



Business Out Of The Box

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OVERVIEW

INTRODUCTION

PROJECT OBJECTIVES

BUSINESS PLAN

COMMUNITY OUTREACH

IMPLEMENTATION PLAN

PROBLEM & OPPOTUNITY

Example:

HAMILTON

Lowest median income in Ontario

Population consists of 60% newcomers

Obviously it can be execute everywhere is need:

UNEMPLOYMENT RATE



Canadian Born



Immigrants

INTRODUCTION

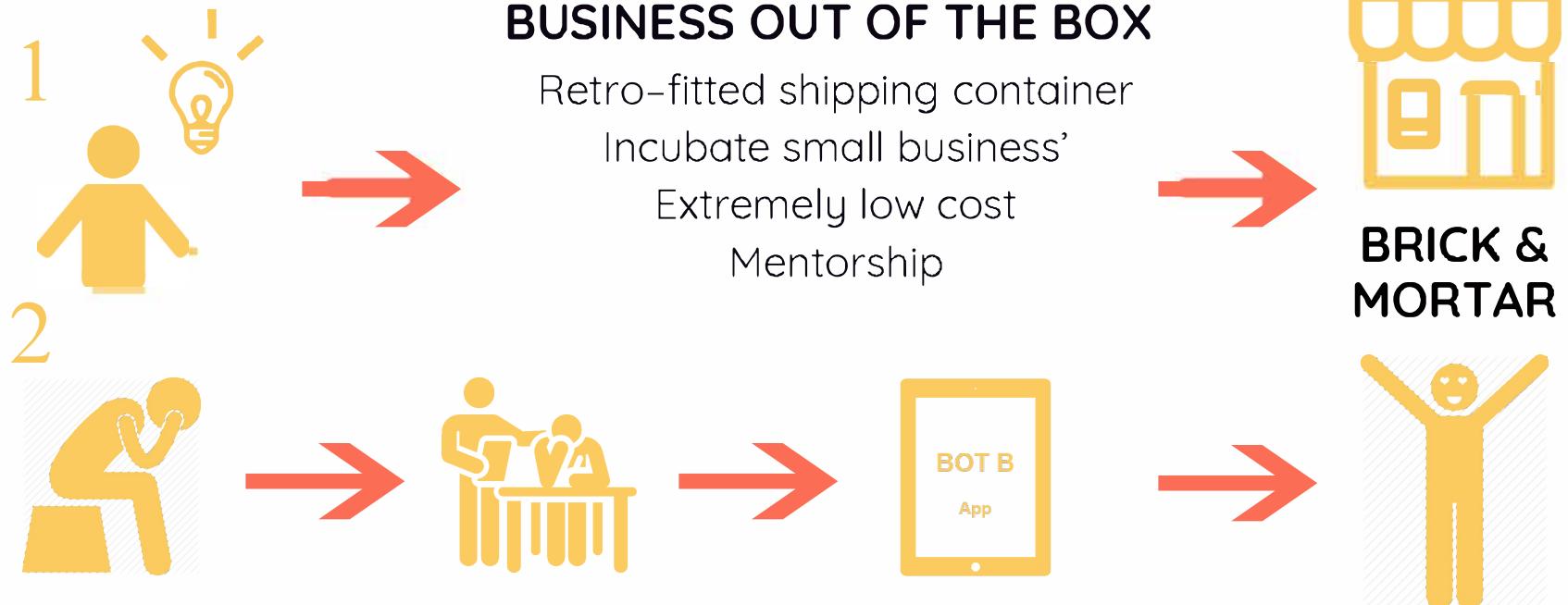
BOTB aims to create livable and involved communities where residents help other residents fulfill their needs (using product and services or entertainment) while other residents start their business and apply their entrepreneurship skills. BOTB serves the community needs as it can be utilized for a business, a library , events stage, a kid's recreation room etc. Business Out of the Box is an initiative that uses retired shipping containers to create affordable spaces for low- income individuals to launch small businesses within a community.



RIVERDALE VISION



SOLUTION



- 1 . We will finish one box in one location in Hamilton after redesigning, zoning and doing construction
- 2 . So context is ready to build an application to complete our package to meet our worthwhile goal

VALUES

"To break down barriers for entrepreneurs to access retail or food & beverage business in Hamilton or anywhere else by creating an affordable and low commitment solution"

01

LOW COST

02

SUSTAINABLE OPERATION

03

IMPROVE HAMILTON'S IMAGE

UNITED NATION SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests



BENEFITS

BOTB has involved multiple stakeholders to work together towards achieving its goal. City of Hamilton, YWCA, W Booth School of Engineering and Technology, Office of Community Engagement at McMaster University, Metrolinx, SPRC, local shipping container companies. Also, many meetings and workshops took place with representatives from different communities in Hamilton that have been working together towards social innovation and bringing this project and its benefits to life. A single point of contact for BOTB will be defined and will work towards connecting local entrepreneur experts and young entrepreneurs who are excited to start their journey of learning and implementing

Increase local business

Revitalization of the community

USES

Food markets
Retail
Public libraries
Special events
Movable Homes



Audiences

Audiences = Business space occupants

NEW COMERS

WOMEN

YOUNG ENTREPRENEURS



8

7

BACKGROUND RESEARCH



10

“It was just me and my husband the first summer which meant we never slept”

