Findings and Recommendations

Technology

· Utilize existing technologies to make bottles and labels (thermoforming machine and label printers)

· Rented web server for website capabilities

Marketing

· Target Market: Students and young professionals who drink sports or energy drinks in order to replenish or increase activity during and after workouts or while in the office.

· Developing commercial with Wentworth athletes and students as actors

· Instagram page will be created to promote Vygorade

· Vygorade is different because it has aspects of both sports drinks and energy drinks

Organizational

· Started by 3 third year Wentworth students: Paige Taylor, Jason Pisani, and Brandon Black who will have their focus on all of the business and marketing aspects.

· Outside of the 3 Wentworth students, Vygorade will need to hire a sports nutrition specialist, a dietician researcher, and an FDA specialist.

Financial

· Break even point occurs mid-way through year 1

· Staffing carries the majority of costs (about ⅔)

· Manufacturing costs are projecting to begin at $70,000 and increase by $10,000 per year

· If we ever wanted to lower costs, we could always drop the staffing costs as its only a few people at the moment