

A close-up photograph of a hand holding a large amount of vibrant, multi-colored powder. The powder is a mix of bright red, orange, yellow, and green, creating a rich, textured appearance. The hand is positioned at the bottom of the frame, with the fingers slightly curled, holding the powder. The background is dark and out of focus, making the bright colors of the powder stand out.

# bathfood

HEALTH, NOURISHMENT, COMMUNITY

# CREDITS

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Innovation Tools and Techniques  
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Spring 2018.

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# Why we're here:

How might we create a self-sustaining program for at-risk and homeless LGBTQ youth that simultaneously provides the community they need, and also the job skills required, to reenter society empowered?



# The Situation

LGBT youth are at greater risk for depression, suicide, substance use, and sexual behaviors that can place them at increased risk for HIV and other sexually transmitted diseases (STDs). Nearly one-third (29%) of Minnesota LGBT youth had attempted suicide at least once in the prior year compared to 6% of heterosexual youth. In 2014, young gay and bisexual men accounted for 8 out of 10 HIV diagnoses among youth.

However, the greatest shame lies in homeless youth. About 40% of homeless youth are LGBT and nearly all homeless youth service providers in the U.S. now serve LGBT youth, according to a comprehensive report on LGBT youth homelessness released Thursday.

Nearly seven in 10 (68%) respondents indicated that family rejection was a major factor contributing to LGBT youth homelessness, making it the most cited factor. More than half (54%) of respondents indicated that abuse in their family was another important factor contributing to LGBT homelessness.

Statistically, LGBT youth make up no more than 10% of that population segment, yet total 40% of homeless youth.

“America’s next generation of gay and transgender youth need us to stand with them so that they can stand on their own.”

*-Gregory Lewis, True Colors Fund*



# Why?

Providing care for youth struggling with identity and acceptance need help most in their community. Gregory Lewis, CEO of the True Colors Fund, advocates that regenerative healing is fostered when we double down as one to create the parameters for healing and support. “One of our key findings shows that in order for that to happen we all need to join together and support the hard working and dedicated service providers helping these young people every day, we need to re-double our efforts to support them so they can help all of the youth in need,” he said.

Over the past 10 years, the percentage of homeless youth providers serving LGBT clients has increased from 82% to 94%. Responding agencies noted that a lack of sufficient funding was a serious barrier in service provision. Five of the top six barriers to improving services targeting LGBT homelessness relate to a lack of funding from all forms of government, foundations and the public.

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“Finding additional resources to address those challenges will be critical to solving these difficult problems.”

- Gary Gates, Williams Distinguished Scholar and study co-author



For these at risk youth, the problem starts with their communities. Family conflict is the most common cause of all youth homelessness. For LGBT youth in particular, the conflict tends to be over their sexual orientation or gender identity – and the results aren't pretty: Half of all teens get a negative reaction from their parents when they come out to them. More than 1 in 4 are thrown out of their homes.

LGBT youth experience homelessness for a variety of other reasons, including the intersection of homophobia & transphobia, poverty, and failed systems. According to service providers, additional reasons include family issues, aging out of the foster care system, family poverty, and abuse in the home.

But while the root cause is clear, the funding from grants is slim to none, requiring the private sector to be more involved. “It is clear that these vital services need more attention and funding from both the public and private sectors and the time is now to start taking a stand in support of our youth,” said Terrence Meck, executive director of The Palette Fund. “I truly hope that Palette’s involvement will encourage other foundations and individuals to get involved in this important cause so we can start making a difference in these young peoples’ lives and help bring that 40% closer to zero.”

# Where?

“It is clear that these vital services need more attention and funding from both the public and private sectors and the time is now to start taking a stand in support of our youth.”

- Terrence Meck, The Palette Fund



# How?

I came up with the idea for BathFood, based on my musings on community, healing, full-stop connection to each other, and the role that these things can play in creating empathy. BathFood, originally a joke stemming from my bombs “looking so delicious that they could be eaten”, speaks to this need to reconnect the lay-customer to a different outlook on nourishment – not only through a more affordable, high quality self-care option for themselves, but also through supporting a business that provides that same healing for at-risk LGBTQ youth.

At first a nimble operation, BathFood would act simultaneously as an ambassador for LGBTQ rights and for more affordable and sustainable self-care from a business model based off food trucks – and the products, marketed as fun plays on food, can be sold alongside single-serve lunch options in your standard downtown areas. This would be a “food” truck in the business of delivering nourishment for the soul – for its employees and customers alike.

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A photograph of a person holding a large rainbow flag. The flag is draped across the frame, with the person's legs and white sneakers visible on the right side. The background shows other people sitting on the ground, suggesting a public event or protest. The text 'A Solution' is written in a white, handwritten-style font across the upper portion of the flag.

# A Solution


Reconnect consumers to an ecological outlook on nourishment through affordable, high quality self-care options that support job-skills for at-risk LGBTQ youth, through sustainable manufacturing practices.



# Kickstarting a new FUTURE


Explore · Start a project

**KICKSTARTER**

  
By Theresa Akers  
First created

## BATHFOOD - REDEFINING LOVE AND NOURISHMENT FOR ALL

Sumptuous craft bath and self care products, in the service of the rainbow of diversity that is our LGBTQ youth.



**\$9,267**  
pledged of \$11,000 goal

39 backers

63 hours to go

[Back this project](#)

[Remind me](#)

## GOALS

1. Video
2. Donation Levels
3. Awards
4. Financial goals
5. Campaign/support partnership
6. Values, mission, direction (copywritten description).



