

Andrea Harley

Select case studies for
SUNY Cobleskill Institute for Rural Vitality

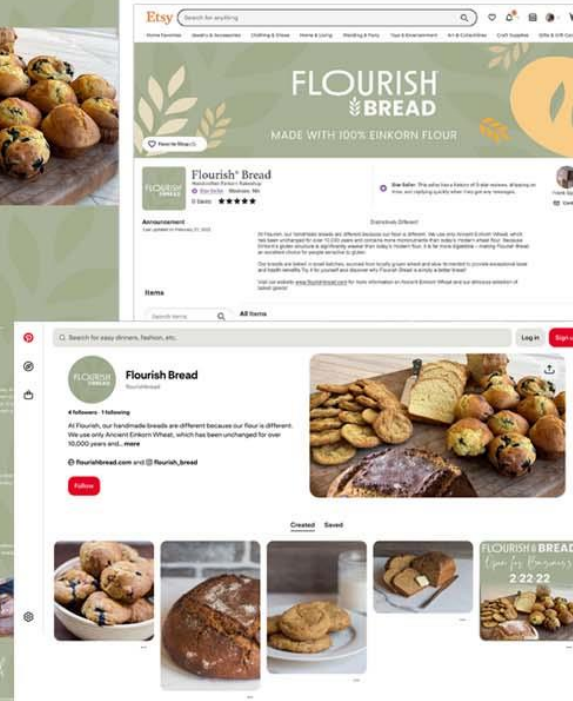
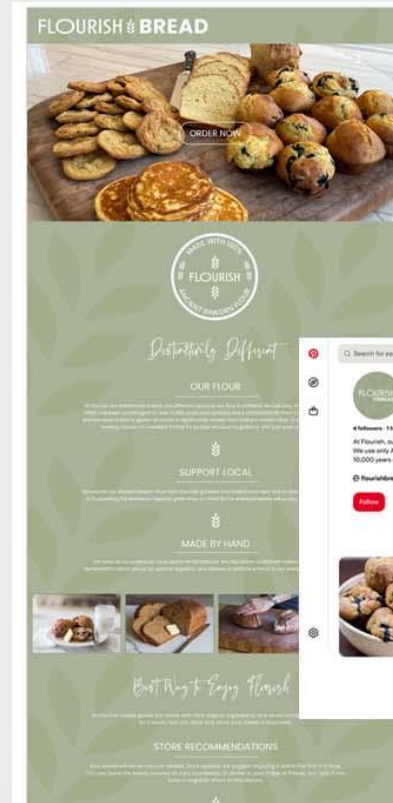
Flourish Bread – Food Entrepreneur Branding & Marketing

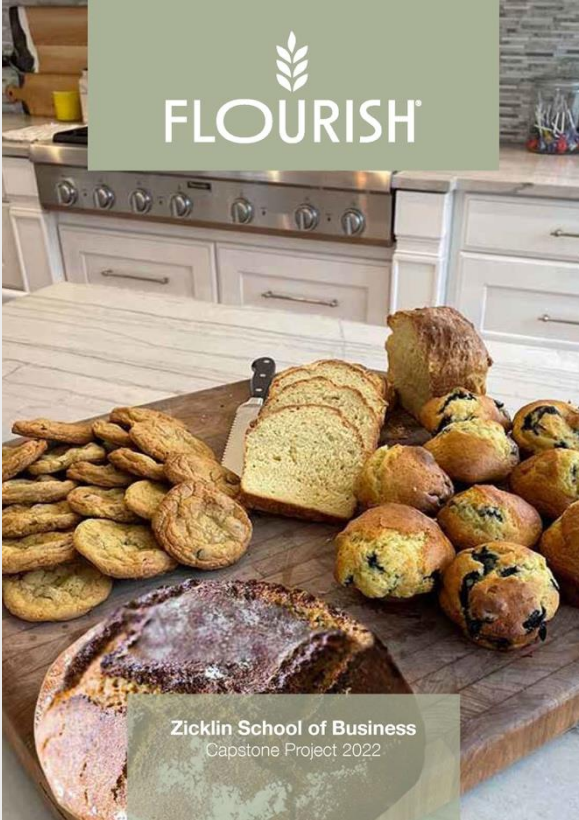


Created brand identity, logo, style guide, website, social accounts, Etsy store, business cards, marketing plan food product, shipping/packaging logistics, full brand build.

