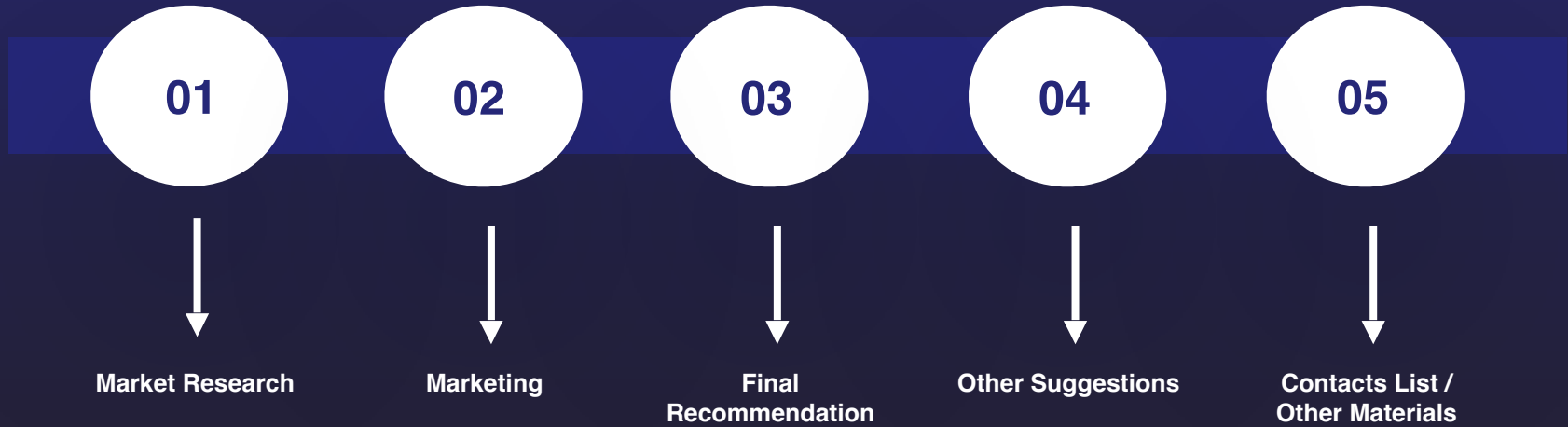


LEEDS CONSULTING — G R O U P —



09/05/2024

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01

Summer Recap



Market Research

For Deal Bag Week we propose a thematic “Food Tour of Boulder” involving 18 partners.

[LINK TO SPREADSHEET](#)

The main metrics we utilized to assess the best partners for Goodie Bag are the following:

Price range: We wanted to ensure that the price range would be within the affordable range for students so that the restaurant can ensure customer retention through deal week

Distance from student housing: Partners within walking distance of student living encourages higher involvement as most students do not have access to a vehicle.

Variety: Ensuring that there is a variety of options available for breakfast, lunch and dinner meals for the customers as well as enough options to fill out the schedule.

