Weyhrich

Quality Assurance Engineer

Allison is a junior studying Mechanical Engineering and German. She is involved in several College of Engineering organizations, holding executive positions in three of them. Between her engineering and leadership experiences, she has developed a very keen eye for detail and a strong capacity for complex problem-solving. She brings these skills to the Lost in the Sauce team to maintain standards of operation as our designated Quality Assurance Engineer.



Robert Enyard

Head of Research and Development

Robert is a junior studying Mechanical Engineering. He performs cryopreservation research with Dr. Solbrekken at Mizzou which gives him skills in research procedure, organization and reporting. As the Head of Research and Development, Robert will be investigating new sauces to supply and searching for ways to appeal to a more diverse and inclusive customer base.

Jesse Sumpter

Head of Accounting

Jesse is a junior studying Finance and Economics. He is an active member of the University of Missouri Investing Group (UMIG) where he learns about the happenings of the financial markets and learn skills to help manage funds. He also interned at Stifel-Nicolaus and learned how to create infographics and track data. He is currently in the process of looking for summer work in the financial field so that he can further develop his human capital. He looks forward to applying his knowledge of financial and economic modeling to the real world and feels Lost in the Sauce is the perfect place for it.



Budget/Financials

Product: From what wholesale pricing information we have, we have calculated the average cost of one case of sauce to be \$51.79. With only this base cost we estimate that we would be able to purchase a maximum of 38 cases of sauce with the startup funds of \$2000. However, shipping costs must also be a consideration. Some producers include shipping in their costs and others do not. The location of suppliers also varies greatly so shipping costs are very dependent on the producer. However, we predict this will reduce our maximum purchase to approximately 30 cases. The most common packing arrangement is 12 bottles in a case, which will put our maximum inventory at 360 bottles to start and 30 different sauces. This will be enough to begin stocking. Our startup goal is to stock 50 different sauces. In order to achieve this with only 30 cases, we would need 20 cases to be split between two sauces. Conveniently, many producers we've contacted offer split casing because of consistent pricing throughout their product lines. We suspect that given the popularity of split-casing, our goal of stocking 50 different sauces upon startup is very attainable.

Merchandise: Besides inventory, we expect to produce die-cut stickers and T-shirts as marketing materials, which would incur their own costs. We have contacted a variety of sticker manufacturers and have received a quote of 1000 stickers for \$200. T-shirts depend on the style of printing, number of colors, and style of shirt, but we predict based off our research that we could purchase an order of 50 shirts for no more than 8\$ per shirt. We also plan on producing video content related to our brand, but we have team members with experience in video production so that content would be free of cost. Finally, we hope to run targeted Facebook advertisements to build a following before our official opening. We would likely spend between \$1 and \$5 per day on these ads leading up to our opening, which, if run for the entire month pre-



launch, would come out to an approximate maximum cost of \$150. These marketing / merchandising costs together would come to a maximum of \$750.

Space: We also have costs related to our space design, which include materials and labor. We estimate these to be no more than \$200 dollars as we have team members with design skills and connections who have expressed interest in helping us start with little to no cost aside from material.

Permit/Registration: On the back-end of the business we've got fees associated with registering and licensing Lost in the Sauce in the state of Missouri as a retail store. The fee for registering as a LLC is \$50, which we have already paid out-of-pocket. There are also county and state permits and fees. The application fee for these permits has a \$30 base fee plus other added fees depending largely on the type of business and anticipated sales tax generation, but we don't anticipate our total application cost to go beyond \$200 dollars. In addition to this, we plan to eventually trademark our brand name and logo, which would incur a base fee of approximately \$245 plus potential attorney fees. All together, these registration, permitting, and licensing fees would likely come to around \$500, but only the \$200 needs to be paid by the opening day.

Fundraising: We hope to raise funds beyond the \$2000 startup funding through private donations, investments, and through the use of Kickstarter. We are in the process of establishing a project on Kickstarter with a goal of raising \$5000. This additional funding will allow us to cover the cost of the licensing and permit fees, space design costs, and merchandising costs, as well as allowing us to order additional inventory to go beyond our 50 sauce goal.

