Proposal for Stanford Global Entrepreneurial Marketing Project Team:

Food Fight

About Us

Food Fight’s mission is to develop solutions that help America’s youth lead healthier lives. Based in San Francisco, Food Fight was founded in the fall of 2009 by Drew Taylor (BA – Stanford ’05; MBA – Harvard Business School ’09). We are currently focused on two main initiatives:

1. Develop an innovative line of healthy, fruit and vegetable-based snacks under the Food Fight brand.
2. Explore the opportunity to build a for-profit business model that delivers a “healthy living curriculum” to kids via schools, after-school organizations, and other channels

Food Fight is being created in partnership with Taylor Fresh Foods, a major producer of fresh-cut fruits and vegetables for the foodservice, retail, and deli markets.

Why should you join this project?

Childhood obesity has reached “epidemic” levels in the United States. The obesity crisis is arguably the most pressing social problem of our generation, yet it also represents a huge business opportunity. Social momentum is starting to build around this issue, as evidenced by Michelle Obama’s recent introduction of the “Let’s Move” campaign (www.letsmove.gov) and the newly created Partnership for a Healthier America (www.ahealthieramerica.org).

Project details

We are interested in addressing both of the two main initiatives mentioned above. Initiative #1 would include finding answers to the following questions:

- What should Food Fight’s initial product mix be?
- Which channels should we target?
- How should we price our products?
- What other companies are innovating in the healthy snacking space? What can we learn from them?
- How specific should Food Fight’s target demo be (i.e. 8-12 year olds? Broader? Narrower?)

Initiative #2 would include the following:

- Evaluate the business model around delivering an innovative/fun/engaging “healthy living curriculum” to kids via schools, after-school organizations, etc.
Identify stakeholders that are currently delivering similar services through for-profit or non-profit business models
What is the business opportunity? Who would be willing to pay for these services?

**Deliverables**

The deliverables for Initiative #1 would include:

- A marketing plan that addresses critical elements of *Food Fight’s* go-to-market strategy, including (but not limited to) the following: initial target demographic, retail launch partners, pricing parameters, merchandising plan, grassroots marketing plan, social media strategy, and public relations (PR) strategy

The deliverables for Initiatives #2 would include:

- A go-to-market strategic plan that includes (but is not limited to) the following: core service offerings, initial launch partners, primary sources of revenue, critical success factors, critical risk factors, grassroots marketing plan, social media strategy, and public relations (PR) strategy
- Financial analysis that includes the following: sources of revenue (e.g. annual contracts, per-user charges, etc.), expenses, growth forecast, sensitivity analysis to test key assumptions

**What you get**

In this project, you will be involved in the early stages of a venture that aims to be deeply involved in this space for years to come. You will work closely with the founder of the company and have significant input into critical strategic decisions that *Food Fight* is making in real-time.

*Food Fight* is also hiring, so there may be job opportunities that emerge from the project as well!

**Additional information**

We are happy to work with multiple teams if it makes sense to split Initiatives #1 and #2 into two separate projects.

**How to reach us**

Please feel free to call or email at any time.

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