Image 1, copyright Deccan Chronicle, 2011.



Image 2, copyright LUSH Cosmetics, 2009.



Image 3, copyright Uptown Food Truck Festival 2005.

## A COSMETICS FOOD TRUCK

Rallying around the rainbow colors and sensuality of the LGBT movement, Bathfood is a business model where the product is community health, support, wellness, and love. The cosmetics and bath bombs produced through this endeavor are not the end - but rather the means to an end for bringing the healing of our environment through fostering connection to earth, community and self.

Through this, Bathfood has a seasonal system of approach to keep teams and resources small. Manufacturing during the winter months in small batch forms, with facilities for employees/mentees to work together to product test and create the year's menu of options - the offerings of which are wholly in the charge of the youth. In the summer months, youth will be in charge of leading their own trucks and vending their wares in small ways to targeted markets in Minneapolis.

In the early years of the business, it will start out with food-truck oriented business model, catering to the summer food-truck and festival crowds. From there, Bathfood hopes to grow into more markets, targeting food cooperatives, art fairs, craft fairs, boutique retail stores, and distributors. Due to the desire to keep manufacturing small, communities intimate, and environmental impact to a minimum, the ideal would be to avoid online merchandising and sales.



# 1. Remove Mica

## GLITTER IN COSMETICS: CHILD LABOR?

The forewings of jewel scarabs produce gold and silver by having 70 layers of chitin that become progressively thinner with depth resulting in different refractive indices. Consider replacing with biodegradable glitter?

# 2. Reduce Packaging

## WAX COATING REPLACEMENTS

The stems of euphorbias protect from heat and drought via their hard waxy surface. Consider replacing protective packaging altogether with an option that protects ~~without~~ need for plastics and preservatives.

# 3. Protect The Tribe

## SOCIAL RESILIENCY PRODUCTS

Members of termite colonies transfer immunity among colony members via a sort of social vaccination.

Consider incorporating social disease resiliency by using a product that helps you fend off depression.

# bathfood

## FOOD = WASTE RECIPES

Theresa Akers | MA of Sustainable Design  
Innovation Tools and Techniques  
Curt McNamara | Spring 2019

# 4. All Organic

## FOOD = WASTE

Industry must protect and enrich ecosystems and nature's biological metabolism while also maintaining a safe, productive technical metabolism for the high-quality use and circulation of organic and technical nutrients.

It is a holistic economic, industrial and social framework that seeks to create systems that are not only efficient but also essentially waste free.



# TEN WEEK PLAN

- Week 1**      **Market research** - surveys, resources, demographic studies  
*"Is there a need?"*
- Week 2**      **Company description-** Mission, Values, Ethos  
*"Why are we doing this?"*
- Week 3**      **Product Offering Development**  
*"With what are we doing this?"*
- Week 4**      **Recipe Development + Financials**  
*"What is the seed vehicle?"*
- Week 5**      **Supply Chain Analysis**  
*"Which stakeholders help create the product?"*
- Week 6**      **Employee/Mentee Structures**  
*"Whom are we trying to help most?"*
- Week 7**      **Customer Base Study**  
*"With whom are we trying to engage with the most?"*
- Week 8**      **Copywriting and Collateral**  
*"What materials would best get the word out?"*
- Week 9**      **Synthesizing + Design**  
*"In what medium would these materials best get the word out?"*
- Week 10**     **Kickstarter Launch**  
*"To what communities can we receive the most funding?"*



# The Execution

“No great creative project can thrive (or even survive) off the energy of one person. You must evolve along with the scope of your creative ideas in order to make them happen.”

*-Scott Branson, Making Ideas Happen*





# Market Research

WEEK 1



# Why?

## **PROVIDING CARE FOR YOUTH STRUGGLING**

with identity and acceptance need help most in their community. Gregory Lewis, CEO of the True Colors Fund, advocates that regenerative healing is fostered when we double down as one to create the parameters for healing and support. "One of our key findings shows that in order for that to happen we all need to join together and support the hard working and dedicated service providers helping these young people every day, we need to re-double our efforts to support them so they can help all of the youth in need," he said.