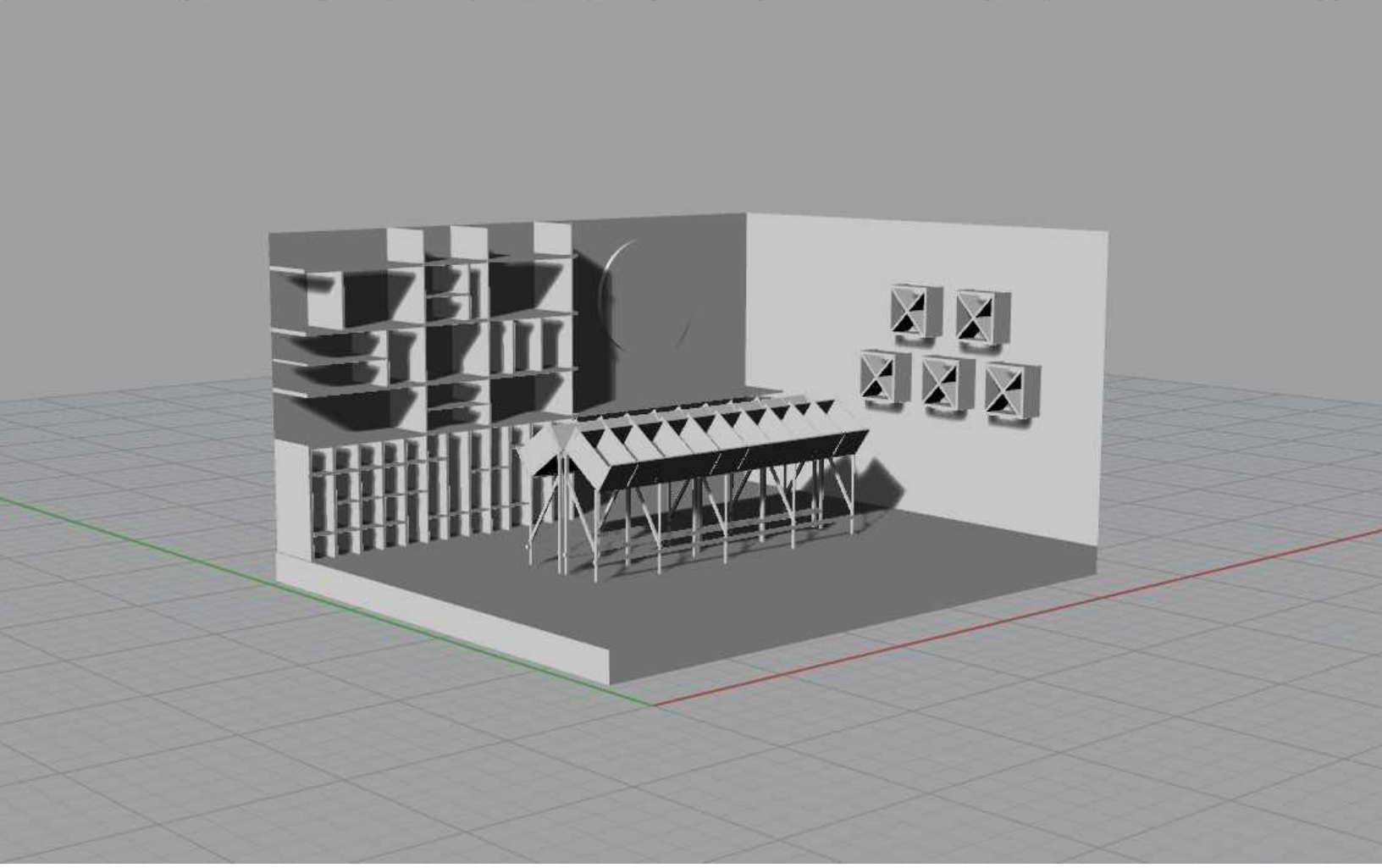
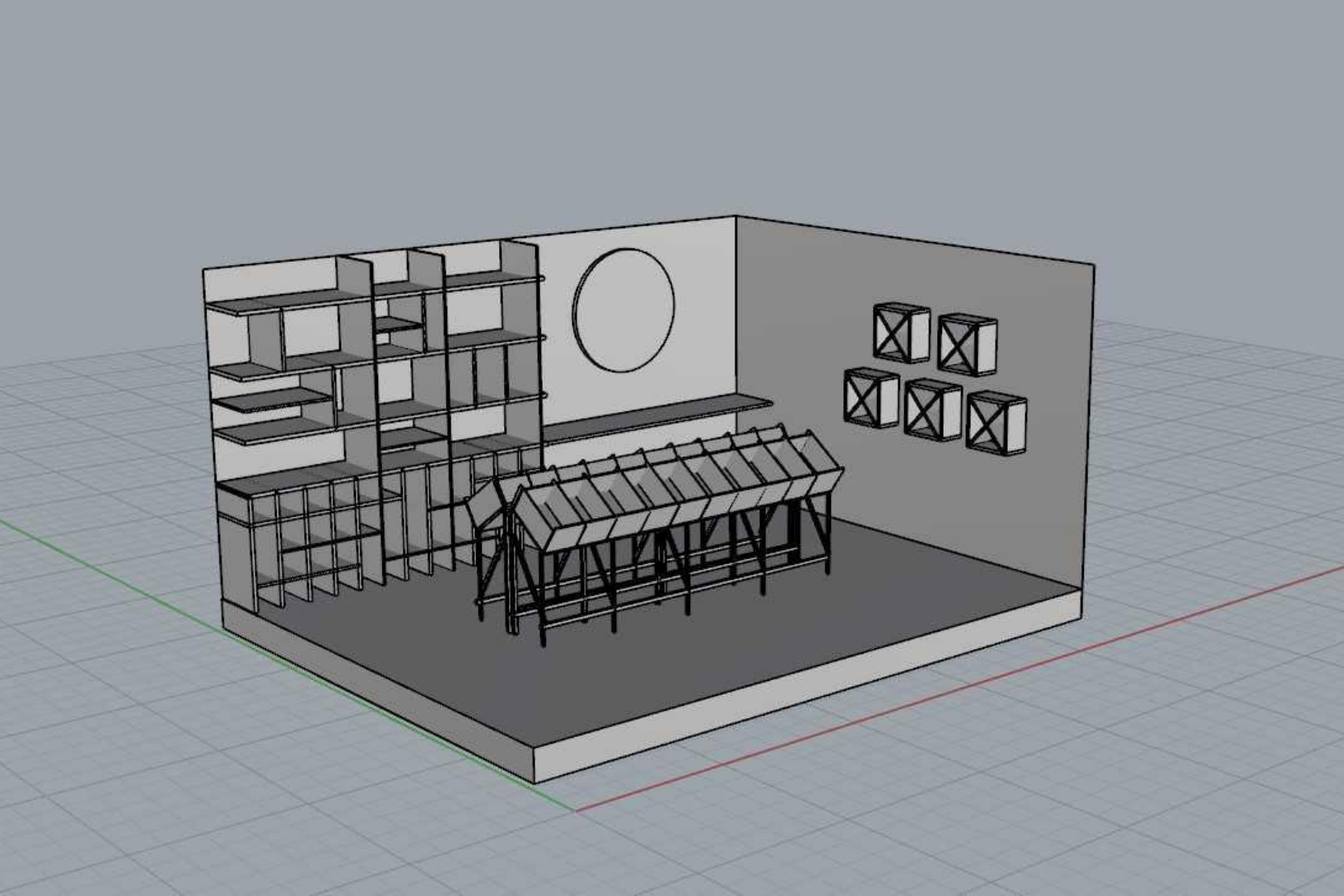