Shop Name	Bags Sold	Created At	Email
Kyan	1481	December 14, 2022	info@bachetta.pizza
1) Bachetta			
2) Moxie Bread Co. - Louisville	900	March 14, 2024	laura@moxiebreadco.com
3) Moxie Bread Co. - Lyons	51	March 15, 2024	laura@moxiebreadco.com
4) Moxie Bread Co. - North Boulder	419	March 15, 2024	laura@moxiebreadco.com
5) Nude Foods Market	042	February 28, 2022	aryn@nudefoodsmarket.com
6) Shamane's Bakery	260	April 24, 2023	shamane@shamanesbakeshoppe.com
7) Dry Storage Bakery	242	September 13, 2023	csac@drystoragebakery.com
8) Lindsay's Boulder Deli	235	March 28, 2023	lindsay@lindsayboulderdeli.com
9) Vitality Bowls	188	January 30, 2023	boulder@vitalitybowls.com
10) Pekee	156	September 15, 2023	pekee1@yahoo.com
11) Lulu's BBQ	145	April 18, 2024	info@lulusbbq.com
12) The Village Coffee Shop			
13) Boulder Farmers Market Food Trucks			
Karrak			
14) Just BE Kitchen Boulder	127	March 26, 2024	luc@justbelitchen.com
15) QDO Coffee East Pearl	490	March 15, 2023	lerrfor@qdocoffee.com
16) QDO Coffee Rosary Cafe	111	May 17, 2023	lerrfor@qdocoffee.com
17) QDO West Pearl	0	May 25, 2023	lerrfor@qdocoffee.com
18) Button Rock Bakery and Kenny Lou's Deli	99	April 19, 2024	info@buttonrockbakery.com
19) Great Harvest Bread	89	February 15, 2023	grob@deli@gmail.com
20) Post Chicken and Beer	83	April 6, 2023	boulder@postchickenandbeer.com
21) Hundy's	77	May 17, 2024	hundy@hundys@gmail.com
22) Organic Sandwich Company	72	February 2, 2024	mary@organicbreadbites.com
23) Soul & Co	70	May 25, 2023	info@soulbites.com
24) Piza 3.14	65	February 16, 2023	dsack@piza314oo.com
25) Snooze			
26) Bites			
27) Lollipop Boulder			
28) DP Dough			
Ash			
29) Havenly Baked Goods	42	May 30, 2023	astarn@havenlybaked.com
30) Centro Mexican Kitchen	39	March 13, 2024	osana@centromexican.com
31) Project Umami	25	September 15, 2023	griffin@projectumami.net
32) The Corner	15	February 15, 2023	corner@cornerhorse.com
33) The Mighty Burger	13	May 19, 2023	mars@rightbha.com
34) OTIS Craft Collective	11	June 3, 2024	order@otis.coffee
35) West End Tavern	8	June 12, 2023	corrie@thewestendtavern.com
36) Vitals	6	September 21, 2023	shannon@vitals.com
37) The Bull			
38) The Leaf			
39) Cosmos Pizza			
40) The Sisk			
41) Trisco	5	September 13, 2023	order@triscocoltrato.com
42) Sweet Sisters Bake Shop	3	June 13, 2024	bakeshopsters@gmail.com
43) Pappas Louie	1	February 15, 2023	ppassalovetw@gmail.com
44) West End Tavern	0	December 12, 2023	info@thewestendtavern.com
45) Patis Jays	0	August 23, 2023	action@patisjays.com
46) Saucy Chickers	0	June 18, 2023	amc@saucychickers.com
47) BackCountry Pizza & Taphouse	0	May 3, 2023	emimu_23_co@gmail.com
48) Zondac Subs	0	March 13, 2023	zondacs@boulder@gmail.com
49) Regga Patis (Jewel)			

Final Wish List

After considering the various restaurants around the Boulder area we have curated a list of the ideal 18 participating restaurants.

They were selected using the previously mentioned criteria. We believe that this list is composed of restaurants that have high notoriety with the CU Boulder community, are optimally located, and possess variety amongst each other.

The majority of the list is composed of potential new partners or current inactive partners, with the secondary goal of initiating new partnerships following the success of the Deal Bag rollout.

1. Bovas
2. The Sink
3. Rush Bowls
4. Snarfs
5. Peckish
6. Illegal Petes
7. Alpine Modern
8. The Village
9. Le Peep
10. The Corner
11. Pupusas Lovers
12. Zodiac Subs
13. Barchetta
14. Organic Sandwich
15. Ozo's East Pearl
16. Dry Storage
17. Pizza 3.14
18. Vitality Bowls

Marketing Scheme

We believe the main target for the campaign should be students. Not only because they are the heart of Boulder culture but also because they offer prolonged customer retention, even after they graduate.

