



TWO EMILYS ONE DREAM

By Carrie McIndoe



Emily Ricardi and Emily Adams participated in the July 2008 EntrePrep program at Hebron Academy in Hebron, Maine. The girls are seniors at Keene High School and live in Keene, New Hampshire. They are proud of the fact that they have been friends since 3rd grade. Both are active in DECA at Keene High and have competed at the state level earning recognitions independently and as partners. Emily Adams describes herself as outgoing, independent and creative while Emily Ricardi describes herself as creative, organized and self motivated.

As participants of the EntrePrep program, the girls worked to form a partnership, their own business. "It's all in the Basket!" was the tagline for E&E Basket Company for which they created a jingle and business cards. Their product is baskets for all occasions. The initial launch of the business was designed to provide non-profits with a fundraising opportunity.

The girls started their business on Saturday and worked through the EntrePrep program resources with the support of the director, coordinators, mentors and community partners. The time line required that the girls would conduct their business on Friday and present a power point presentation to the shareholders (the EntrePrep group, families, friends and interested community partners) on Sunday.

The girls worked diligently on their business plan with an early start and late end to each day. After some setbacks and revisions, they planned a one day raffle of two baskets with the proceeds benefiting EntrePrep. Two baskets were created with a dual theme, Made in Maine and Moose. A stuffed moose was the center piece for one basket surrounded by food products. The girls approached several business and solicited donations for the contents. This allowed the girls to split their budgeted \$50 between business supplies and marketing tools, business cards and advertisement.

The target market for the business was tourists visiting Freeport ME where the girls arranged to set up a table in front of a busy Rite Aid store. They decided that they would sell tickets in advance to people on the Hebron Academy campus as well as local businesses.

The day of the raffle, the girls traveled by van with 3 other groups to Freeport. They sat up a table displaying the poster they made along with flyers and business cards they designed and had printed plus information about EntrePrep. The baskets were positioned to attract attention and the girls asked people passing if they would like to support their program and potentially win a fabulous basket by purchasing one or more raffle tickets for \$1 each.

The girls decided to offer a raffle instead of just selling product because it provided both a service intended to benefit a great cause and a product that allowed other companies to market their product. The company's product was the basket that the girls created from the items donated. They were certain tourists would be seeking items to take home from their trip to Maine so Maine and that the popular Moose theme was sure to be a winner.

In the end the success of E & E Basket Company was attributed to the partners' ability to identify strength and weaknesses, assign tasks to the person best suited to do it well and give each other equal credit and respect at all times. Emily Ricardi liked that she could be creative, connect with people, potentially help others, and experience being an entrepreneur. Emily Adams valued her independence which allowed her to discover how to create a business and make it work by doing it.

E & E Basket Company made a \$60 profit plus a connection with a woman who took their business card with the promise that she would invite them to her company's conference. She wants them to create baskets for the company as well as promote the program. A plan to launch their company is under construction. They are going to run their business from their dorm room, just like at Hebron Academy, and pay their way through college! □



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