

SWEET SIP BUSINESS MODEL CANVAS

Key Partners

Event Planners

Municipalities

Local Farmers

Point Of Sale Service

Vendors

Key Activities

Making Drinks

Marketing

Selling

Key Resources

Cart

Equipment

Inventory

Value Proposition

On the Go Refreshments for a Hot Day Wherever You Are

Customer Relationship

Word of Mouth

Flyers

Social Media

Channels

Event Catering

Foot Traffic

In Person

Customer Segments

Local Neighborhood

Kids

Ages: 5-15

Parents

of Young Children

40,000+ Income

Cost Structure

Ingredients

Equipment

Payroll

Flyers / Social Media

Licensing / Permit

Revenue Stream

Selling Drinks

Selling SWAG

Cart Sales

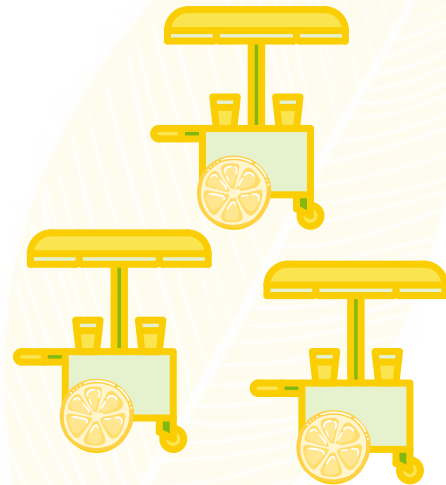


SWEET SIP MINIMALLY VIABLE PRODUCT



\$

**Lemonade
Cart**



\$\$

**Lemonade Cart
Teams**



\$\$\$

**Juice and
Lemonade Truck**



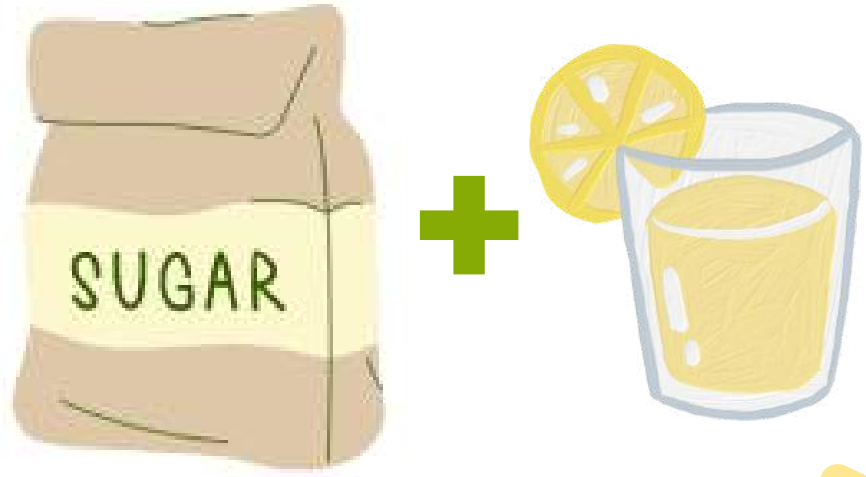
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**Juice and
Lemonade Shop**



SWEET SIP FEEDBACK LOOP

Product Development and Improvement



Feedback Gathering

I enjoyed the service but the lemonade was not sweet enough

Feedback Storage and Analysis

Not Sweet Enough

X				
X				
X				
X				



SWEET SIP SMARTER GOALS

One Month Goal:

We will pop up at 4 times, each at a different location, this month with a financial goal of \$200 profit per event.

One Year Goal:

We will have two lemonade carts and teams ready to do events by the time our second summer in operations starts on May 1st.

Three Year Goal:

We will have a refreshment truck that has an expanded menu with at least 5 new drink offerings by May 1st of our third year.