FOOD TRUCKS OWNERS

- Expensive start up costs (~ \$90,000) and operating costs
- Sacrifice a lot for the food truck lifestyle
- Steep learning curve to a competitive environment
- Seasonal business

EXISTING SOLUTIONS

SHIPPING CONTAINER SUPPLIERS

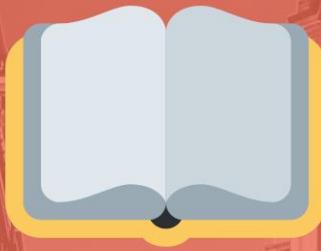
- Store shell with windows, doors, walls, floor quoted for \$40,000



FOOD TRUCKS

- High maintenance
- Expensive

Storstāc



COMMUNITY OUTREACH

Riverdale and McQuesten
Neighbourhoods

RIVERDALE



Project Origin

Interest around a community oriented project eg. storage for the garden

Cultural barriers reduce community interactions significantly

Many individuals looking to start their own business

MCQUESTEN



12

MCQUESTEN FARM

- Solution to their food desert
- Food treatment containers
- Potential for food market



13

ST. HELEN'S RECONSTRUCTION

- Used Clothing Space Relocation

13

ALTERNATE LOCATIONS



14



15

Station parking lots

Innovation Park

University campuses

LRT Displacement Construction Port

Authority Land

Plaza's parking lot

COST

TABLES AT THE END

CAPITAL COST

\$21,000
Food &
Beverage

\$12,000
Retail

- Labour
- Materials
- Transportation

OPERATIONAL COST

\$20
/day

or

\$500
/month

- Utilities
- Maintenance
- Insurance

REVENUE

GOVERNMENT GRANTS

Trillium funding
application for \$75,000

EXTERNAL INVESTMENT

City support of \$10,000



CAPITAL COST

&

MANAGEMENT LABOUR

RENT

\$500/month

RENT

\$20/day



OPERATIONAL COSTS

BUSINESS PLAN

INITIAL RECRUITMENT

- YWCA entrepreneur stream
- Neighbourhood planning team outreach
- Workshop once funding is secured



FUTURE RECRUITMENT/MARKETING

- Social media presence
 - Website application portal
- ❖ 'BOT B' Application © Sadjad.Sarhadi



Product Hunt

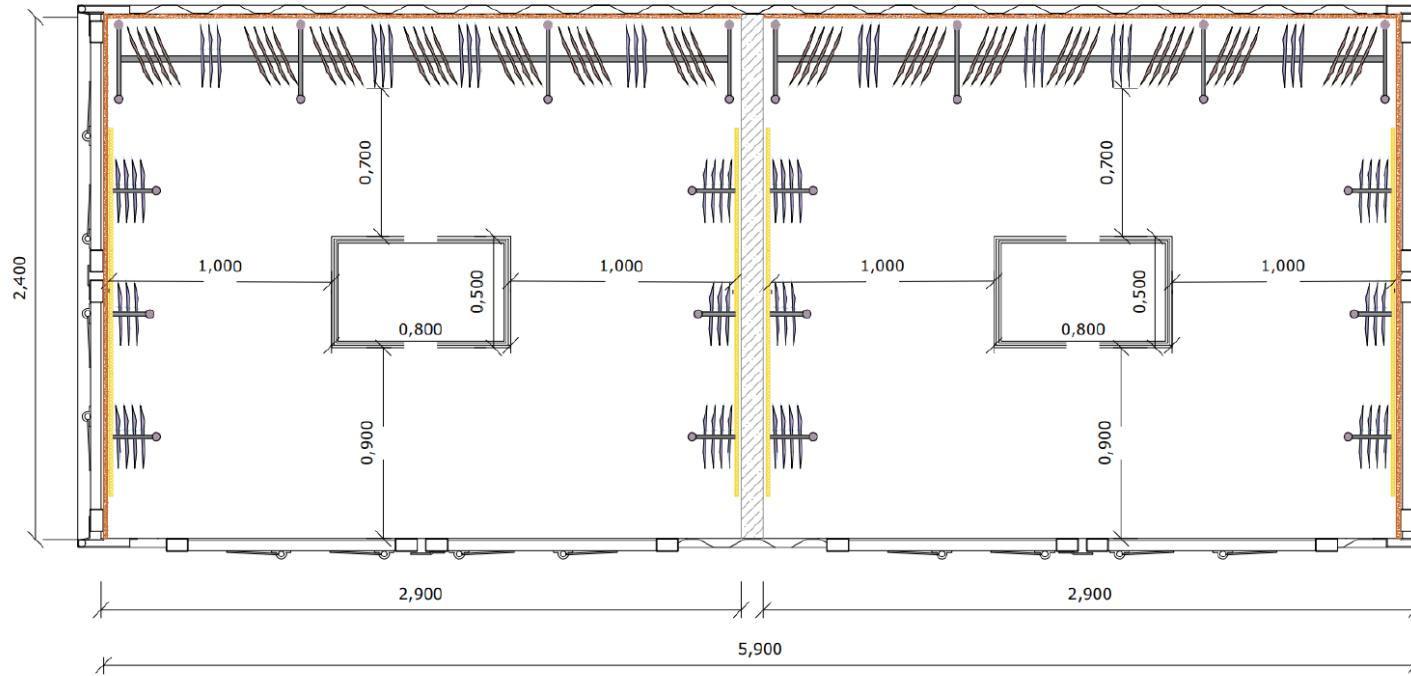
DESIGNS

20FT TWO-PART RETAIL

20FT TWO-PART FOOD & BEVERAGE

Example:

RETAIL



\$12,000

20ft container
partitioned into two
business spaces

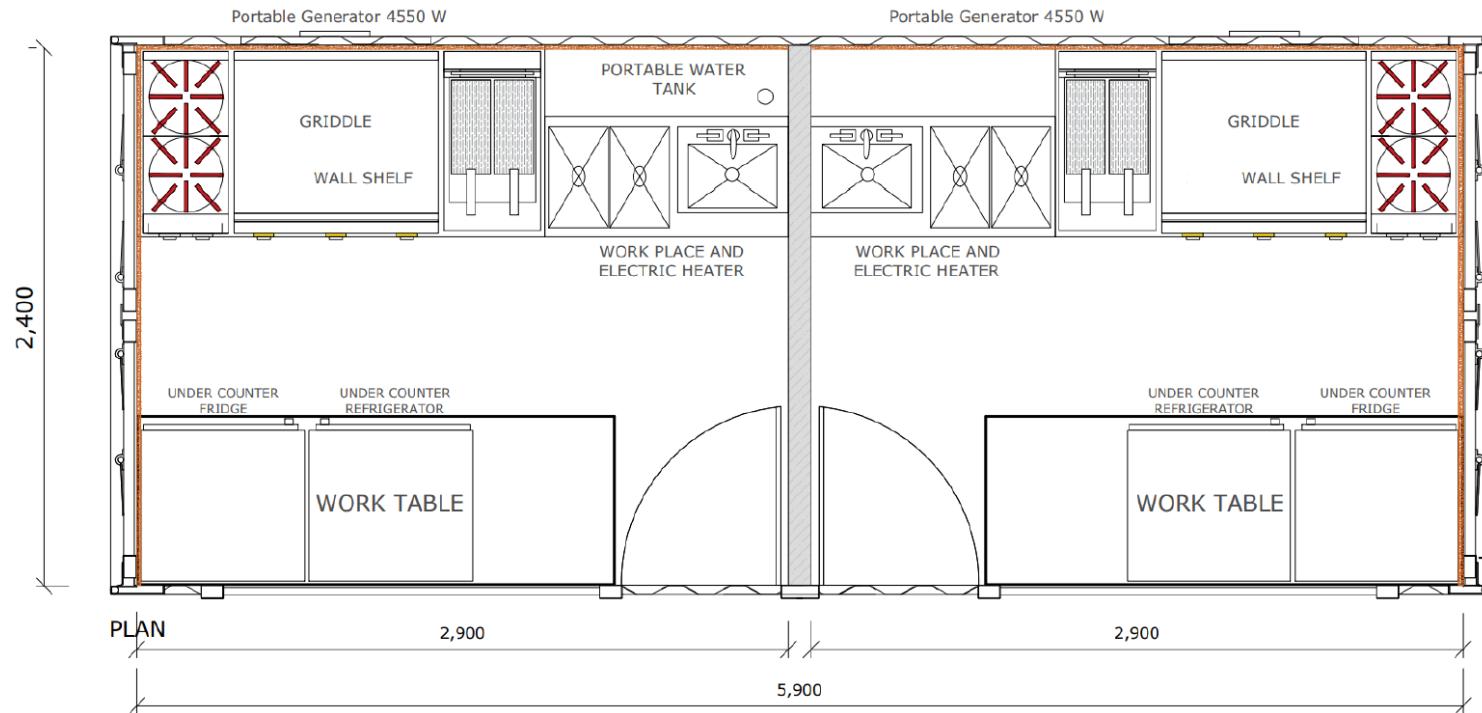
OFF GRID

200W solar panels

SLEEK INTERIOR

- Clothing wall storage
- Middle transaction counter

FOOD & BEVERAGE



\$21,000

20ft container
partitioned into two
business spaces

OFF GRID

- 1 kW Solar Panels
- Generator Backup
- Natural Gas for Cooking
- Clean/Grey Water Tanks

