



The Cycle 7 Project

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Femergy Presents: Girls Heart Reading Ohio

Femergy is a 501(c)(3) nonprofit organization with a mission to provide holistic programs that enhance girls and women in the areas of Education, Leadership, Health, and Wellness.

Girls Heart Reading Ohio is presently in its seventh cycle. This enrichment based program is dedicated to the self-development of girls (ages 12-17).



Girls Heart Reading Ohio Cycle 7



Apply online: www.femergy.org
To apply you must submit:
-completed application
-copy of report card (4th quarter 2016)
-copy of current school schedule



Program Description (Cycle 7)
Femergy presents, in collaboration with Fisher College of Business at The Ohio State University: GHRO Cycle 7: Girls & Entrepreneurship. Fisher College & friends will host a series of team-building activities and how-to workshops for girls (ages 12-17) who are interested in entrepreneurship. Workshops will feature entrepreneurs, faculty, staff and student mentors. Topics will include but are not limited to: leadership, teamwork, entrepreneurial concepts and best practices.

Program Dates:
10/15, 11/12, 1/14, 1/28, 2/11, 2/25, 3/11, 3/25, 4/8, 4/15, 4/22, 5/06

Time: 11:45 am- 2:00 pm

Sessions will be held at OSU

Cycle 7: Girls & Entrepreneurship!



Fisher College of Business

Fisher College is the business school at The Ohio State University. It is the top-ranked college of business in Ohio. Fisher College has over 200 Hispanic/Latino/a students, with graduate and undergraduate Hispanic/Latino/a student organizations.

About Prospanica Columbus

Prospanica is a 30 year-old association of Hispanic business professionals with chapters in 41 cities. Prospanica Columbus's core mission is to help advance the business careers of Hispanic/Latino/as in order to increase our community's representation at the corporate executive level and in corporate boards. This is Prospanica Columbus' first high school outreach initiative.





Cycle 7: Girls & Entrepreneurship

Through collaborative efforts Femergy, Fisher College of Business, Prospanica Columbus and community volunteers presents Girls Heart Reading Ohio Cycle 7: Girls & Entrepreneurship.

This enrichment opportunity is a year-long academic commitment with a specific recruitment effort for Hispanic/Latina participants (ages 12-17). Workshops feature unique entrepreneurs, OSU faculty, OSU staff, OSU student mentors, and members of Prospanica.

Pedagogical Philosophy

- To combat stereotype threat,
 - Focus on strengths
 - Choose speakers and volunteers purposefully
- Set high expectations and call for high motivation
 - Focus on end-goal of project, not performance on component tasks
 - Skills are acquired as needed to complete project
- Expert as consultant and coach rather than teacher
- Self-directed and self-motivated-true accomplishments leads to increased academic self-efficacy

Expected Outcomes

As a result of participation in this program, we expect attendees to:

1. Develop increased self-confidence and academic self-efficacy
2. Gain exposure to Entrepreneurship & business planning
3. Increase oral communication skills and professional presence
4. Gain initial exposure to core business tools and best practices such as Innovation, Accounting, Finance and Marketing
5. Become aware of community resources available to entrepreneurs



Session Topics

- Financial Literacy
- Food innovation, Diet & Health
- Innovation
- Entrepreneurship
- Elevator Pitch
- Professional Presence
- Dress for Success
- Teamwork & Communication
- Accounting Basics
- Restaurant costs & pricing
- Spreadsheet basics
- Developing Restaurant Concepts
- Kitchen tour and Q & A with Executive Chef
- Preparing Presentation
- Shark Tank

Worksheet Example (Calculating Costs & Price)

Basic Accounting Concepts

Revenue – Expenses = Profit

Revenue = Cost of a Meal X Number of Meals Sold

Cost of a meal = Unit Cost = Cost of Goods Sold

Chef's Rule

Food costs are 30% of total costs so to calculate how much we need to charge for a meal we need to:

1. Add up the cost of all the ingredients = Food Costs
2. Divide Food Costs by 0.3

Chef's Rule Example:

Restaurant Concept: Heavenly Hamwiches (Owner Chef Josefina)

Ingredient	Cost per sandwich (unit cost)
Croissant	0.90
Ham	0.45
Mayo	0.12
Secret Spices	0.15
Lettuce	0.10
Tomato	0.25
Wrapper	0.18
Total	

Cost of a Meal = _____ divided by 0.3 = _____ – we can round up to _____

To Calculate Total Revenue:

Cost of a Meal X Number of Meals Sold

If Josefina sells 47 meals in a day, her total revenue is _____ X \$ _____ = \$ _____

Exercises

1. What is the Cost of Goods Sold for a hamburger from MyBurger?

Bun	\$0.47	
Beef	\$1.02	
Condiments	\$0.33	
Wrapper & Napkins	\$0.39	

2. Apply the chef's rule: At what price should MyBurger owner Shauntae sell her MyBurgers?

_____ divided by _____ = _____

3. Round up to the nearest quarter. At what price will she sell her burgers? _____

4. What is Shauntae's profit for Thursday evening? She sold 51 burgers.

_____ times _____ = _____

The Case

- You are participating in a *Case Competition*. Your main goal is to prepare a team oral presentation that you will give to a panel of judges. These judges or “Sharks” are real-life entrepreneurs.
- The objective is to have the Sharks fund your restaurant concept. The team with the highest funding levels wins.

Case Outline

- Team bios with relevant experience (fictional)
- Introduction to concept
- Why is this a good idea?
- In what way is it innovative?
- What need does it fill?
- Target customer
- Menu/food
- Décor/theme
- Marketing plan
- Startup costs
- Financing
 - What you have
 - What you need
 - Costs & revenue



Resources

- Spreadsheet with food costs and built-in calculations
- Sample Business Plan
- Marketing Reports
- Other Handouts
- Placed in a Google Docs site for the students to access
- Mentors to work with teams over three Saturday sessions

Challenges

- Working with different organizations
- Working with parents
- Parking
- Snacks
- Student Attendance (Transportation, other activities)
- Working with volunteers



Questions?



Contact Us

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<http://fisher.osu.edu/about/diversity/>

Thank you!