Research and generation of alternatives to selling online like:

- Farmer's markets with vehicle wrapped bread/milk truck
- Pop-ups at local boutique markets
- Partner with local farm & store deliveries
- Nantucket weekend ferry delivery
- Sell baking kits to bake at home
- Teach online classes
- Monthly delivery subscription with a new recipe and ingredients each month + live online demo.





Wrote application for Zicklin School of Business Capstone Consulting project application, which was accepted.

Question 1:

What is your business?

Flourish Bread is an online organic baked goods company focused primarily on wholesome products made from the original ancient grain known as Einkorn wheat. Our vision is to contribute to a world where people regain a deep connection to the food naturally provided by our planet and rely less on overprocessed inflammatory foods that have low nutritional value and are taxing on our bodies and digestive systems. Embracing a healthy diet is a foundation that allows everyone to Flourish in their lives.

<https://www.flourishbread.com>
<https://www.etsy.com/shop/FlourishBread>

Question 2:

What is the competitive landscape in which you operate and what is your competitive advantage? ?

MARKETPLACE LANDSCAPE:

The competitive landscape is made up of a mixture of inflammatory and nutritionally deficient baked goods made from regular white, wheat and gluten free flours. Most flour is also bleached and overprocessed to the point there is very little nutritional value left. These are typically cheap to buy and have an incredibly long shelf life due to preservatives.

Most wheat products we consume in the U.S. today are made from hybridized wheat. While the intention behind hybridization of this staple food was good – the goal being to help solve world hunger by making a bigger, heartier, and cheaper to grow grain – the side effect was that wheat protein became more glutinous and harder to digest. As the wheat was altered more and more from its original form, gluten sensitivities become more prevalent.

The gluten-free movement emerged to try and solve this new widespread issue, encouraging those who have digestive issues to simply cut out gluten from their diet and replace it with gluten-free baked goods. These items are often just as bad or worse than those made with regular flour. In order to help achieve the desired texture, moisture and consistency of their gluten-rich counterpart, chemicals, preservatives and additives are common in gluten-free products. While the end-products may be gluten-free, most are also overprocessed and highly inflammatory. These products are much more expensive than their regular wheat flour counterparts.

COMPETITIVE ADVANTAGE:

Flourish's competitive advantage is our exclusive use of einkorn wheat, which

- has greater nutritional value: protein, fiber, essential fatty acids, vitamins, minerals and antioxidants
- is contains a more tolerable form of gluten. All wheat has gluten, but einkorn's smaller gluten protein is also more soluble and easier to break down – meaning it's easier for the body to digest
- does not cause big insulin spikes or dramatic increases in blood sugar levels.
- does not cause other inflammatory reactions that trigger chronic health issues.
- tastes better. Food shouldn't either taste great OR be better for you, it should be BOTH. Plus Einkorn has a delicious natural, almost nutty flavor.
- is organically sourced from local farmers.
- is an ancient grain – the same that was consumed by our ancestors for thousands of years. This means we are eating food provided by nature, not engineered in a lab.
- hand-made by our executive chef and baker, not mass-produced in a factory.
- is baked fresh and contains no preservatives



Question 3:

What is the business problem you would like our students to solve?

Challenges:

- Cost: Einkorn's protective outer hull adds an expensive and time-consuming process to its cultivation. It's also about 1/3 of the size of regular wheat and grown by less farmers, thereby making Einkorn flour 3-4 times more expensive than its traditional wheat counterpart.
- Lack of Knowledge: Many people are unaware of that the hybridization and altering of their wheat is causing inflammation in their bodies and food related sensitivities like fatigue, joint pain and digestive issues. Any most people don't know einkorn flour exists and is a healthier alternative to regular flour and doesn't cause the same inflammatory and digestive issues.
- Because Flourish does not use preservatives, the shelf life is relatively short – around five days.
- At present, Flourish is selling online only which adds high shipping costs and takes two days of the shelf-life.

Flourish would like help solving the problems of:

- **Creating awareness** – how to communicate and market our einkorn and einkorn products in an industry that is flooded with shelf-stable overprocessed products AND how to share that einkorn product can often be consumed by people who are gluten-sensitive without the same ill side-effects. Technically Flourish products do contain gluten so cannot be marketed as gluten-free.
- **Creating demand** – we'd like to be available to more people and have a higher adoption rate for einkorn. Larger demand and production would bring the price down long term. We have already seen that people with food and gluten sensitivities are willing to pay higher prices for a product that doesn't make them feel sick .
- **Establishing a business growth and distribution plan** – given that we are healthier and taste good is a clear advantage but having a higher cost and shorter shelf life makes growth a challenge. We need to start putting next steps together on how to level up sales and marketing.