Physical:

- Flyers in dorms/class buildings.
- Partnerships with student organizations.
- Merchandise and advertising in partner locations.
- Branded bags

Digital:

- Barstool Buffs
- CU Buffs Chicks
- CU Boulder Today
- Instagram posts/reels
- Class of 20XX instagram.
- Educational ads highlighting Goodie Bag's Impact

Ultimately there are limitless possibilities and strategies that Goodie Bag could employ. We argue that within reason, these efforts should be frequent, creative and focused on highlighting the impact of food waste and how Goodie Bag is a solution.

DEAL BAG WEEK

Saturday 8/24



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

The Sink: 12-2 p.m.

Snarfs: 4-6 p.m.

Sunday 8/25

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Monday 8/26

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Tuesday 8/27

Wednesday 8/28

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Thursday 8/29

Friday 8/30

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Saturday 8/31

Sunday 9/1

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[LINK TO INFOGRAPHIC](#)

Example Outreach

CU Boulder Today

Hello, My name is Braden Stirrett, and I am a CU student and member of Leeds Consulting Group. Three other members of LCG and I are working on a consulting engagement this summer with Goodie Bag, aiding in their rollout of an exciting new feature that we think would both be of interest to our campus and enrich the campus community.

Goodie Bag is a Boulder based social impact startup that was founded by two former CU students and a Leeds CU professor. Goodie Bag partners with local restaurants that list their daily surplus on the Goodie Bag app at a discounted price. Ultimately achieving their mission to provide people with more affordable food options while reducing food waste and supporting local businesses.

We would like to share our new feature known as the "deal bag" which will be rolling out from Friday, August 24th to Sunday, September 1st. This feature allows customers to try made-to-order items at exclusive discounts from some of Boulder's best local shops. The "deal bag" is particularly beneficial for CU Boulder students as it offers affordable access to quality food while fostering a stronger connection between the campus community and Boulder's local businesses.

We would love the opportunity to feature this story in CU Boulder Today. We think it would be a great way to give incoming students a real example of the entrepreneurial nature of the Leeds School of Business while highlighting the opportunities CU gives to its students to truly make an impact in their local community. Thank you for considering our story. We are excited about the potential impact of this feature and look forward to collaborating with CU Boulder Today to share this awesome opportunity with the campus community.

Website link: <https://www.goodiebag.co/>

Instagram: [goodiebag.eats](https://www.instagram.com/goodiebag.eats)

Thank you!

Leeds Launch Day

Hi Alyssa,

Good morning, this is Akshitha Bandi. Kyan Nelson and I and a couple of other LCG students are working on the summer engagement with [Goodie Bag Food Co](#) this summer through Leeds Consulting Group.

Goodie Bag is a Boulder based social impact startup that was founded by two former CU students and a Leeds CU professor. Goodie Bag partners with local restaurants that list their daily surplus on the Goodie Bag app at a discounted price. Ultimately achieving their mission to provide students with more affordable food options while reducing food waste and supporting local businesses.

Our engagement project with them is to help them launch their new 'deal bag' feature towards the end of August. The deal bags allow customers to try made-to-order items at exclusive discounts from some of the best local shops in Boulder like Lindsay's Boulder Deli, Barchetta, Post Chicken & Beer, and many others.

We'd love the opportunity to partner in some capacity for the Leeds Launch Day given the synergy between Goodie Bag & Leeds. We thought it'd be a great way to give incoming students a real example of the entrepreneurial potential of Leeds, while highlighting the Leeds Consulting Group and helping Goodie Bag boost awareness. The nature of the collaboration would include promo cards for the students that they could use to secure a goodie bag from one of Goodie Bag's partnered shops, further connecting them to their new community.

Would you be willing to explore this further over a meeting with myself and the Goodie Bag founders? If so please let me know some times that work for you in the near future.

I look forward to hearing from you soon!

Thank you,
Akshitha Bandi

Sales Data Analysis

Although there will be a learning curve, this information will prove invaluable when pitching for new partners to join Goodie Bag.