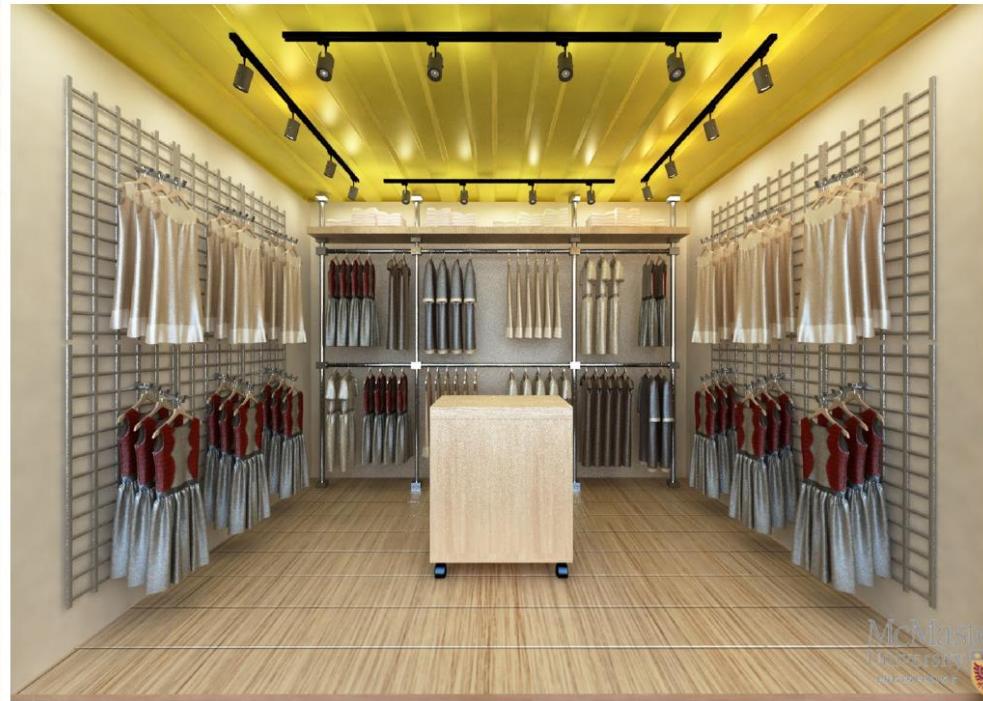
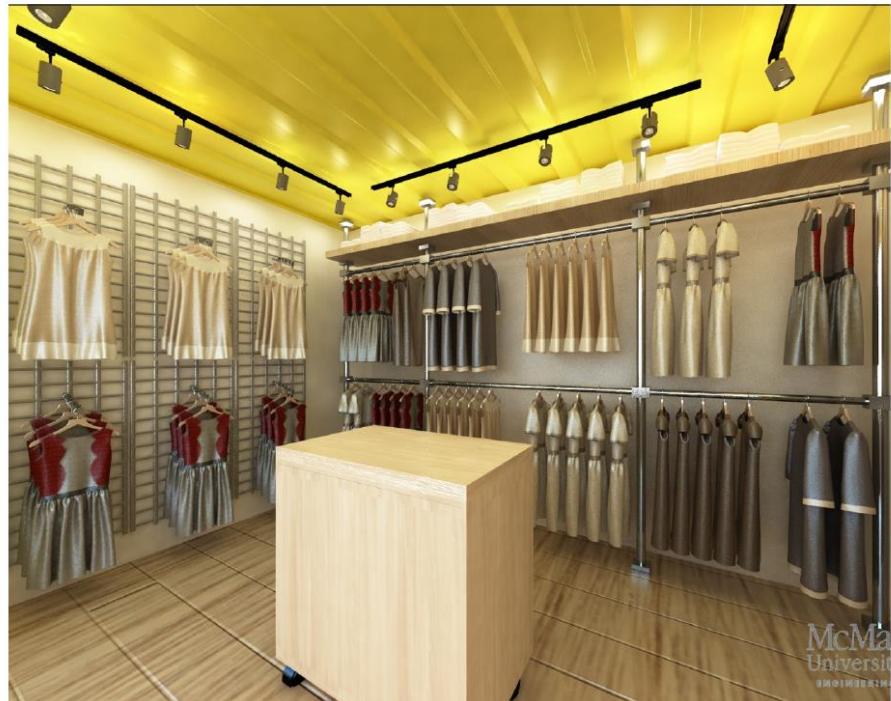
FOOD SAFE