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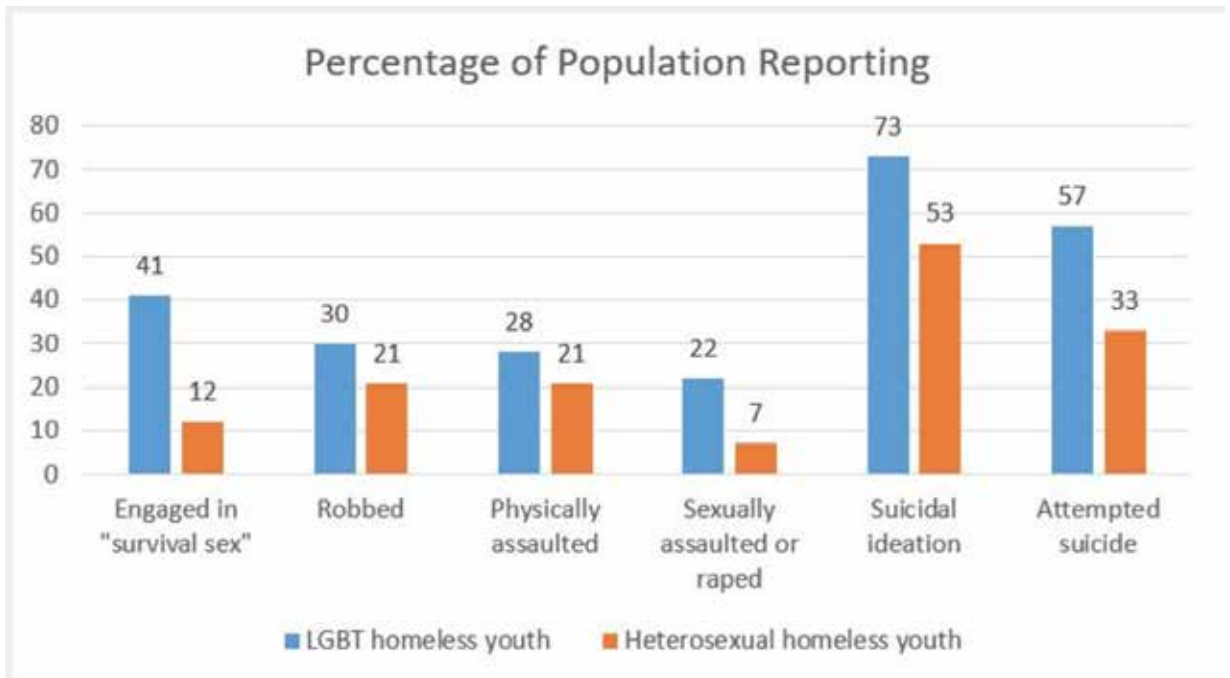
"Finding additional resources to address those challenges will be critical to solving these difficult problems."

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**IN ADDITION TO THE LACK OF FUNDING FOR** programs that aid homeless youth, a deeper dive into the current predicament facing homeless youth yields revealing data.

In the population of youth that are homeless, LGBT youth are more likely in a sweeping study to engage in risky sexual behaviors as a result of their predicament and socialization. Engagement in "survival sex" is rampant among these youth, as is the likelihood of being robbed, physically or sexually assaulted.

It follows that suicidal ideation and attempts are high for these youth. Bereavement, alienation, and lack of resources influences the onset of depression in these youth. As a result, they do not have access to a means to cope and as such fall prey to bad situations.



# Where?

## **FOR THESE AT RISK YOUTH, THE PROBLEM STARTS**

with their communities. Family conflict is the most common cause of all youth homelessness. For LGBT youth in particular, the conflict tends to be over their sexual orientation or gender identity – and the results aren't pretty: Half of all teens get a negative reaction from their parents when they come out to them. More than 1 in 4 are thrown out of their homes.

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## INVISIBLE YOUTH

The health of lesbian, gay, bisexual, and questioning adolescents in Minnesota



## Socio/economic home indicators



LGBQ students

Straight students

## FOOD INSECURITY

LGBQ students are **3x more likely** than straight students to report skipping meals because of money.

Learn more. Read the report.  
[rainbowhealth.org/2015mssreport](http://rainbowhealth.org/2015mssreport)



# How?

**I CAME UP WITH THE IDEA FOR BATHFOOD**, based on my musings on community, healing, full-stop connection to each other, and the role that these things can play in creating empathy. BathFood, originally a joke stemming from my bombs "looking so delicious that they could be eaten", speaks to this need to reconnect the lay-customer to a different outlook on nourishment – not only through a more affordable, high quality self-care option for themselves, but also through supporting a business that provides that same healing for at-risk LGBTQ youth.

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# Company Description

WEEK 2

## COMPANY DESCRIPTION:

BathFood is a Greyston Bakery, Open Hire Model early adopter, aiming to solve homelessness in LGBTQ youth through the manufacturing, marketing, and selling of self-care products aimed at boosting holistic views on self and community care. A business model that sustains, nurtures, and nourishes community, emphasizing love for the earth, its manufacturers, its employees, and its customers, Bathfood is an ambassador for love in all its applications, from source to finish.

Main intended audience is at-risk youth needing a community and skills to relearn job and life skills to re-enter society, using a business model that sustains this endeavor with a self-care product that, in turn, nourishes the people who use it, and inflicts no harm on the planet it comes from.

## MISSION STATEMENT

To highlight the universality of love in all its forms.

## VISION STATEMENT

To bring health, community, and restoration to every being in the world.

## VALUES

- **EMPATHY**

The ability to step outside of one's own perspective and acknowledge the experiences of others.

- **EMBODIMENT**

The importance of bringing your true, authentic self in to work every day. .

- **INTEGRITY**

Owning fully your responsibility to own the repercussions of your actions actions to yourself and to others.



# Company Goals

## WEEK 2

**WITHIN 5 YEARS** of establishment, Bathfood hopes to:

- Create a fleet of 3 to 5 fully staffed and merchandised trucks, outfitted with sources and innovations for clean energy, for production on-the-go.
- Meeting all base infrastructural costs for a system of sales through food trucks over the summer, and product development over the winter, with supplemental revenue through grant funding providing a salary for all Bathfood operations of at least \$100,000/year.
- Recruit, rehabilitate, and empower 100 high-opportunity youth.
- Recruit and employ 5-7 full-time staff.
- B-Corp certification by end of 5 years.
- Advisory circle.