Space Design

The amount of space that is needed for Lost in the Sauce is very minimal and we will be able to modify our room design based on the space given. We will be crafting our own shelving and tables to ensure that everything within our design is fully customizable to our own design. Everything within the store will be made out of dark wood and steel. This is to give the store an earthy feel and a contemporary design. A specialty sauce store needs a unique design to show customers that Lost in the Sauce is a premium store selling premium products. Our shelves will most likely be made out of mahogany as mahogany is associated with luxury as it is typically the most expensive type of wood. However, there are different types of mahogany that are surprisingly economical to buy in larger quantities. Mahogany is also an easy wood to work with when we build all of the shelves and furnishings. As you can see in the rendering on the following page, our designs are very simple and do not require any difficult woodworking. Brian Dugan is certified to work in the university's machine shop and we have multiple connections to other woodworkers that are interested in helping us with creating the store's design.

The lighting of the shop will be a very important portion of the rooms design, but our exact plans will largely depend on the room's structure and electrical layout. We will use very warm lighting within the store to help reinforce the earth-based feel of the shop. We will also make sure that there is not a single dark portion within the store and the lights will be set up to minimize any shadows.

Lost in the Sauce will be highly adaptable with its room design. We can make any space fit our goal for the room design because of our ability to create our own shelving and furniture. We seek to create an earth-toned design with a prestigious feel. A preliminary rendering of what this room would look like is available on the next page.