Strengths:

I have a lot of business experience
I am very familiar with Colorado Springs
I make the best lemonade
Highly flexible schedule

Weaknesses:

I currently only serve lemonade
I work a full time job
I don't have any partners
Poor customer service

Opportunities:

Lemonade carts are easy to expand
Coloradans spend time outside
Lots of room to expand
Can grow into a brick and mortar

Threats:

Colorado weather is unpredictable
Coloradans prefers health food
Not much brand recognition
Lemons don't grow in Colorado

SWEET SIP

KPI's

A stylized illustration of a whole lemon and a cross-section of a lemon slice. The whole lemon is on the left, and the slice is on the right, showing the internal segments. The illustration is in a light green, sketchy style.

Sales KPI:
Tracking the total of sales at each pop up location.

Why:
This will help determine which locations we should attend more often.

Inventory KPI:
Tracking the number of lemons we use each week

Why:
This will let us know how many lemons to order and have less waste

Quality KPI:
Tracking the google reviews we get to determine average rating.

Why:
This will let us know what our clients are thinking and create returning customers.

SWEET SIP TARGET MARKET

Demographics

Age Range: 30-45
Ethnicity: Caucasian
Education Level: Associates Degree+
Annual Income: 40,000+
Marital Status: Married
Family Size 3-6

Psychographics

Values: Family, Outdoors, Health
Needs: Drinks at the park
Pain Points: Thirst and Sweet Tooth
Hobbies: Walking, BBQ, Gardening
Interests: Board Games, The Park

Geographics

Zip Code: 80910, 80916, 80922
City: Colorado Springs
Country: USA
Population Density: Populated Areas
Climate: Hot and Sunny
Language: English

Behavioural

Park Users
Festival and Event Goers
Facebook Users
Shop Local vs Corporate
Buy Organic

SWEET SIP PERSONA



DAISY RAE

Daisy, an outdoorsy mother of two energetic girls, embraces an active lifestyle that prioritizes family and the wonders of nature. With a passion for running and a love for the outdoors, she nurtures her children's appreciation for the environment through shared adventures, sports activities, and memorable outdoor experiences.

Age: Gender: Job: Family: Location:	34 Female Event Planner Married with Two Daughters Colorado Springs
Goals and Motivations	She is motivated by her desire to build strong family bonds. She may prioritize quality family time, creating lasting memories and fostering open communication among her loved ones.
Frustrations	She is frustrated by a lack of time to pursue her outdoor interests fully. Balancing her responsibilities as a mother, work obligations, and household tasks could leave her with limited time for personal activities and adventures.

BRANDS:

Patagonia
REI
Disney
Trader Joes
Anthropology

HOBBIES

Hiking
Family Camping
Going to the Park
Enjoying Local Festivals
Family Game Nights



Sweet Sip Customer Journey

	Awareness	Consideration	Purchase	Retention	Advocacy
Touch Point	Passing flyers out at the homes near the park	Giving free samples with a menu	Customer purchases a lemonade	Lemonade Punchcard	Post Sharing Program
Customer Experience	Customer gets a flyer on their front door with a 10% discount	Guests can try different types of lemonades and look at the menu to pick a drink	The staff directs the customer to follow instructions on a tablet and then gives them the lemonade	The guest can join the loyalty program where every 5th lemonade they get one for free	Every time the customer tags Sweet Sip on facebook they have a chance at getting a free drink
KPI's	How many people that week use the 10% discount code from the flyer	How many people stop to try samples each day	Which lemonade flavors are the most popular ones that are purchased	Track how many free lemonades you give away from the punchcard	Track how many times you are tagged in social media posts

SWEET SIP BUSINESS INFORMATION



Legal Business Name: Sweet Sip LLC

DBA's: Sweet Sip, Sweet Sips, Sweet Sip Colorado

Location: Virtual Office - Colorado Springs Venues

Products: Cold Beverages and Sweet Sip SWAG

Structure: Limited Liability Company

EIN: xx-xxxxxxx

Operating Rules:

The members of the business will meet quarterly.

3-months of expenses will be kept in business reserves.

If dissolved the assets of Sweet Sips will go to charity.