**WITHIN 10 YEARS** of establishment, Bathfood hopes to:

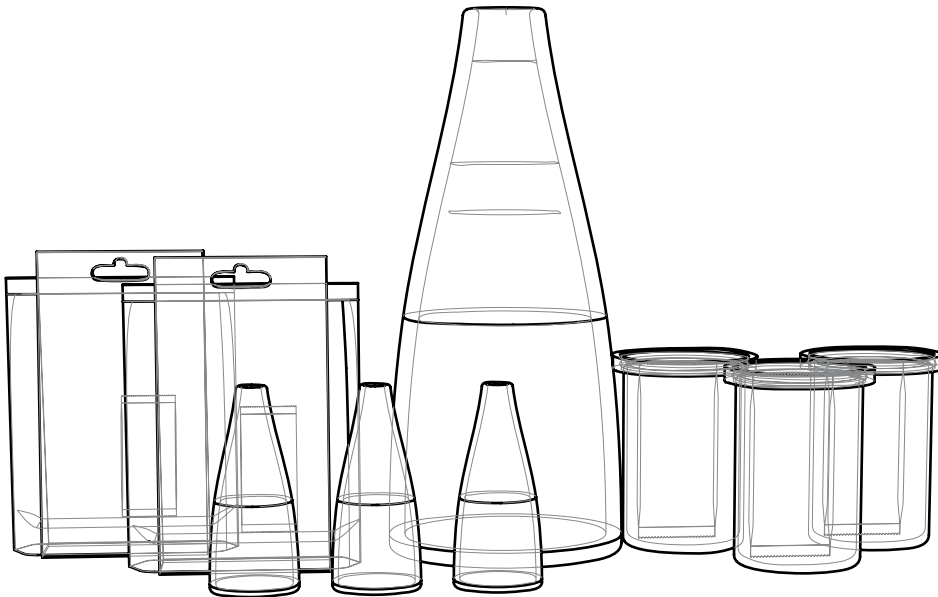
- 1-2 year-round retail locations
- Developed product offerings of 15 separate typologies of product.
- Dedicated warehouse space, run on 50% clean energy.
- Begin product certifications for Living Product Challenge.
- Open Hire and LGBTQ training for staff members
- Development and finalization of franchise models of operations.
- Suite of 5-7 established vendor partners.
- Establish yearly impact audits, achieve carbon neutrality.
- Full-time staff of 10, part-time staff 15.
- Certified Benefit Corp.

**WITHIN 15 YEARS** of establishment, Bathfood hopes to:

- Directly expand model to other Midwestern cities using a youth-first promotional model.
- Pursue and obtain relevant product certification.
- Run completely independent of grant or philanthropic money
- Carbon positive impact, continue yearly impact audits.
- 25 full-time staff, 25 part-time staff, of 50 total.

# Product Offerings

WEEK 3



## BATH BOMBS

Cornstarch, sea salt, aromatherapy oils, shea butter, dyes

## SHAMPOO

Emulsifiers, detergents, sea salts, aromatherapy oils

## CONDITIONER

Emulsifiers, detergents, sea salts, aromatherapy oils, body butters

## BODY LOTION

Emulsifiers, detergents, sea salts, aromatherapy oils, body butters

## FACE LOTION

Emulsifiers, detergents, sea salts, aromatherapy oils, body butters

## EXFOLIANTS

Sugar and oil scrubs

## AROMATHERAPY SALTS

Sea salt packets, body oils and aromatherapy oils

## PERFUME

Bio based scents and perfumery

## CANDLES

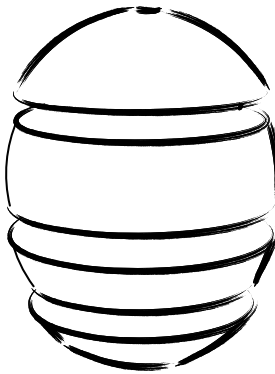
Soy aromatherapy candles

## CHAMPHOR CREAM

Pain-relieving creams for sports and inflammation injuries

# Recipe + Financials

## WEEK 4



Baking soda

Arrow Root Powder

Sea Salt

Citric Acid

Organic Oils

Witch Hazel

Essential Oils

ONE TIME START UP EXPENSES	AMOUNT	NOTES/SOURCES/ASSUMPTIONS
<b>One Time Start-Up Costs:</b>		
Rent Deposit	\$ 4,225.00	Assume space in a building, rent of \$1,500 per month
Furniture & Fixtures	\$ 1,000.00	
Equipment	\$ 2,000.00	
Buildout/ Renovations	\$ 15,000.00	
Decorating, Painting and Remodeling	\$ 10,000.00	
Installation of Fixtures & Equipment	\$ 25,000.00	
Website Domain + Hosting	\$ 100.00	
Website + App Design	\$ 5,000.00	
Electric, Gas, Water, and Sewer Deposit	\$ 270.00	
Legal and Other Professional Fees	\$ 500.00	
License and Permits	\$ 14,400.00	
Advertising and Promotion	\$ 4,000.00	
Consulting	\$ 5,250.00	
Software	\$ 1,951.45	
Truck	\$4,000	
Merchandising	\$14,000	
Packaging	\$4,000	
Promotional	\$4,000	
<b>Total One Time Start-Up Costs:</b>	<b>\$ 114,696.45</b>	
<b>Monthly Expense Snapshot</b>		
Monthly Rent	\$ (2,112.50)	
Net Payroll Expense	\$ (13,700.00)	
Total Insurance Cost	\$ (18,549.98)	
Total Operating Cost	\$ (2,068.99)	
Total Fees	\$ (31,885.78)	
Total Software and Subscriptions	\$ (1,951.45)	
Total Professional Fees	\$ (2,750.00)	
Total Repairs	\$ (3,500.00)	
Total Utilities	\$ (320.00)	
<b>Total Monthly Expenses:</b>	<b>\$ (76,838.70)</b>	
Total Taxes	15%	
Total Contingency	25%	
<b>Net Monthly Expense</b>	<b>\$ (107,574.19)</b>	
<b>TOTAL START-UP FUNDS REQUIRED:</b>		
Number of months required to cover Expenses:		
Loan Amount (At 80% of Total Start-Up)		



A large, horizontal, pink brushstroke background with a textured, painterly appearance. The stroke is centered and spans most of the width of the slide.