Exit Strategy

After our lease expires in the Mizzou Student Center and we achieve our goals of establishing a presence within the university and create solid consumer relationships; we plan to move our physical store to a new space, preferably keeping the location very close to campus. If we have issues finding a physical space, we will focus on our online store and our subscription service. This temporary transition to online-only will involve us starting one-day bicycle shipping the sauces to our online store customers and storing only enough inventory to cover our subscription box service each month. During this time, we will work on fully polishing our online store and marketing the store throughout the nation. Ambitiously, we are combining our online store with machine learning technology to create curated sauce suggestions to each individual registered account within Lost in the Sauce. We plan to begin implementing the machine learning portion of the online store with our Mizzou Student Center opening and improving it throughout the year. If we can move into a physical space, we will continue purchasing inventory, stocking our shelves and developing the online aspect of our business as the main avenue for revenue and growth. In the long-term, we plan to both sponsor and host seasonal sauce competitions where we will offer a bottling contract to winners in exchange for shares of the profits and branded labeling. This will necessitate the use of a commercial kitchen, equipment and experienced employees to be ran successfully. Lost in the Sauce will continue to grow and establish itself as not only a local business but a member of the community. We will then begin the process of franchising our business and expanding into other communities within Missouri and to eventually spread Lost in the Sauce throughout the country. Each store within the Lost in the Sauce franchise will always focus on serving the local market first and ingraining Lost in the Sauce within the community.



Appendix

Resumes of Management Team	Pages 12 - 19
List of Potential Suppliers	Pages 20 - 21
Letters of Recommendation	Pages 22 - 23





Jack Schroder

5017 Donovan Avenue, St. Louis, Missouri 63109

Cell: +1-314-202-3830

jwswf9@mail.missouri.edu

Education

Aug. 2015 - Dec. 2019

Bachelor of Science: Mechanical Engineering

GPA: 3.67/4.00

Bachelor of Arts: Russian

University of Missouri - Columbia

Work History

Jun. 2017 - Present

Entrepreneurs HQ Internship

Editor/ Transcriber

- Transcribed video interviews with video marketers and digital entrepreneurs
- Edited video interviews and updated video themes to assist in marketing of video series.

Oct. 2017 - Present

HostOften Property Management Internship

Graphic Designer

- Assisted in the growth of an Airbnb management business through graphic design services and in return received entrepreneurial mentorship

Jun. 2017 - Present

Schroder Aerial Productions

Owner/ Videographer/Editor

- Founded and operate video production and marketing business
- Has contributed to the development of technical, networking, and communication skills

Aug. 2015 - Present

University of Missouri Bicycle Resource Center

Senior Mechanic

- Analyze and repair bikes as service to University community
- Provide assistance on a wide range of problems and work with limited resources to create solutions.
- Has contributed to improved communication and procedural analysis skills

Sep. 2015 - Present

University of Missouri Film Crew

Videographer

- Produce promotional videos for campus organizations
- Has allowed contributed to development of technical, networking, and communication skills

Volunteer Experience

- **Service Learning in Thailand** (December 2015-January 2016) - Taught English and worked at DEPDC (center for children at risk of trafficking)
- **Nahed Chapman School for Immigrants and Refugees** (Dec 2014 - Jan 2015) - Assisted teachers with lessons and helped students with comprehension
- **St. Louis Bike Works** (December 2013-May2015) – Repaired donated bicycles and donated them back to members of the community

Honors

- Dean's List for 4 semesters
- Member of and Recording Secretary for Tau Beta Pi - Engineering Honor Society
- University of Missouri Deaton Scholar



BRIAN J. DUGAN

Mobile: 314-960-3431
Email: duganbrianj@gmail.com
Website: www.briandugan.me

University Address:
405 Mimosa Ct. #1
Columbia, MO 65201

Permanent Address:
316 Oak Manor Lane
St. Louis, MO 63119

EDUCATION

University of Missouri, Columbia, MO

Bachelor of Arts in Marketing from Trulaske College of Business, combined with a degree in Political Science and a certificate in Geographic Information Systems, graduate in May 2019. Current GPA: 3.4

AWARDS AND ACHIEVEMENTS

- Accepted as Kinder Scholar for 2018 D.C. Summer Program by Mizzou's Kinder Institute on Constitutional Democracy.
- Named to Dean's List each semester of college
- University of Missouri Excellence Award scholarship recipient

LEADERSHIP AND VOLUNTEER EXPERIENCE

- Officer and member of Alpha Phi Omega (APO) chapter at University of Missouri-Columbia. APO is a national co-ed service fraternity that facilitates campus-based volunteerism.
 - Vice President for Recruitment, December 2017 - present
 - Recruited and inducted new members into Alpha Phi Omega.
 - Chapter Relations, 2016 – 2017
 - Coordinated with fellow chapters around the United States, and led the Mizzou chapter to a regional conference in Fort Collins, Colorado.
- Volunteered more than 150 hours with Boys & Girls Clubs of Columbia, Alternative Community Training (ACT), True/False Film Fest, and MizzouThon and Relay for Life fundraisers.

