

Name of Business Concept:

AGIE (Agricultural Guides of the Inland Empire)

Team Members:

Justin Walker

Giovanni Lopez

Ana Amaya

Angelina Jaramillo

Jordan Ogbu-Felix

Advisor Name:

Oscar Perez

Point of Contact:

Angel Orta-Perez

16130 Lasselle Street, Moreno Valley, CA 92551

angel.orta-perez@mvc.edu

951-235-6240

Name of School:

Vista Del Lago High School, Upward Bound Math and Science Program

Grades: 12, 12, 12, 10, 10

1: Elevator Pitch/Introduction

Our aspiring team, AGIE (Agricultural Guides of the Inland Empire), will support the community to help solve the health, environmental, and food distribution problems of the Inland Empire by providing a YouTube channel that advocates just that. By providing our educational, motivational, and informational channel, the Inland Empire will have access to weekly educational videos about events in the Inland Empire and interviews of local agriculture businesses. We will address the problems mentioned above by demonstrating solutions in simple forms.

2. Problem

The problems our team AGIE will target is the lack of knowledge regarding local agriculture and various health issues that plague the Inland Empire. For example, in Riverside County, the percentage of those who are prediabetic is 48%, and for those who are diabetic, the percentage is 7%. And according to UCR Newsroom, a third of Inland Southern California public school children may be overweight. Our agricultural journey will work to minimize these health conditions by sponsoring the agricultural movement that includes local alternatives to food, organic farming, obtaining the most nutritious form of food, and food distribution. By moving toward local agriculture one can lean toward a plant-based diet, which according to The China Study can reverse and limit the chances of obtaining a health condition (e.g., diabetes, heart diseases, obesity, and cancer). It is important to eliminate these problems because it will expand our life expectancy, not shorten it. If the citizens of Loma Linda, which is part of the Inland Empire and the only blue zone in the United States, can live seven years longer, why can't we here in the Riverside County? By creating a YouTube channel that is friendly for all ages and creates educational projects that inform and motivate end users, this question will no longer be asked. And not only will we help ourselves, but we will save the Earth for the generations to come. By no longer using invasive but native plants, damage to the environment will be halted. Also buying from local farmers can reduce carbon footprints and deforestation because instead of buying from big industrial companies that produce CO₂, the community would be influenced to buy local agriculture that does not produce it. If the Inland Empire followed our channel, they would be able to join our agricultural journey to a healthier lifestyle and better the world.

3. Solution

AGIE's mission is to educate, motivate and, inform through social media in the Inland Empire. We are going to promote local agriculture in a way that would inform the audience of local organizations, events, and resources in our area. We will address the food and health problem by advocating local farms and filming explanations of agricultural science, environmental education projects, and interviews on YouTube. Our education projects will demonstrate simple projects that help with air quality, economic problems, and tips to stay healthy and avoid disorders like obesity and diabetes. We will also be interviewing agricultural businesses and specialists. Our videos be about 5 to 7 minutes long. By addressing the lack of agricultural knowledge many will move toward a healthier perspective of life. And by moving toward this perspective of life, our community will harvest enriched produce that will not only benefit the wellbeing of citizens but Earth as well.