**bathfood**

TRIZ: 3 INNOVATIVE LENSES



Photos from Pexels.com. CCo. No attribution required.

### THE TRIZ PRINCIPLES OF INNOVATION

have many different approaches that can inform ways that BathFood can change its operations. This being said, I'm proud to say that BathFood seems to hit many different offerings that TRIZ lays out - the main ones being Nested Doll, Universality, Merging and Local Quality. I had to dig deep to see where this innovation - BathFood, could better innovate.

From the service oriented TRIZ list, the areas for improvement are:

1. **ANTI-WEIGHT (COUNTERBALANCE)**
2. **PRELIMINARY ANTI-ACTION**
3. **ANOTHER DIMENSION**

### ANTI-WEIGHT (COUNTER-BALANCE)

#### THE PRIMARY GOAL IS TO MITIGATE RISKS.

This principle is can also be named as a "Counterweight". It can be used to avoid heavy loads or expenses. The challenge is to find ways to offset the risk of undesired functions in an exiting service. One option is to move the risk represented by a service to another party. This principle provides a way to control services by mitigating any undesirable effects during service delivery (e.g., angry customer caused by delayed services).

#### EXAMPLE

Have more control over services by merging them with the services offered by another service provider.

### PRELIMINARY ANTI-ACTION

**THE PRIMARY GOAL HERE IS TO PREVENT** potential failure or counteraction before it happens.

Preliminary anti-action ensures that a service will be used without any problems. When the risks or undesirable functions of a service are identified, action can be taken to eliminate, prevent, or reduce potential failures.

#### EXAMPLE

Before negative or harmful effects occur they should be eliminated, prevented or reduced.

Have a support plan to control the harmful effects and raise the positive effect of the service.

### ANOTHER DIMENSION

**THE PRIMARY GOAL OF THIS PRINCIPLE IS** to think about different versions or levels in the service.

This principle encourages thinking about changing the look of a service, how the service is used, how it can be differentiated, or add a new concept for performing the service. For instance, when the results of a particular service are reported, new ways of relating this information to the customer should be considered, such as using figures or charts instead of numbers or data.

#### EXAMPLE

Add a new dimension to the service that will create a new value.

# Partnerships For Anti-Action

## PRELIMINARY ANTI-ACTION

**WHEN WORKING WITH AT-RISK YOUTH** a large amount of effort will go into selecting and parsing the talent that comes through the doors. While we wish to take a no-questions-asked approach to our hiring process, and that is certainly the goal down the road, it will follow that during the formative years of the business there will have to be several points of awareness around risk mitigation when working with distressed individuals - mainly emotional, physical, and mental capabilities for our employee-mentees to work, and work well.

For this reason, using the TRIZ model for Anti-Action, we see that we can avoid potentially terrible mishaps and bad experiences for youth and customer alike if we were to be able to partner with another organization with sufficient resources to help facilitate healing and wellness in a more in depth way.

In this way we avoid the inevitable hardship of becoming the place where most of these youth want to stay the night, receive care, and be taken care of when BathFood does not function, or have the resources to function, as a half-way house, addiction center, or counseling services provider.

There are many potential partnership organizations in Minneapolis that serve to be that kind of resource for these youth, and for this reason, partnering with these organizations would result in a healthy partnership between BathFood and these causes that affirm, provide support, and communally help each other in the endeavor to get these youth back on their feet.



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# Hybrid Supplier Systems for Counterbalance

## ANTI-WEIGHT (COUNTER-BALANCE)

**A FORESEEN WEAKNESS IN SERVICE** via food truck is finding innovative ways to ensure that the product remains fresh while remaining non-reactive to the environmental humidity, all the while remaining relevant and covering demand. Truly, this as a business model would not be able to accurately predict demand, but market research has me thinking that there is high demand currently for self-care products if the success of Lush is any indicator.

How might staff remain busy during downtime, as well as have some back-stock during busy times?

**TAKING A LOOK AT** potential innovations, a typical BathFood truck can learn many things from a normal food truck that serves perishable consumables as well. Using a combination of supply techniques of storing raw ingredients

in bulk in (perhaps) refrigerated or climate controlled environment within the food truck as well as a small amount of premade emergency stock, we stand to solve the potential supply/demand need within that microcosm.

A further step out at supply dynamics considers the reusability of infrastructure to minimize waste and impact. Because space is limited within the food truck, waste must be minimized during the creation, packaging, and process of of the product during sales.

Modularity, counterbalancing, and this Triz perspective allows the user to take a look at how this innovation lens can help take into account systems to alleviate pressure before the innovation needs to take place.



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# Consultation Services For Another Dimension

## ANOTHER DIMENSION

**WHEN I START APPLYING ANOTHER** dimension as a lens to the function of BathFood, I start innovating in several different spheres that would also help the business survive during the lean years while The winter is in full tilt.