EXPERIENCE

- Lost in the Sauce LLC, Co-Founder, 2018 to present
- Tiger Hotel, Columbia, MO, candy shop sales and event catering, May 2017 – present
 - Responsibilities include: Inventory management, cash handling, and POS operations.
- Good Morning Mizzou talk show host, Fall 2015
- Camp Webegee summer camp operated by Webster Groves Parks & Recreation, team leader and camp counselor, Summers of 2014, 2015, 2016
- Model United Nations Participant, Summer 2014
- Experiential Learning Internship, Pepsi Co., June 2013

SKILLS

- Proficient in Microsoft Office and multiple video editing programs
- Working knowledge of programming for Python, HTML, ArcMap, and 3D CAD programs



Robert Enyard

5 Bismark Pl, St. Louis, MO 63119
Cell: 314-482-6353 Home: 314-918-0372
rbe731@gmail.com

Summary

- Skilled at understanding new concepts quickly, adapting to dynamic situations, developing solutions from within and outside the box, public speaking
- Intermediate knowledge in MatLab, 2D and 3D CAD, MS Office and Electrical Tech
- All-Around Academic Strength in all areas, particularly math and science
- Rational and lateral thinker

Education

University of Missouri – Columbia *2015-Present*
Trinity College Dublin *2017*
Current Cumulative GPA 3.41/4.00
Pursuing B.S. Mechanical Engineering with Biology and Aerospace
Emphases
Major GPA: 3.66/4.00
Relevant Courses: Public Speaking, Microeconomics, AutoCAD,
Solidworks, Computational Methods for Design
Webster Groves High School, Webster Groves, MO *2011-2015*
Cumulative GPA 4.046/3.857 (w/o weights)

Educational Achievements

- University of Missouri-Columbia Dean's List High Honor Roll Student *2016-2017*
- University of Missouri-Columbia August Honors College Inductee *2015*
- Member of Phi Sigma Theta National Honor Society
- Awarded Webster Challenge Award for Semester GPA 4.0 or above *2011-2015*
- National Society of Black Engineers Scholar *2015*
- American Association of Blacks in Energy Scholar *2015*
- Recognized in the Statesmen Service Award Program for 180 hours of community service *2012*
- National Latin Exam Medal Recipient –Gold *2015*, Silver *2012-2014*
- Honor Roll Student *2011-2015*

Community Service and Work Experience

- Physics Tutor at MU Learning Center *2017-Present* - enhanced understanding of physics
- Lawn Care at Greater Grace Church *2009-Present* - teamwork and experience with machinery
- MLK Jr. day clean up Columbia litter pickup
- High School Special Olympics with WGHS
- Ameren Safety Fair volunteer - in and outs of handling electrical equipment safely

Activities & Hobbies

- Mizzou Club Rugby
- Botany
- Archery
- Photo & Video Editing
- Crestvale Neighbors Lawn Service (established 2011)
- Constructing Mechanical and Electrical devices



William J. Sumpter

405 Mimosa Court • Columbia, Missouri 65201 • (314) 691-1466

Wjs9bc@mail.missouri.edu

Education

University of Missouri-Columbia

Bachelor of Science in Business Administration

Anticipated: May 2019

- Emphasis: Finance

Bachelor of Arts in Economics

Anticipated: May 2019

- Cumulative GPA: 3.73/4.00
- Dean's List: Spring/Fall '16, Fall of '17
- Member of the Honors College

Professional Experience

14th Annual Jim Schoemehl 5k/10k

Webster Groves, Missouri

Co-President of Race Day Operations

May 2015

- Managed the setup, take down, and issues that arose during the running of the race
- Created the race design and got design approved with the city of Webster Groves and controlled the setup budget

Camp Webegee

Webster Groves, Missouri

Team Leader/Counselor

June 2013 – August 2016

- Managed a staff of between fifteen to twenty other counselors that helped ensure the safety of children between 5-12
- Jointly managed the budget for weekly supplies needed for activities

Stifel & Nicholas

Saint Louis, Missouri

Intern

May 2017 – August 2017

- Worked under Financial Advisor learning the daily tasks associated with the job
- In charge of a summer long prospecting mailer to potential new clients
- Obtained relevant stock data and created infographics used to show the stock's performance

Clubs & Activities

Mizzou Intramural Sports

March 2016 – Present

University of Missouri Investing Group

January 2017 – Present

- Learn about the weekly going-ons of the financial markets as well as learn skills that apply to the handling of stock

Volunteering

Volunteer at Adventure Club

September 2013 – May 2014

- Mentored and tutored kids ranging from kindergarten to fifth grade for 50+ hours



Allison Weyhrich

1416 Ross Street Apartment C • Columbia, Missouri 63303 • (636)-487-1436
ajwkm6@mail.missouri.edu • www.linkedin.com/in/allisonweyhrich