- Proper ventilation
- Food safe walls
- Health inspection compliant

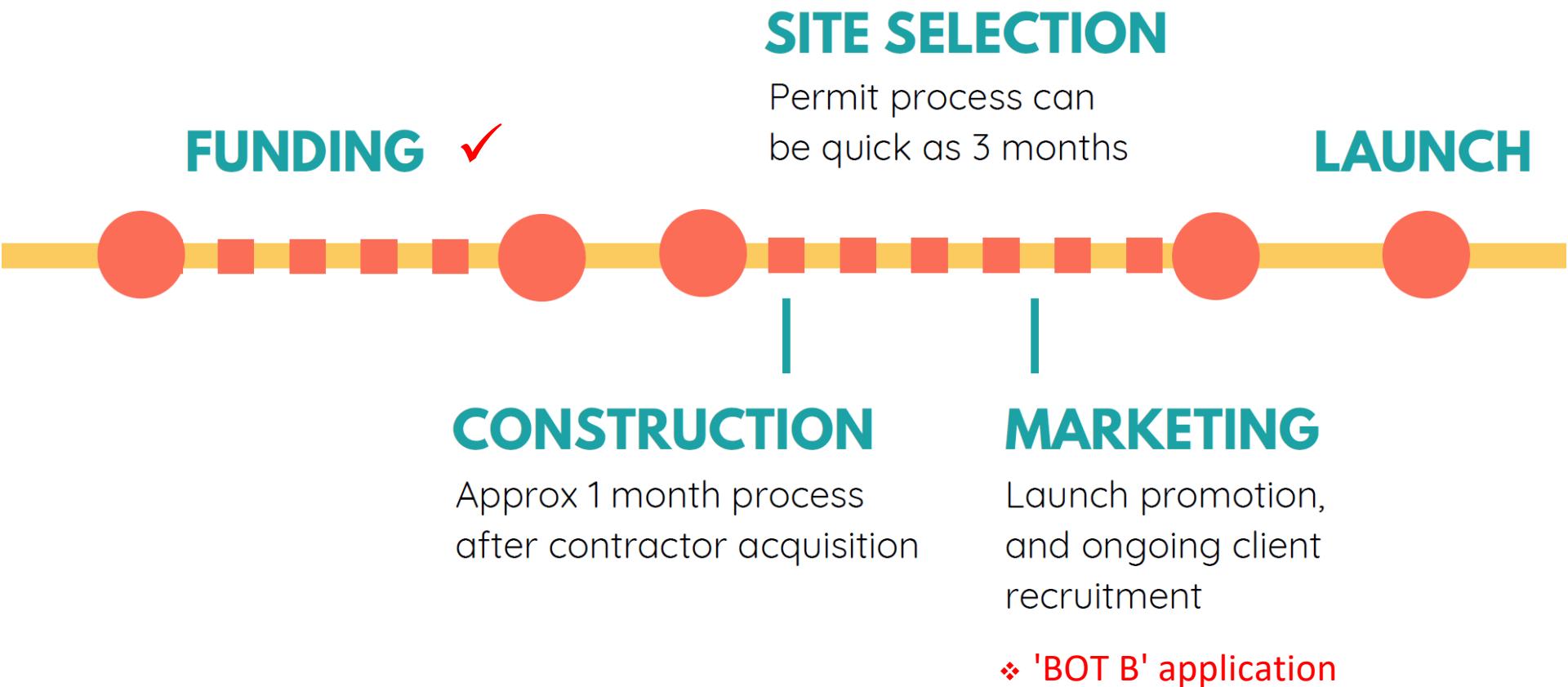
3D MODEL



3D MODEL

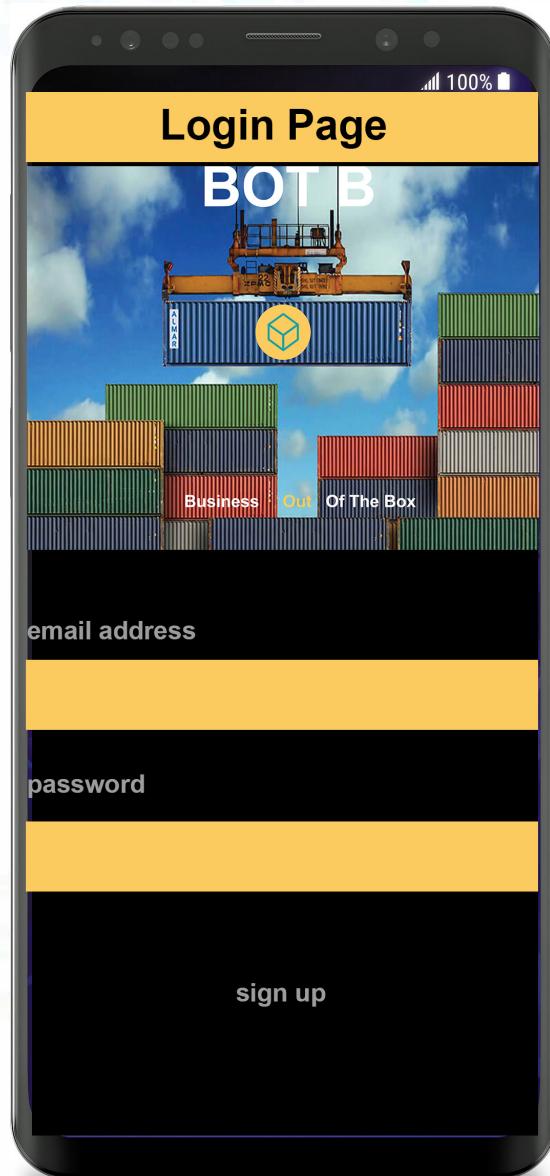


IMPLEMENTATION PLAN



❖ 'BOT B' Application

Login Page

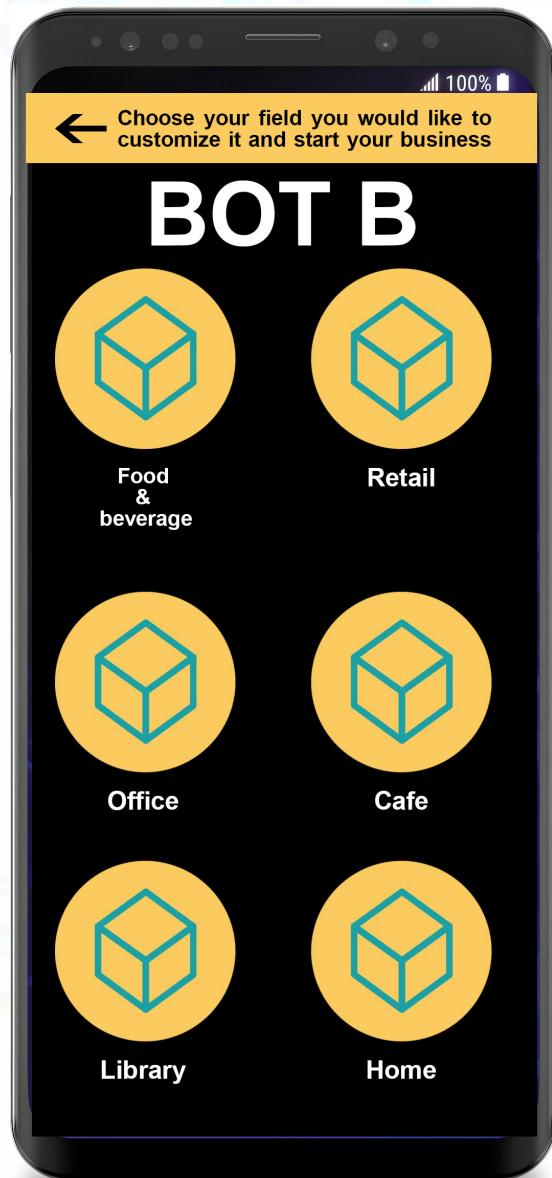