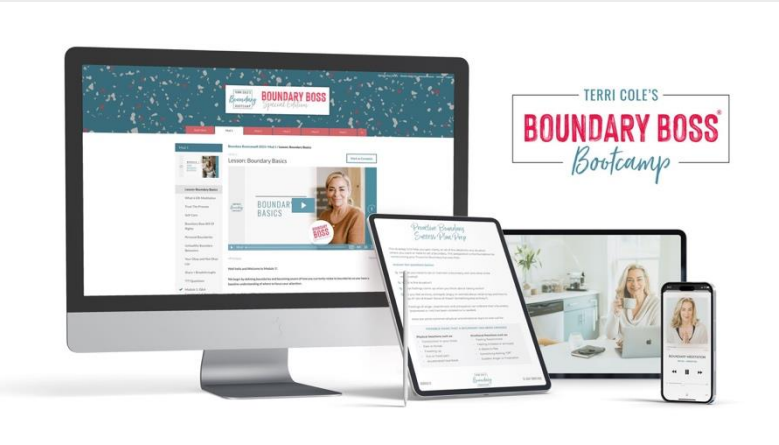
Terri Cole – Strategic Research

Strategic research (analytics and keyword research) led to a client repositioning her entire business and filling online bootcamps.

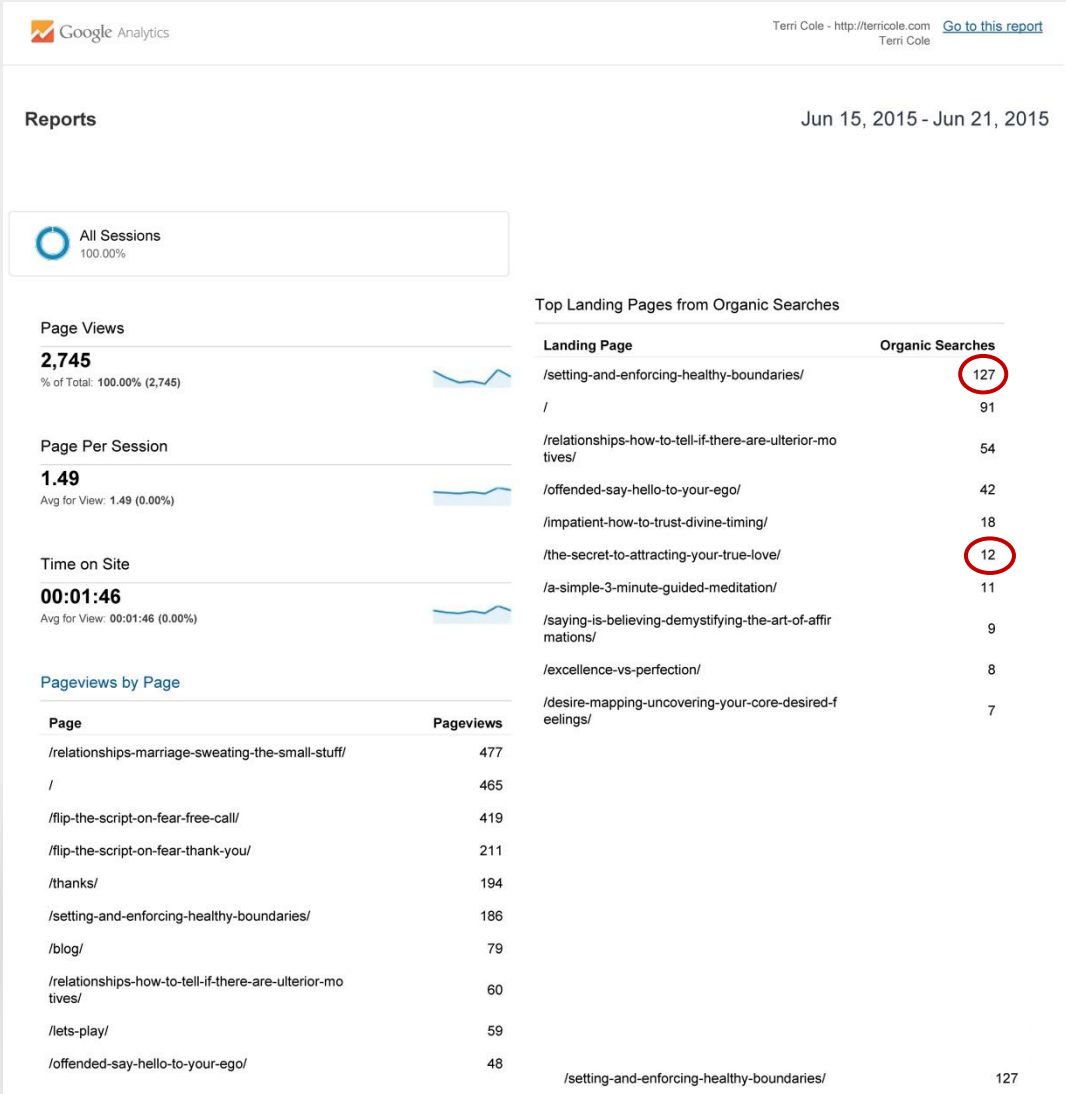
We offered a free 1 hr Masterclass and filled the first bootcamp: 15 seats at roughly \$2,000 each.