EDUCATION

Bachelor of Science in Mechanical Engineering

University of Missouri

Minor: German, Aerospace, Math

Anticipated Graduation: May 2019

Columbia, Missouri

GPA: 3.837/4.00

WORK EXPERIENCE

Streets Department Intern, City of St. Peters, Saint Peter's, Missouri

Summer 2017

- Gained experience in communication with contractors, small machine operation, and equipment installation
- Ensured Americans with Disabilities Act (ADA) compliance of over 81 miles of sidewalk
- Assessed and reported the quality of over 528 lane miles of city streets according to the PASER guidelines

Undergraduate Research Assistant, Columbia, Missouri

January 2017- May 2017

- Simulated synthesis of nanomaterials, laser processing, colloidal solution synthesis
- Conducted Molecular Dynamic simulations involving hemoglobin as a catalyst for oxidation reduction reactions

GLOBAL EXPERIENCE

Global Engineer, Mizzou Engineering Study Abroad, Columbia, Missouri

August 2017-Present

- Actively recruited students for and promote all 7 of our programs including global leadership courses as well as intensive, technical programs
- Selected to lead a 10-day program to Madrid and Barcelona, Spain over spring break 2018

Circuit Theory Study Abroad Program, Rome, Italy

Summer 2016

- Acquired a global perspective of engineering with a higher level of cross-cultural proficiency
- Developed an understanding of circuit theory specific to AC/DC circuits, resistors, capacitors
- Engaged in professional site visits of Italian engineering companies including 3M, ABB, General Electric

LEADERSHIP & VOLUNTEER EXPERIENCE

Alpha Omega Epsilon, Professional Chair, Columbia, Missouri

August 2016-Present

- Organized and hosted professional development events to encourage professionalism to our members and others within the College of Engineering

Engineering Ambassadors, Columbia, Missouri

January 2017-Present

- Promoted Mizzou and specifically the College of Engineering to potential students by conducting outreach and leading campus tours

STRIPES, Team Member, Columbia, Missouri

January 2017-Present

- Provided free and confidential safe rides home to all University of Missouri students in an effort to prevent unsafe driving
- Exceeded the five-night requirement for 2017 Spring Semester by providing two additional nights of service

ORGANIZATIONS

- Tau Beta Pi – Engineering Honor Society
- National Society of Collegiate Scholars

Fall 2016-Present

AWARDS

- Dean's High Honor Roll – 4 consecutive semesters



Harry Gallagher

harrygallagher4@gmail.com

Phone: (314) 810-4900

Website: <https://hgal.me>

GitHub: [harrygallagher4](#)

SKILLS

SOFTWARE DEVELOPMENT JavaScript, Node.js, Java, C

EXPERIENCE

LockerDome

Software Developer May 2015 - Nov 2015

LockerDome embeds interactive widgets across the world's top media properties, reaching more than 100 million people per month.

- Full-stack web application development with technologies including JavaScript, Node.js and proprietary database software
- Programmatically analyzed and reported advertising campaign data

Gallagher, LLC

CEO Jan 2011 - Sep 2014

A self-run company during high school. Provided an application that allowed developers to sell software securely

- From-scratch PHP/MySQL application which interfaced with PayPal APIs
- Managed product development, customer service and marketing

VOLUNTEERING

Jim Schoemehl 5K Run

Web Developer Jan 2015 - Jan 2015

The Jim Schoemehl 5K Run raises money to support the ALS Association and a family suffering from ALS

- Designed event website
- Helped run event

EDUCATION

University of Missouri

Aug 2016 - May 2020

Bachelor - Mathematics



Potential Suppliers

Local Sauce Suppliers

Local Sauces	Price	Location/Suppliers
Bitters Club Cooking Bitters		Bitters Club
Show Me BBQ Sauce	\$36/case - 12 bottles per case	Show Me BBQ
Country Goodies Mustard		Country Goodies LLC, CoMo
Buckingham's BBQ (They have an exclusive deal already)	-----	Buckingham's, CoMo

Local suppliers include all suppliers within both the Columbia and Mizzou area. We are planning to drastically improve this portion of our business once we have a tangible location.