These cellphone emulators demonstrate the application idea
and absolutely can be advanced.

Sadjad Sarhadi

❖ 'BOT B' Application

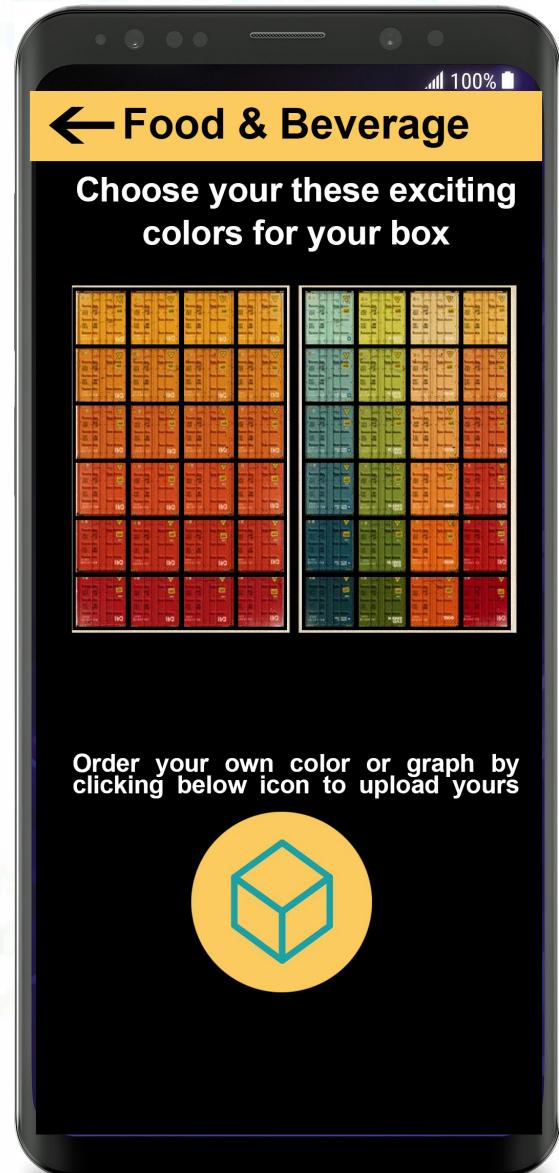
Field Choosing



❖ 'BOT B' Application

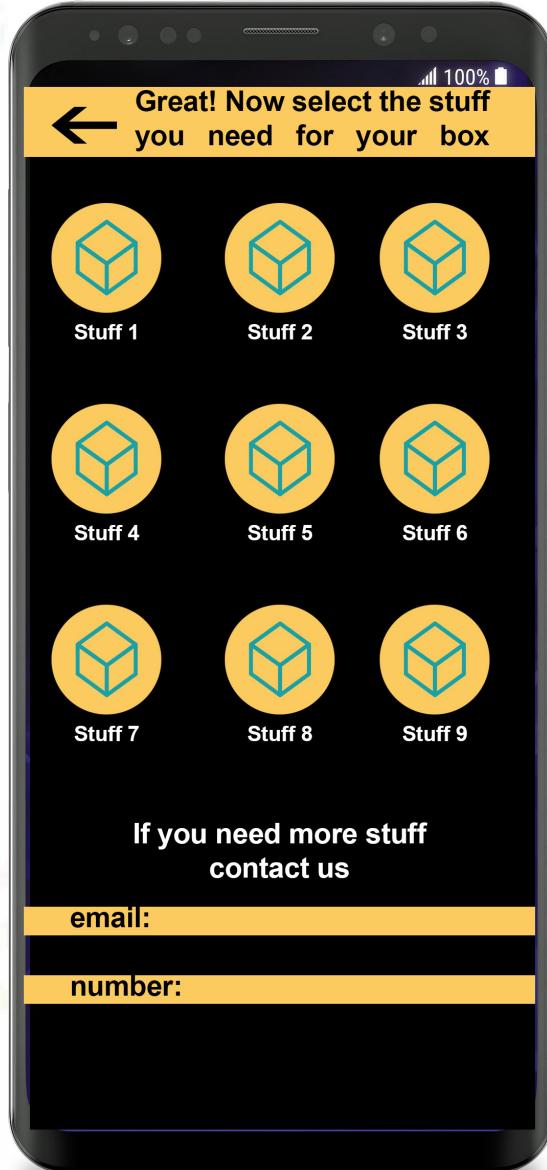
As an example we will entire food beverage field

