CityFresh New Products - Jam

The New Products Jam team is a summer work experience consisting of six 13-14 year old youth. We are based out of Oak Park PUC in North Minneapolis. We are a youth entrepreneurship team learning about the process of starting a business by creating a homemade jam business. This is an opportunity to experience entrepreneurship which could continue on to possible future professions and careers. We are learning about the entire process of starting a business by taking a product from idea, to testing, to production, and finally to market. We will create recipes, conduct test marketing to decide what to bring to market, create a brand and marketing materials, partner with established local businesses for production and then use our communication and sales skills to bring our product to market.

Expected Youth Outcomes

This summer we hope to learn:

- How to create recipes
- How to make sales
- Communicating with professional members of the community
- How jam is processed and canned
- How to deliver a sales pitch
- The process of creating a business
- First work experience/professionalism in the work place
- Research and Development
- Marketing and Branding
- What rules and regulations we must adhere to
- Cost analysis and product pricing

Our Team: Elon, Damaarya, Nikos, Jacques, Quanye, Devon; Facilitator: Zeta Kilbride

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