International Sauce Suppliers

International Sauces	Price	Location/Suppliers	Samples inbound?
Elmo's Chimichurri (emailed)	\$7.50/bottle -- 12 bottles/case - 2 case min order	Argentinian sauce/produced in LA	
Zeisner Curry Ketchup	~\$5/bot-6 bots/case	German Sauce/Ketchup World	
SD Thai Hot Sauce by Sutta (Emailed)		Thai sauce/produced in New York	
Johnny Hexburg Hot Sauce (Choc Habanero or Smoked Reaper) (FB messaged)	\$57.88-68.73/case 24 bottles/case	Cape Town, South Africa	
Slim's Pepper Co. Hot Sauce (FB messaged) (Matthew Mclean)	\$51-67/case 12bottles/case	Ontario, Canada	YES
Chilango Hot sauces (FB messaged) (Yoel Gutierrez)		Managua, Nicaragua	
Crazy Ed's Chili Beer Hot Sauce (fb messaged)	\$65.85/case - 24 5 oz. bottles per case	Mexico	YES
No. 7 Sauce (Mexican Influenced) (Carlos Flores)		Ontario, Canada	
Henry's Hot Sauce (FB messaged) (Shawn Overthrow)		UK	
Mr. and Mrs. B's Seriously Buzzin Hot Sauce (FB messaged) (Sam Bollen)		East Sussex, UK	YES
Dasavi Lemon Chili Sauce		Vietnam	
The Devil's Demise hot sauce (Mark Burnes)		UK	YES
Formosa Sauce (not Formosa como)		Mexico	
Spice Of Life Sauce (emailed) (Andre Johnson) (BBQ and Hot)	\$66-72/case 12bottles/case	Canada	

International sauce suppliers include all sauces that are not native to the United States. Currently, we have potential suppliers from seven separate countries. Also, included within this list are a few foreign sauces that are produced within the United States.

Regional Sauces

Regional Sauces	Price	Location/Suppliers	Samples Inbound?
BB's Lawnside BBQ		KC	
Loco Roco		Cafe Cusco, STL	
Happy Dogs Hot Sauce		STL	
Q39 BBQ	\$72/case of 12 16oz bottles -- \$6/bottle	KC	
The Bar-B-Q Shop		Memphis	
Slap's BBQ	\$3.95/bottle (0-5) - \$3.45/bottle (6-12) - \$3.05/bottle (12+)	KC	
Leonard's BBQ (Doesn't bottle)	-----	Memphis	
A&R Bar-B-Que		Memphis	
Alex's Tavern (Doesn't bottle)	-----	Memphis	
Showboat's BBQ (Doesn't bottle)	-----	Memphis	
314 Hot Sauce	\$2.95/bottle - 12 bottles/case	STL	
Wicked-Cactus (currently not in production)	-----	STL	
Hot Charlie's Hot Sauce		STL	
Dad's homemade tapenade		STL	
Jak Jeckel Hot Sauce (emailed) (Aaron Mulka)	\$3.50-4.25/bottle 12 bottles/case	Philli, Pennsylvania	

(Cont.)