Baked into the value systems of BathFood is an inherent assumption of strength for those youth that are a crucial part of the system itself. From this, we understand that there are other desirable services that BathFood can do aside from just make product and help youth.

Using the TRIZ examples of creating another dimension of value to the services that already exist, BathFood can also provide offerings as an expert in youth services, LGBTQ thought and theory, and innovative entrepreneurship in social justice applications.

## CONSULTATION SERVICES

LGBTQ THEORY + THOUGHT

ENTREPRENEURSHIP

YOUTH MENTORSHIP



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How might a deeper look at partnerships  
for "anti-action" support batlflood in full  
business resiliency?





WINTER MARKETS - FARMS

**WINTER MARKETS POSE GREAT WAY FOR** BathFood to get their youth into avenues of profit over the winter months, as well as get them working in other capacities up the supply chain to keep suppliers for botanicals local. A symbiotic relationship between farming, youth, and full systems perspectives on the creation of products from the literal ground on up would provide invaluable skills for youth struggling to feel connected. Being outside, as well as the manual labor, would aid the youth in feeling connected.



RECLAIM

**RECLAIM IS ONE OF THE LISTED PARTNERS** in Project I, and I mention again here in part because its extremely important to connect youth to opportunities outside BathFood that can offer professional help for LGBTQ specific issues. By using the services through RECLAIM, youth can work through what exactly they need to understand themselves. RECLAIM also partners with youth to act as ambassadors for the cause. By supplying youth with the coaching they need, they reinforce and support endeavors in LGBTQ.



AVENUES FOR HOMELESS YOUTH

**BEING HOMELESS IS AN ISSUE IN AND OF** itself. By separating the issues of sexuality from youth, we can begin to help youth elucidate from the mess of problems they will be coming through the door with. Avenues can provide services such as foster care, showers, lockers for valuables, a place to call temporary home, and a safe place to stay when they are not working for BathFood. Avenues has been running for several years, and would provide help with consultation for BathFood as the org gets off the ground too.



MAKING AS HEALING

**TAKING A STEP OUTSIDE OF BATHFOOD'S** specific answer to healing, there are many other organizations and contractors working in the sustainability sphere whose craft requires them to work with their hands. This is incredible work that engages youth in ways that are multidisciplinary, interesting, and connected. Spark-Y, natural fibers contractors, urban farmers, and horticultural endeavors for sustainable florists all offer opportunities for youth to see diversity in the means for getting back on their feet.

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# bathfood

## MECHANISMS FROM NATURE

RETAIN AND RE-INFORCE STRUCTURE

ADVERTISE AND DEMONSTRATE A NEW WAY OF DOING BUSINESS

**BATHFOOD, A SOCIAL INNOVATION USING** products as a means to an end, could stand to learn many things from nature and her way of doing business.

Selecting two functions of Bathfood - its requirement to retain and reinforce its structure as a restorative business model despite the harsh economic forces at play, and its natural behavior as a beacon of an authentic way of doing business, I have found three structures as to how nature manages to pull together to get things done.

From a selection of functions with applied innovations from sea diatoms, bees, and mountain flowers, Bathfood will be a force that harnesses the structures of nature to bring to bear what will ultimately be a better way of caring for the discarded.