Color and Graph



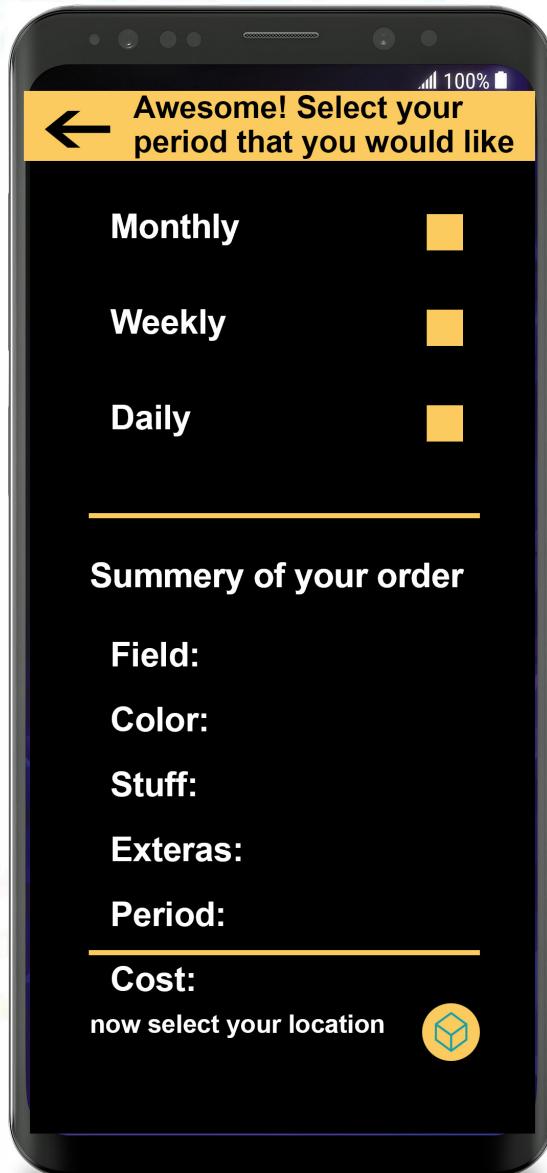
❖ 'BOT B' Application

Stuff Picking



❖ 'BOT B' Application

Period Order Summery



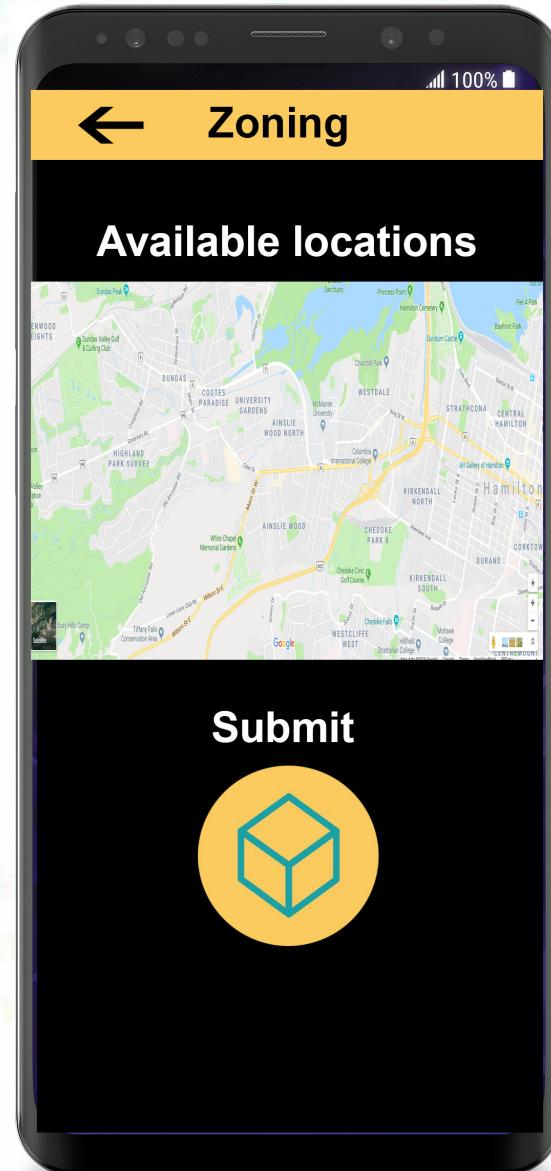
❖ 'BOT B' Application

Zoning

and

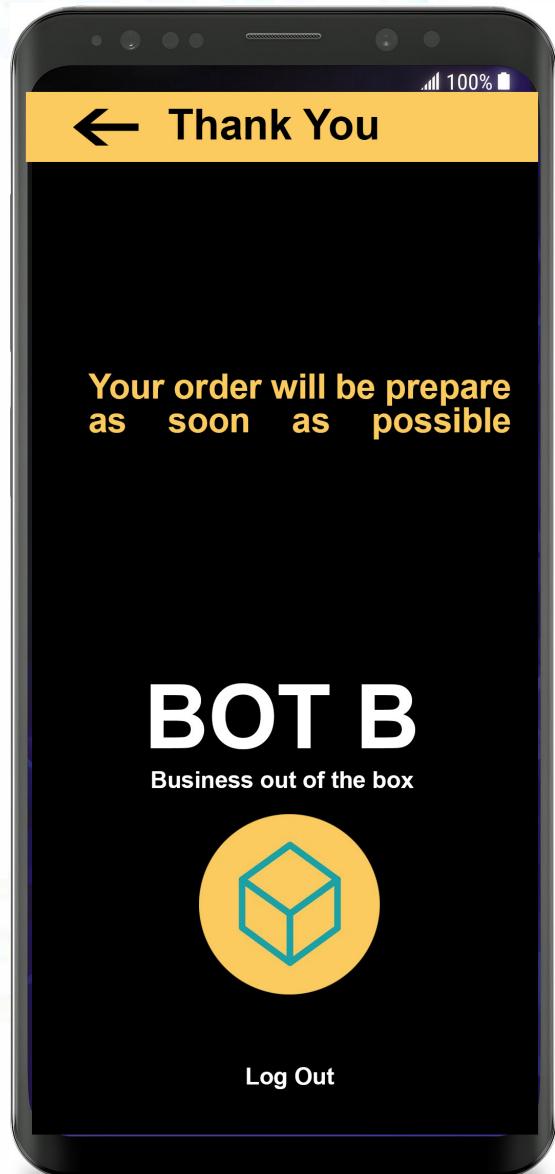
Submit

- Report building matters
- Submit and track Projects
- Notifications for the work items



❖ 'BOT B' Application

Done



THANK YOU

for all your help and time!



Business Out Of The Box

RETAIL COST BREAKDOWN

Item	Category	Cost	Notes/Reference
20' X 8' Container	Construction	\$2,500	This is an estimate based on a site visit at AVL Manufacturing for a used, good condition container
Footings	Construction	\$400	Screwed in, non-intrusive
Partition	Construction	\$200	Metal studs as described in design appendix
Door	Construction	\$200	Locking mechanism and required hardware
Counter	Construction	\$160	<i>Ikea, 2018 (1)</i>
Storage	Construction	\$200	Grate wall clothing storage and shelves
Floors	Construction	\$500	<i>Rone, 2018 (2)</i>
Labour	Construction	\$2,000	80 hours @ \$25/hour
Permit	Construction	\$200	Estimate from Economic Development Advisor
200W Solar Panel	Utilities	\$500	<i>Renogy, 2018 (3)</i>
Inverter	Utilities	\$400	<i>The Home Depot, 2018 (4)</i>
Batteries	Utilities	\$400	<i>Wegosolar, 2018 (5)</i>
(2) Outlet	Utilities	\$40	<i>The Home Depot, 2018 (6)</i>
(4) Black Track Lighting	Utilities	\$160	<i>The Home Depot, 2018 (7)</i>
Labour	Utilities	\$1,500	30 hours of work @ \$50/hour
Transportation		\$500	
Overhead (15%) + Tax (%13)		\$2,527	Estimated overhead percentage