Since then, she has written a book about boundaries and evolved the bootcamp to lower price, more videos and self-paced.

Helped transition her business from a one-on-one therapist to multifaceted business with website, blog using keyword research, podcast, email marketing, peer co-marketing partnerships, and run workshops at Omega & Kripalu, and live and online events.



Terri Cole



Boxx – Small Business Branding & Marketing

Created brand identity, logo, style guide, web site, analytics, social accounts, stationery and pitch deck.

Research regional marketing opportunities and costs including:

- Trade Shows
- Out of Home Advertising
- Business Partnerships e.g. Home Depot, Garden Time
- Regional print and online magazines e.g. Hudson Valley Happenings, Mofley Media, Outfront Media
- Google Ads



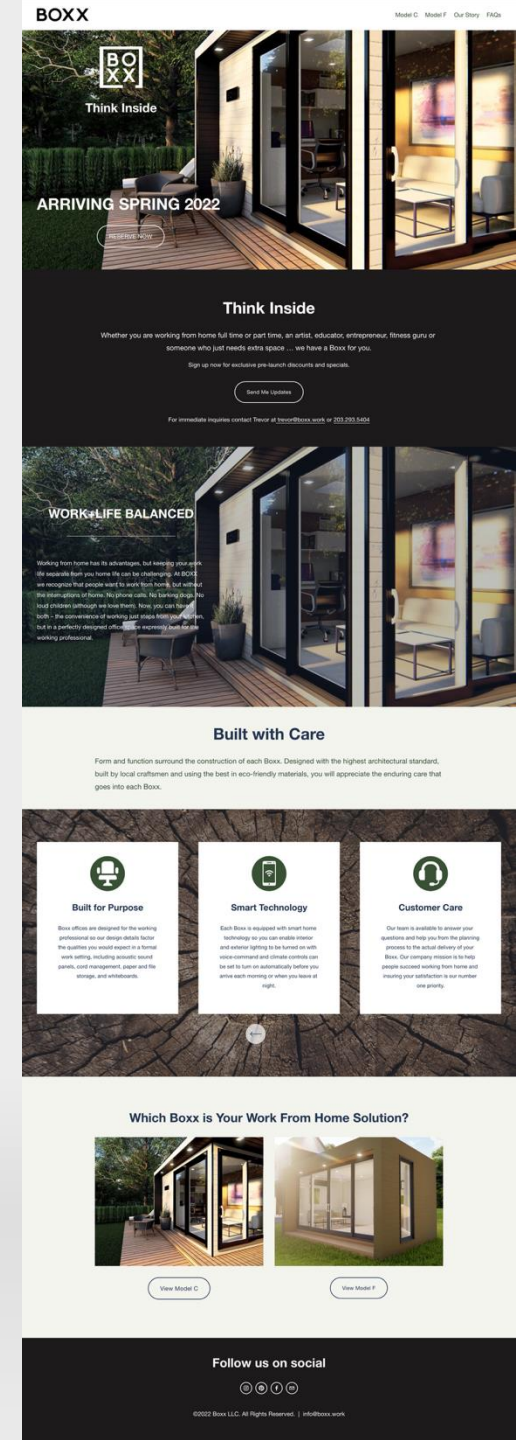
TOP 3 REASONS PEOPLE PREFER WORKING FROM HOME

#1 Avoid Commute Times

#2 Better for Their Wellbeing

#3 Flexibility to Balance Family Needs

Source:
<https://www.gallup.com/workplace/390632/future-hybrid-work-key-questions-answered-data.asp>