[LINK TO TOAST DATA EXPORT INSTRUCTIONS](#)

Data Exports Overview

Some restaurants may have third-party systems that need to import data from Toast on a regular basis. To support this, Toast allows you to configure automated nightly exports for the following data types:

- Orders
- Menu Item Selection Details (check line items)
- Modifier Selection Details
- Payments
- Cash Entries / Adjustments
- All Items Menu Report
- Time Entries
- Accounting Report

This data will allow the quantification of Goodie Bag's customer acquisition impact. This information could be synthesized using Python or even Excel. This will be useful for marketing the Surplus and Deal Bags alike.

pullToastData.py > ...

```
1 import paramiko
2 import os
3
4 # Define your SFTP credentials
5 sftp_url = 'sftp.toastttab.com' # Replace with actual
6 sftp_username = 'your_username' # Replace with actual
7 ssh_private_key_path = '/path/to/your/private/key/i
8 remote_directory = '/path/to/remote/directory' # R
9 local_directory = '/path/to/local/directory' # Rep
10
11 # Initialize the SSH transport
12 transport = paramiko.Transport((sftp_url, 22))
13 try:
14     # Authenticate using the private key
15     private_key = paramiko.RSAKey.from_private_key_
16     transport.connect(username=sftp_username, pkey=
17
18     # Initialize the SFTP client
19     sftp = paramiko.SFTPClient.from_transport(trans
20
21     # List files in the remote directory
22     files = sftp.listdir(remote_directory)
23     print("Files in remote directory:", files)
24
25     # Download each file from the remote directory
26     for file in files:
27         remote_file_path = os.path.join(remote_dire
28         local_file_path = os.path.join(local_direct
29         sftp.get(remote_file_path, local_file_path)
30         print(f"Downloaded {file} to {local_file_pa
31
32     # Close the SFTP connection
33     sftp.close()
34     transport.close()
35     print("SFTP connection closed.")
36 except Exception as e:
37     print(f"An error occurred: {e}")
```

Potential Dealbag Weeks

Potential times with low restaurant customers and high student need for accessible foods.

Early February

- Lowest restaurant customers annually
- Post-winter break, students have increased free time
- Source: Alpine Modern and Boulder restaurant research

Potential Drawbacks

- Cold weather, lack of willingness to walk to hill
- Low students already on the hill

Exam Weeks

- Low walk-in rate
- Need for cheap and ready food
- Source: CU students and Boulder restaurant research

Potential Drawbacks

- Busy students, lack of willingness to walk to hill
- Low students already on the hill

Mid October

- Mid-rush, lots of students on the hill
- Need for food on off-times
- Need for ready food as students are busy with rush
- Source: CU fraternity students and Boulder restaurant research

Potential Drawbacks

- Pre-existing walk-in rate
- Lack of willingness to experiment with new apps

Final Recommendation

Overview:

We recommend the Deal Bag Rollout to be a 10 day event spanning from Friday to the following Sunday, featuring restaurants per day following the theme of “Food Tour of Boulder. The two most important determinants of success are the notoriety of participating restaurants and the level of excitement generated via marketing efforts. We are confident that if these two pillars are strong, the roll out will be a success, attracting a fresh new consumer base as well as big name partners to add to the Goodie Bag catalogue.

02

Other Suggestions



Other Suggestions



Goodie Bag Branded Bags

Goodie Bag Branded Bags supplied to each partner for automatic promotion of Goodie Bag



Food management predictions

Utilizing AI to predict food inflow and outflow, potential integration with FoodWise (NVC Winners)



Foodwise

All-in-one restaurant platform

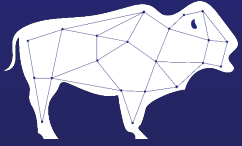
Comprehensive software for restaurants, including reservations, food management, analytics, menu management and ingredient sourcing.



Flatiron Meal Plan + GrubHub Partnership

[LINK](#)
Deal Bags could be listed as options for the meal plan. Users get GrubHub+ which provides free delivery, making Goodie Bags much more accessible.





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