Total		\$12,387	

F&B COST BREAKDOWN

Item	Category	Total	Notes
20' X 8' Container	Construction	\$2,500	This is an estimate based on a site visit at AVL Manufacturing for a used, good condition container
Footings	Construction	\$400	Screwed in, non-intrusive
Partition	Construction	\$200	Metal studs as described in design appendix
(2) Door	Construction	\$400	Locking mechanism and required hardware
(2) Serving Window	Construction	\$1,400	Crownfoodcarts, 2018 (8)
Stainless Steel Storage	Construction	\$280	Webstaurantstore, 2018 (9)
Labour	Construction	\$2,000	80 hours @ \$25/hour
Permit	Construction	\$200	Estimate from Economic Development Advisor
Ventilation	Construction	\$1,600	Hoodmart, 2018 (10)
Food safe walls	Construction	\$500	The Home Depot, 2018 (11)
Floors	Construction	\$500	Rona, 2018 (12)
Sink	Construction	\$320	Webstaurantstore, 2018 (13)
Generator	Utilities	\$600	Rona, 2018 (14)
1 kW Solar Panels	Utilities	\$1,000	Renogy, 2018 (15)
Inverter	Utilities	\$400	The Home Depot, 2018 (16)
Batteries	Utilities	\$800	Wegosolar, 2018 (17)
(2) Outlet	Utilities	\$80	The Home Depot, 2018 (18)
(16) Pot Lights	Utilities	\$320	The Home Depot, 2018 (19)
Labour	Utilities	\$2,000	40 hours of work @ \$50/hour
Gas hookup	Utilities	\$500	Tubing, appliance hookups, and valves
(4) 7 Gallon Water Tanks	Utilities	\$60	Amazon, 2018 (20)
(2) Water pumps		\$48	Amazon, 2018 (21)
Transportation		\$500	
Overhead (15%) + Tax (%13)		\$4,336	Estimated overhead percentage
	TOTAL	\$20,944	

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