Boxx – Urban Future Prize Competition – Working Document

1. Company Description: Boxx designs, assembles, and delivers backyard studios for the Work-From-Home market (60% of all jobs will offer a hybrid schedule) that are 40-60% more energy efficient than comparable code-built, site constructed studios. Boxx uses precision CNC cut structural insulated panels (SIPs) to create beautiful studios with limited thermal bridges, high R-Values, and 10-15 times less air infiltration than a code-built structure, creating one of the most efficient structural envelopes available. Boxx studios utilize energy efficient heat pumps to heat and cool the units as well as LED lighting, which are both controlled remotely through a smart phone. [Word Count = 97]

2. Problem: With 60% of the jobs in the US becoming hybrid, hybrid-workers are reporting that they are working from spare bedrooms, basements, closets, or other shared rooms. Hybrid workers are also reporting a need for separation from the chaos of children, pets and other distractions. As a result hybrid-workers are going to add home offices to their properties. Many of these hybrid workers will turn to glitchy additions or free standing sheds. If built onsite, these use intrusive, wasteful traditional construction practices. These structures are too often poorly insulated (even when meeting code) resulting in energy inefficiency.

Delivered: site built
Delivered: and if site built take months of stressful design decisions and intrusive, wasteful traditional construction practices.
Permitted: Insulated 1.6ft: 0.37, No battles or numbering

3. Solution: Boxx provides an architect inspired design in selected sizes and formats, that can be delivered to a client's backyard and installed in one day. The space is purposely designed to make office life efficient, acoustically balanced, and energy efficient, and requires minimal maintenance. Boxx utilizes precision CNC cut SIPs for its floor, wall and roof structures. These large format panels (up to 8' x 24') simplify the assembly of the structure (typically requiring less than 8 panels for the entire envelope). Boxx believes that it can utilize robotics to assemble our studios due to the precision nature of the parts we have selected to make the units. This materials selection process is the key to consistent, precision built, low maintenance structures that produce energy efficient envelopes with less construction waste and site impact.

4. Sustainability Impact: Boxx SIP constructed studios will directly reduce energy consumption by 40-60% compared to code built, site constructed offices, or other modular shed alternatives. Our factory construction process reduces construction material waste and our one-day installation reduces site impact and months of lost and dusty efficient site labor. Up to 25% of site labor is expended on daily site setup and cleanup, climate protection and material delivery and movement.

Indirectly working from home, even if only 2-3 days a week can dramatically reduce GHG production from commuting. In some of our target markets (NY and Boston Metro areas) average commutes are in excess of 1 hour (over 30 miles) per day (over 12% of the working day). According to the EPA, the average passenger vehicle emits about 404 grams of CO2 per mile or about 4.6 metric tons of carbon dioxide per year (source EPA). Working 2 days from home per week saves 2,871 pounds of CO2 per year per hybrid worker. Boxx studios make working from home more efficient, more

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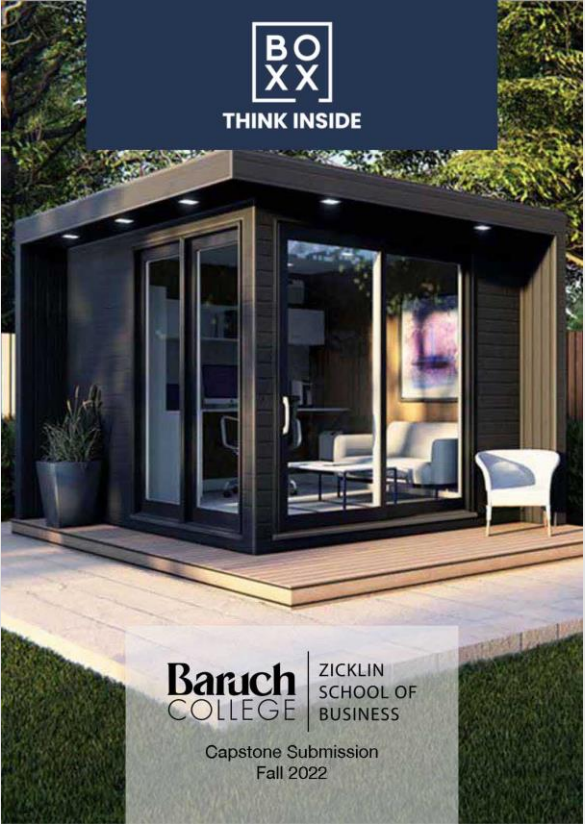
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Helped write Urban Future Prize Competition application.