4. Market Size

The production of rice and meat is decreasing rapidly. “By 2050, the world will need almost 50% more food” than it produces now in order to feed the “growing population and increasing wealth in the developing world” (“Agribusiness Market Size, Analysis, Trends, Report, Share, Investment Opportunities and Forecast To 2022”). The agribusiness has shown increasing interest within the inland empire in biofuels, strong growth in the number of free-trade agreements signed by the federal government, and a rise in commonness of genetically modified seeds. We can invest into the production of more supplies as well as further research in genetically modified seeds. We wanted to base our business on the internet because the internet can be accessed by anyone from anywhere. Through a youtube channel we will educate people about the agricultural events and locations in the Inland Empire, and this method is one of the best ways to be able to spread the word outside of our surroundings increasing our audience and impact. We then searched for similar channels and checked to see if any were having any success. We found three channels: Gilmer Dairy Farm, SUNUPTV, and Food Dialogues, which are about the technology and animals in a farm, then found that the average amount of subscribers was 24,485. We believe that our channel will be more successful than these as time goes on because these channels focus on how farms function and do not really make videos about the issues currently occurring, which is our main focus. We are also planning to inform schools about our channel, spreading the word of our channel, and if the viewers enjoy what they see they will subscribe to our channel. As the scarcity of food becomes a bigger issue, interest in agribusiness is increasing. By creating a YouTube channel we aim to cater to these interest and educate people about local agricultural events.

5. Business Model

The entirety of our revenue will be recurring and depend on dynamic pricing. We plan to add advertisements onto our youtube videos, which will earn us money each time a viewer watches or clicks an ad. We would be making approximately \$0.75 to \$3.00 per one thousand views.

Since the number of views will not be always be a static, we would be gaining a recurring, dynamic revenue. We have also thought of other methods of receiving income to be able to run our business plan, but the most reliable income will be from the ads shown in our videos. The other methods we plan to have to continue having enough funds to operate are a patreon account and try to get partnerships with companies who will promote our company

6. Competition

We are the Agricultural Guides of the Inland Empire. Since the majority of people use technology, we decided to reach out to them using technology. Through the use of technology, we have a higher chance in reaching out to a larger and more diverse group of people. Our research has shown that youtube channels facilitated by teens, focused on agricultural awareness is limited which will make us unique. Even though whom we are competing with may have amazing ideas, we are a group of young adults, that have noticed some problems of the Inland Empire and the agricultural community that is not being recognized by other groups, and we would like to get the community involved to address these problems. Our channel will be able to spread the word about agricultural movements, such as GrowRIVERSIDE, in the Inland Empire

by using educational, informational, motivational videos that show our community ways they can get involved with and help create a big impact.

Our team is helping to solve some of the agricultural problems (i.e. food deserts, invasive plants, health issues) of the Inland Empire by advocating its effects and showing others' perspective about agriculture. Our team has diverse skills, which allows us to work in a more effective way and to share more amazing ideas. Our interviewees will also attract a wider audience and maybe even grow their customers as a byproduct of our business. As for our educational research videos, they will be simple, short videos that can be followed by any age group. Our team will not only be addressing a specific audience--although we will be targeting the Inland empire--but the world. The Agricultural Guides of the Inland Empire hope to get more people involved with the issues we are trying to point out and resolve. Our channel will not be restricted to only one topic, but will go over several areas of need, such as health related issues and the services local farmers' markets can offer.

7. Marketing Plan/Projected Start Date

AGIE will use the most popular social media streams to market our channels. The social networks that we will be using will include Youtube, which is what our company is based on, Instagram, Twitter, and Facebook. As of 2015, Facebook has 1.59 billion users, Youtube has 1 billion users, Instagram has 400 million users, and Twitter has 320 million users. The Agricultural Guides of the Inland Empire will also promote our company by the use of ads through many online, and in real life events. Promoting our channel online will allow us to gain a following through many of the social networks listed above. We are also creating flyers and business cards to pass out when we go to local and national events. The agricultural community is very open to help pushing the culture and collaborations and sponsorships and advertisement will be less of a hassle. Our service is very important because we connect with an audience from pre-schoolers all the way to young adults. We promote environmental safety with small simple projects that help the communities while also going to events that promote the agricultural movement and recording what the events are about. Not only does our audience get exposed to this new information, but we also advertise the event as well, which in return creates a cycle of new individuals checking our channel and going to these events. Our projected business start date will be Earth Day April 22, 2017.