SEA ICE DIATOMS + ANTIFREEZE PROTEINS

EMERGENT TEAMWORK SOCIAL STRUCTURES IN BEES

TRANSMIT/DEFLECT HARMFUL RADIATION IN EDELWISS FLOWERS

PHOTONIC STRUCTURES, IRIDESCENCE AND COUNTERFEITING - AUTHENTIC LEADERSHIP THROUGH STRUCTURE

HEAT AND GAS EXCHANGE IN TERMITES - RESOURCE EXCHANGE IN BATHFOOD

CHEMICAL + PHEREMONE TRAILS IN ANTS TO MARK NEW RESOURCES

# Growth Despite Harsh Environments

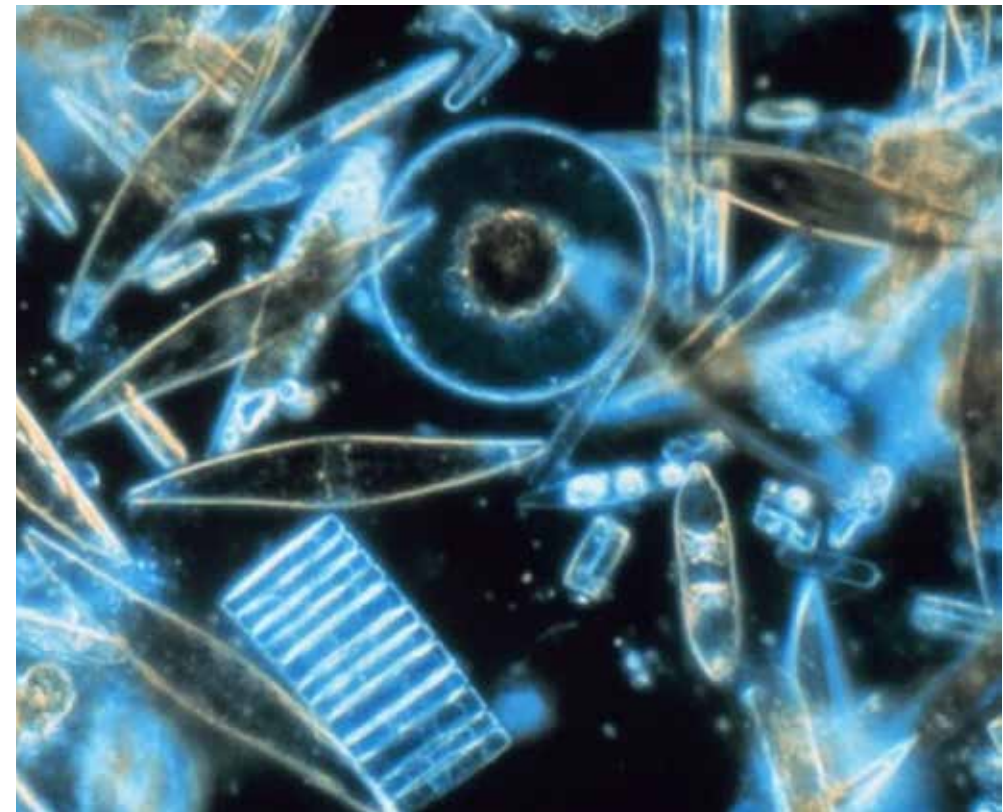
## ANTI-FREEZE PROTEIN SECRETION

**“SEA ICE DIATOMS** are single-celled algae that live in extremely cold, aquatic environments, including Arctic and Antarctic sea ice. In these harsh environments, they have developed mechanisms to protect themselves against the extremes of temperature, salinity, and light. One such mechanism is extracellular ice-binding protein.

Ice-binding proteins, excreted by sea ice diatoms, align themselves with and bind to the small, growing ice crystals just outside of the sea ice diatom's protective outer layer. It is believed that the ice-binding proteins act as complementary pieces to ice crystals in a three-dimensional jigsaw puzzle. The ice-binding proteins lock the small ice crystals in place, thereby preventing them from rearranging into a larger ice crystal.

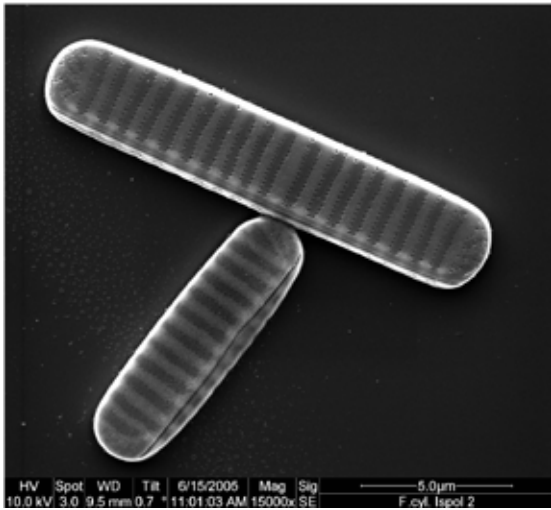
**SEVERAL POLAR MICROALGAE ARE ABLE** to live and thrive in the extreme environment found within sea ice, where growing ice crystals may cause mechanical damage to the cells and reduce the organisms' living space. Among the strategies adopted by these organisms to cope with the harsh conditions in their environment, ice binding proteins (IBPs) seem to play a key role and possibly contribute to their success in sea ice. IBPs have the ability to control ice crystal growth. In nature they are widespread among sea ice microalgae, and their mechanism of function is of interest for manifold potential applications.”

- from © AskNature

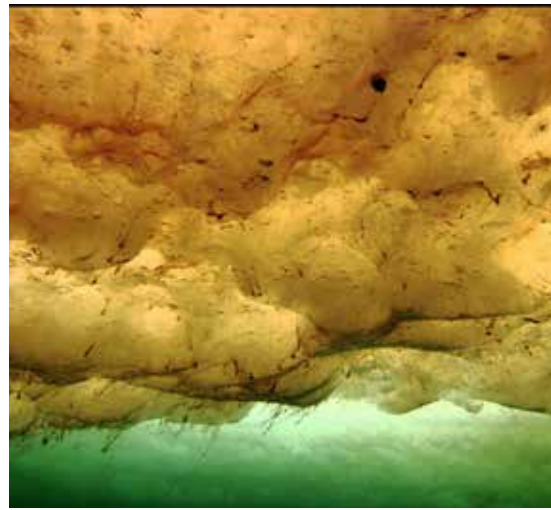


© AskNature.org. Photo by Dr. Gordon Taylor. Public domain.





© naturecoevocommunity.nature.com.  
Scanning electron micrograph of two cells of *Fragilariopsis cylindrus*. Image courtesy of Gerhard Dieckmann.