Wrote application for Zicklin School of Business Capstone Consulting project application, which was accepted.



THINK INSIDE

Question 1:

What is your business?

Boxx is a prefabricated backyard home office studio. Born in response to the work from home movement and the desire to provide people with a convenient solution to their chaotic remote work experience including providing them with a dedicated workspace, a quiet uninterrupted place to think, connectivity and a professional setting to participate in meetings. Our architect-inspired designs come prebuilt in select sizes and formats and can be customized to suit an individual's needs and tastes. Boxx is more than just a functional place to do one's work, it is an aesthetically pleasing addition to any backyard. We are creating a hybrid-work community and arming people with the tools to be productive and successful working from home.

Boxx – Think Outside

<https://boxx.work>



Camp River Rock – VRBO

Created brand identity, logo, website, social accounts, business cards, stationary, photographed property and helped set up their VRBO listing.

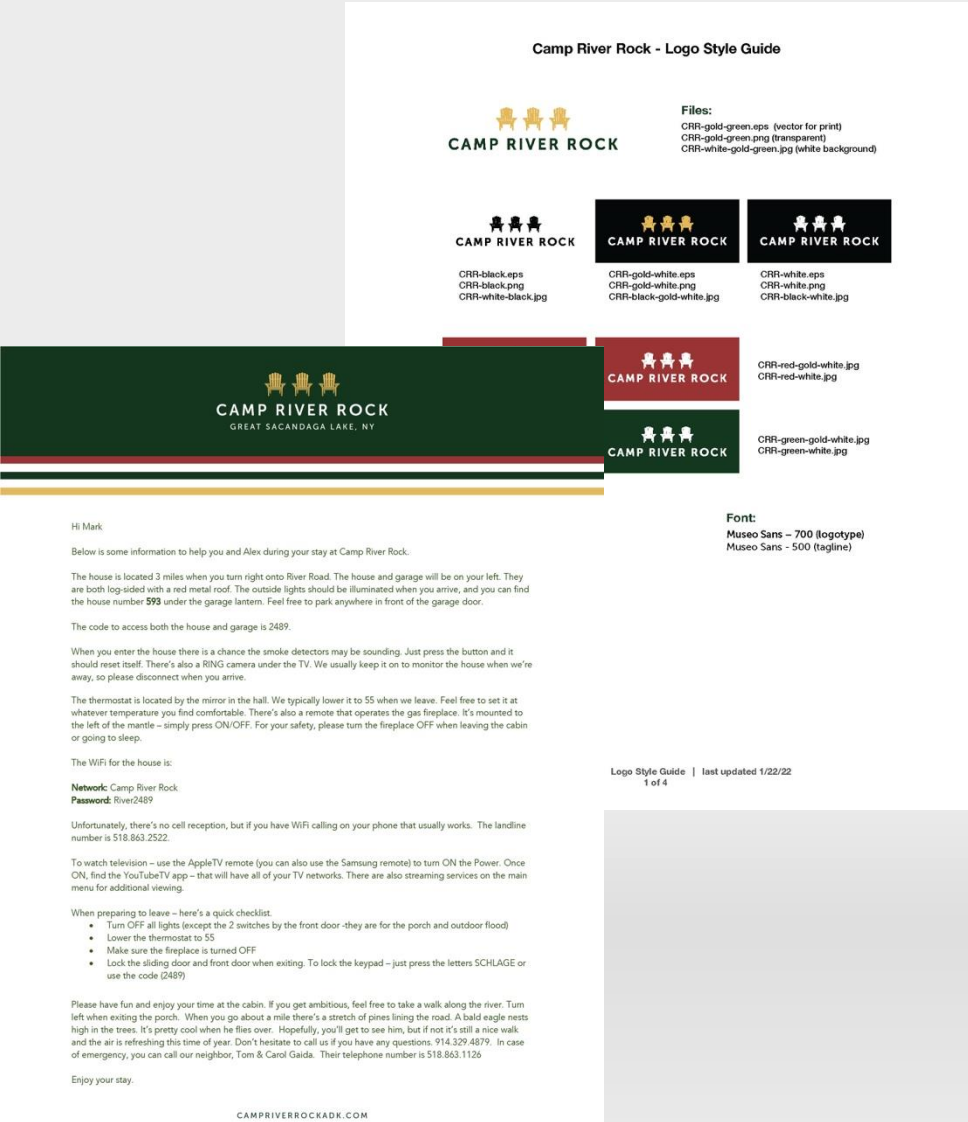
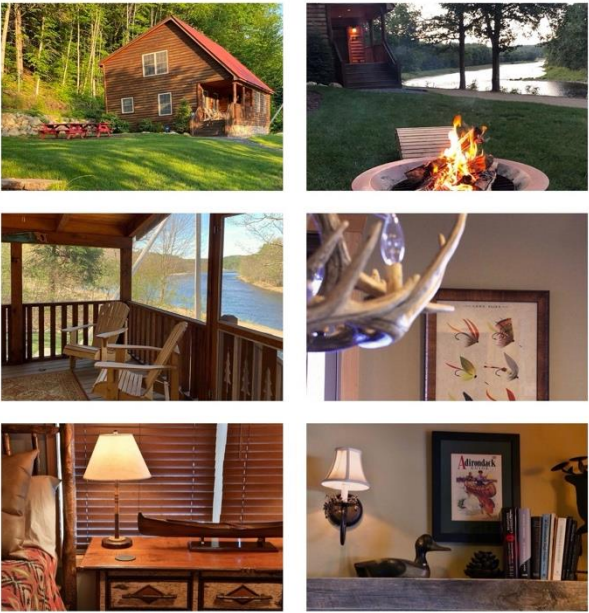