Lazy Y Ranch Truth Serum Hot Sauce (email) (Russel and Mindy York)	\$4/bottle	OR	YES
Hell Fire Detroit Hot Sauce (email) (Don Button)	\$7-10/bottle	Detroit	
Mikey V's Sauce (email) (Mikey Vee)	\$3.50-5/bottle - 12 bottles/case	Texas	
Sriracha Granada (Green Sriracha sauce) (email) (Nathan Litz)	\$50/case 12 bottles/case	STL	
Arthur Wayne Hot Sauce (email)		Montana	
Allegheny City Farms Hot Sauce (email)		Pennsylvania	
Angry Irishman Hot Sauce (email)		Ohio	
Jersey Barnfire Hot Sauce (fb messaged) (Austin D'Almeida and John Sauchelli)	\$51.48-67.44/case - 12 bottles/case	New Jersey	
Gemini Crow Hot Sauce (email) (Dov Teta)	\$4.75/bottle - 12 bottles/case	New Jersey	
Socal Guac Hot Sauce (fb messaged) (Tom Geist)		California	
Voodoo Chili Bacon Hot Sauce (fb messaged)		Northeast USA	
Primo's Peppers - Hotter than the Devil's Pecker Hot Sauce (fb messaged)		Louisiana	
PuckerButt Pepper Company Hot Sauce (email) (Ed Currie)		South Carolina	
The Original Sauce Man Hot Sauce (fb messaged) (Shawn Allison)	\$4.20/bottle (\$5/bottle for ghost/reaper)	Florida	
Menacing Peppers Spirit of the Samurai Hot Sauce (fb messaged)		Arizona	
Goss Hot Sauce Colon Plow Hot Sauce (fb messaged) (Rodney Goss)		Illinois	
Corine's Cuisine (Beligan and Spanish Influence) (email and FB messaged) (Ray Parish)		Florida	YES
Hell Raising Hot Sauce (email)		Minnesota	
New England Sauce Fruit Hot Sauces (email) (John Nail)	\$47.76 - 57.76/case 12 bottles/case	New Hampshire	
BigFat's Hot Sauce (FB messaged) (Jeremy Walsh)	\$3.99-\$4.35/bottle 12 5oz bottles per case	Illinois	
Boston Ballistic Hot Sauce (FB messaged) (David Flipp)		Boston, Mass.	
The People's Sauce Co. Hot Sauce (FB Messaged) (Joe Knaus)		New York	YES
Facepunch Foods Hot Sauce (FB messaged) (Mark Petersen)		Minnesota	
Heat on the Rocks Hot Sauce (Chris Oball McHugh)		Denver, Colorado	
Ron Hot Hot Sauce/Salsa (FB messaged and called) (Ronnie Katz)	\$3.59 - 6 in a case	Dallas, Texas	YES
Hardball Hot Sauce (Email)		California	
Sh' That's Hot Hot Sauce (Email) (Shane and Shelli Christensen)	\$6/bottle - \$72/case (including shipping) - 12 in a case		
Butterfly Bakery (Hot Sauce and Mustard) (email) (Claire George)	\$4.20/bottle - cases of 5 (hot) or 8 (mustard)	Vermont	
Craig Bar-B-Q		Arkansas	
Hellfire Hot Sauce (email) (Diana and Merle)		Wisconsin	
PuraZalsa Creamy Jalapeno Hot Sauce			
Lucky Dog Hot Sauce (Scott Zalkind) (FB Messaged)	\$69/case 12 bottles/case (4 case min order)		YES
Bravado Spice Co. Hot Sauce (featured in Hot Ones) (FB messaged) (James Nelson)		Texas	
The Karma Sauce Company Hot sauce (Featured in Hot Ones) (FB messaged) (Gene Olczak) (mustard and hot sauce)	\$44-65/case 12 bottles/case	NY	
Char Man Brand (super cool logo) (FB messaged) (Chris Sutton and Tom Petropoulos)		CA	
Creature Comfort Hot Sauce (email)		MN	
Golden Toad (Hot and BBQ) (FB messaged) (Todd Jilbert)		CO	YES
Klowns on Fire Mango Reaper BBQ Sauce (email)		TX	
Frog Bone Cajun Sauce (Hot sauce, Salsa, BBQ) (Keith Jenkins) (FB messaged)		Louisiana	
Born to Hula (Ed Bucholtz) (FB messaged)		NJ	
Hot As U Want (Chow Chow and Hot Sauce) (Bruce Forbach) (FB messaged)		FL	
Humboldt Hot Sauce (Heidi Ferris) (FB messaged)		CA	
OSO Pepper Company LLC (BBQ, hot, etc.) (Vincent Verret) (FB messaged)	\$3.62 - 3.85/bottle - 12 bottles/case	CA	
Hella Hot Hot Sauce (Kyle Colson) (FB messaged)		CA	YES

Regional sauces include all sauces that are native to the United States. These suppliers are based all throughout the country and currently represent more than twenty separate states. The amount of potential regional suppliers for Lost in the Sauce is growing daily.



To Whom It May Concern:

It is with great enthusiasm that I submit this letter of reference for Jack Schroder, Founder/Owner of Lost in the Sauce. I met Jack at 1 Million Cups Columbia and have had the pleasure of visiting with him on several occasions about his Lost in the Sauce business as well as his video production business. I have been consistently impressed with his drive, wisdom beyond his years and entrepreneurial passion.

Jack asked me to review the Lost in the Sauce business proposal. I find the concept exciting and different and feel the brand will easily appeal to the desired millennial customer base. He has put together a team of well-rounded individuals that bring value to the business now and into the future. Not only am I intrigued by the well thought out long-term opportunities of the brand, I look forward to becoming a customer as soon as possible.

If I can offer any other insight or additional information which may assist you or Mr. Schroder through this process, please do not hesitate at all to get in touch with me.

Best,

Jennifer Schenck
Owner
The Connection Exchange

jennifer@connection-exchange.com

573.514.1389

www.connection-exchange.com



The Connection Exchange
204 Peach Way, Ste D
Columbia, MO 65203
573.312.0628



Department of Political Science
University of Missouri

Jonathan Kriekhaus, Associate Professor

113 Professional Building • Columbia, Missouri 65211-6030 • Telephone (573) 882-9473 • FAX (573) 884-5131 Email:
KriekhausJ@missouri.edu

Student Unions

University of Missouri

2202 MU Student Center

Columbia, MO 65211

March 1, 2018

Greetings:

I write this letter of recommendation in support of the Lost in the Sauce business proposal by my student, Brian Dugan. I have read it over and it seems like a viable project to me, in that it seems like a plausible product and they make a good case that there is an untapped market. More generally, I am in full support of encouraging my students to pursue their academic and personal endeavors. I hope you give their application your close consideration.

Sincerely,

Jonathan Kriekhaus