

Confluence X

Food Trucks



Project Descriptor

In your groups, created from your Foundations block, you will create a business plan and design for your food truck. You will be competing for funding with other food truck groups at “The Great Food Truck Convention” known to many as Confluence.

Each group will need to prepare a complete business plan, advertising designs, supply lists, recipes, and a pitch to draw customers in (see individual panel requirements for details).

Explore

During the explore phase your group will look at different ideas for your food truck and assess their potential for success in the local food truck market.

Design

Your group will create a business plan using the provided outline as well as design signs and advertisements.

Create

You will be designing a logo, creating a recipe and nutrition label for your signature food item, making signs, writing a 45 second pitch, designing swag, and creating a Facebook page as well as creating a professional copy of your business plan.

Refine

After each panel, use the feedback to refine all the elements of your project.

Own

You will present your food truck at “The Great Food Truck Convention: where you will hob-nob with potential investors, plying them with samples of your food, dazzling them with your business plan, pitch, and overall professionalism.