8. Team

Ana Amaya - The skills I bring to the team is having exposure to agriculture through veganism. As a vegan, I lean towards buying local produce. I know about farmers' markets in the area, environmental companies that deal with agriculture, and I know about cultivating land. I am also a HappyCow Ambassador. Through HappyCow, I learned to communicate with people from various countries and I have knowledge about how to obtain partnerships. I can also attract a wider audience by making videos in Spanish if needed, since I am fluent in Spanish.

Jordan Ogbu-Felix - The skills I bring to the the group is exposure to music, and speaking in front of audiences. I have been a musician for about 4.5 years so I have experience on on sound quality and any music that could be added to our videos. I have participated in speech competitions when I was younger and don't have problems giving speeches, powerpoints to audiences, or being in front of the camera.

Giovanni Lopez - The skills I bring to the group is my knowledge of technology. Since elementary I have been fascinated with technology. To this day in my free time I research about new technology or technology I have not known about. I believe this is important to the group because we are focused on making a business which involves the use of technology. If and when we have issues involving technology I would be able to investigate and resolve the issue.

Angelina Jaramillo - The skills I bring to the group is my knowledge about biology. I enjoy learning about biology and plants and how to impact the community through many branches within the science. Throughout middle school, my favorite interest was biology. My future career is somewhat similar, which is medical anthropology. I have grown fond of learning, especially when it comes to science, as well as learning about living healthy.

Justin Walker - What I bring to the table is being a well-rounded person who is capable of adjusting to the situation. Our company is based on Youtube and I have experience in editing and producing videos out into the public. I am able to talk in front of the camera and promote an outgoing, lively personality that can get the job done. These skills for our company are much needed because I am able to be one of the faces of our company that promote our channel visually through the content of our videos. With my creative, technology based background, I am also able to troubleshoot and diagnose problems not only with technological errors, but also when our minds come short when producing entertaining ideas to create for our audience.

9. Traction/Projections

The average subscribers of three youtube channels with a similar focus is 24,485 subscribers. If the channels grew at a static rates since the time the channel began, about 7.3 years ago, they would have gained an average of 3,354 subscribers each year. Since it would be almost impossible to have a static growth at that rate due to the fact that many people will not know our channel exist, we expect a growth of 500 subscribers for the first year. Subscribers are like exponential growth, the more subscribers we gain, the more revenue we generate. Our channel may have a possibility of increasing at a faster pace for our first year due to the fact that there is a very small quantity of teens addressing the issue. On the channel there will be videos interviewing local farms and agriculture businesses. We will gain more popularity by having partnerships with other channels.

10. Needs

Resources needed	Cost	Why we need it.
Canon EOS Rebel T6i or Canon EOS 750 D.	\$550 to \$600	These cameras' production quality are fantastic for a beginner digital single-lens reflex(DSLR) starting camera. The production quality of our desired camera would be a great way to engage the people to continue watching our videos

Rode Video Mic	\$99.95 to \$110	This mic attaches to the camera and goes wherever the camera goes. The sound quality it produces is amazing and is used constantly throughout the YouTube realm of vlogging.
business cards at Vistaprint	\$7.99 to \$19.99+	To promote our company, we plan to use business cards at agricultural events
Paper	\$3.50 to \$30	We plan to use flyers at agricultural events. This is based on the quality and quantity of the paper
Ink cartridges	\$14.95 to \$74.99	We also need ink to print on paper.
Environmental projects	\$10+	Our company is partly based on the production of videos, about agriculture and environmental safety, that pertain to a group from as low as to kindergarten all the way to young adults. These videos are fun little projects that impact the environment, and supplies will be needed to create these videos.
Gas	\$2.30 per gallon (on average)	Our team will interview many, different people and attend various events. We will need to cover travel expenses
Fees to cover entree costs to events	\$0 - \$200	Attendance to the events we plan to film are vital to our channel. Many of the agricultural events we plan on attending have little to no cost, yet there are some events such as the GrowRIVERSIDE conference that have costs ranging from \$30-\$40 a person.