Photo Gallery

We invite you to be our guest and experience the natural beauty of the southern Adirondacks. Fresh air, sunshine, tranquility and a beautiful backdrop set the scene for a perfect getaway.

Whether you enjoy hiking, fishing, swimming or skiing, there's something for everyone at Camp River Rock.



Packaging

Promax|BDA Design Awards North America — Silver Winner, 3-D Promotional or Sales Kit

Part of a larger 360° integrated campaign including national upfront sales meeting presentation, sizzle reel, template system, email campaign, microsite, and marketing collateral.

Custom-designed and fully printed 3D promotional packaging sent by Account Executives to Media Planners and Buyers at ad agencies during the upfront sales season. The main package showcased our “10 Items or Less” series concept — each snack tin inside was custom-wrapped with series descriptions and advertising opportunities for our most popular original programming, accompanied by a personal note from the executive team.



Artist Bio & Statement – Writing Sample

Biography

Born and raised in Connecticut (US), Eric comes from a long line of artists and craftsmen and entrepreneurs. His mother is an artist and studied and taught art when he was a kid and even built a studio and a darkroom attached to their house. From an early age, Eric had a deep appreciation and connection to the art world, picking up his first camera—an old Canon AE-1—when he was in middle school.

Intrigued by the layering of data and the interdisciplinary approach to understanding science and the natural world, Eric went on to study Geographic Information Systems and earned a geology degree from Union College.

“I have always been a visual learner and I found that I was better expressing myself and my thoughts visually than with the written word.”

Artist Statement

Often each of Eric’s collections starts with an exploration of something from a new perspective using a scientific approach—researching and analyzing with an attempt to create a specific outcome. But as the journey progresses and evolves, he surrenders to the process of finding the unexpected and lets the stories emerge on their own through his photographs.

In his latest series, Micro Landscapes – Small on a Large Scale, Eric examines the direct connection of what is happening on the larger macro environment is also happening on the micro level. Nature is literally our connection to the planet—everything we have is here: food, water, life. spiritual connection. These tiny geode structures are literally the building blocks for everything around us—they play a major part in how we connect with the world we live in.

“I just want to do something to me that makes sense, and something I can get behind.” This series invites people to see things differently, to take a minute to travel with him through the realms of nature and explore what’s right in front of us in a thought provoking way.

Using a 50MP camera and a macro lens, Eric is able to reach a depth of detail in a tiny piece of nature that is almost invisible to or overlooked by the human eye. Each image is a composite of over 400 photos focused at just a micron’s distance apart, bringing many layers into focus at the same time. The results are crystal clear and yet abstract, invoking the beauty and magnificence of nature that is repetitious on the smallest and grandest scale.