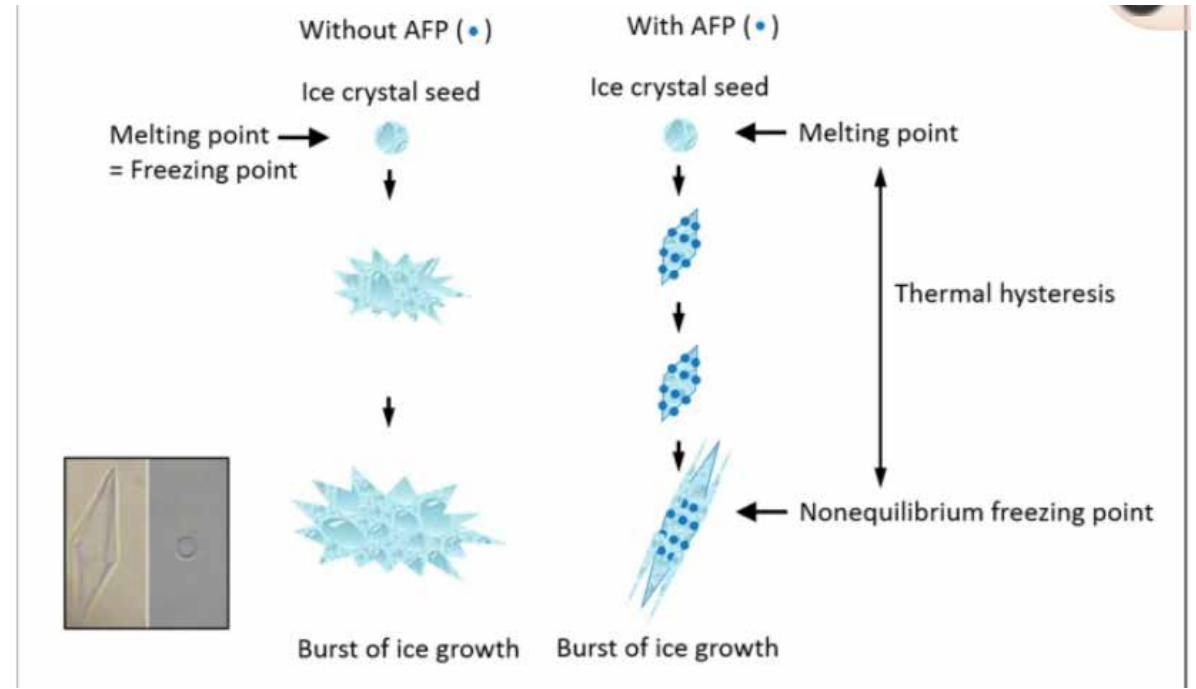
© Andrew Thurber - Deep-Sea and Polar Biology. A research blog about polar and deep-sea research. CC BY-SA 4.0.

“ANTIFREEZE PROTIENS, OR AFPS, ARE THE main mechanism by which sea algae protect themselves from the destruction of ice crystal formation. For the diatom, growth necessitates physical space. Figure 1 describes two scenarios wherein ice crystals were exposed to AFP and one without, with Figure 2 displaying size of ice crystals under an electron microscope It is clear that there is distinct amount of space. ”

- from © AskNature

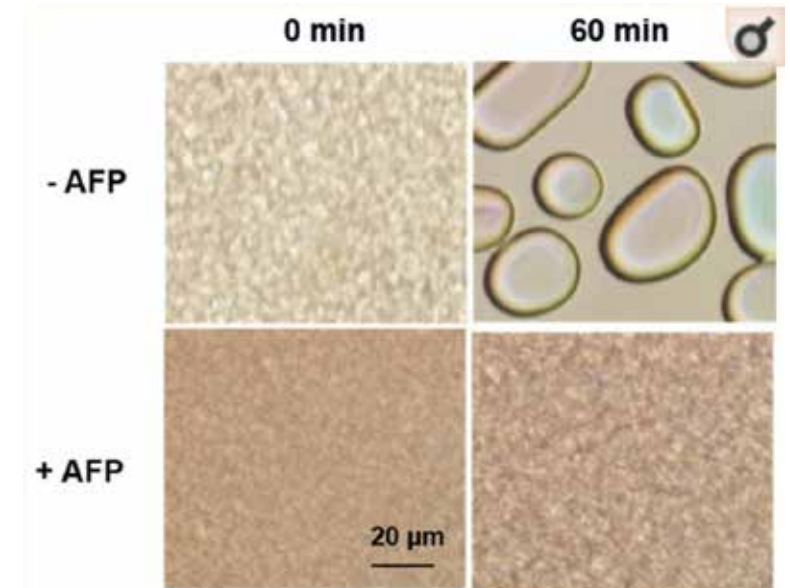
**BATHFOOD AS AN ORGANIZATION STANDS** to learn from the Antarctic sea diatoms. By creating an intrinsic organizational structure that counteracts by complementing the crystallization pattern of typical business structures of money-for-money's sake, Bathfood can create a culture of health and grow, despite what is arguably a cut throat industry for cosmetics.

This structure/function applies to the creation of a product that looks a lot like the products that are existing on the mass market, but in fact insulates and fuels the right environment for the company to thrive.



Above, Fig 1. An illustration of the TH phenomenon. On the left ice crystals start to form rapidly as temperature drops., while on the right ADPs adsorb irreversibly to specific planes on ice surfaces. Feb 2017 © Mar Drugs.

Right, Fig 2. Results of ice recrystallization inhibition (IRI) assay using modified splat assay. © study by Mar Drugs.



# Absorption of Harmful Radiation

## DENSITY FOR DREAMWORKING

*"EDELWEISS is a mountain flower and so is exposed to a large amount of ultraviolet light. Just how it protects itself from tissue damage at such high altitudes has been a mystery. Vigneron and his colleagues measured the spectrum of light reflected from the plants and found that while most wavelengths are reflected, UV is not.*

*'It's astonishing, but the plant completely absorbs the UV,' says Vigneron. The team then examined the tiny, white hairs that cover edelweiss leaves under a scanning electron microscope. They found that the hairs are made up of parallel fibres 0.18 micrometres across, which is close to the wavelength of UV light. This means they can interact with UV light, steering it along the length of the leaves, says Vigneron.*

*In this way, the UV light is absorbed over a large number of hairs instead of penetrating to*

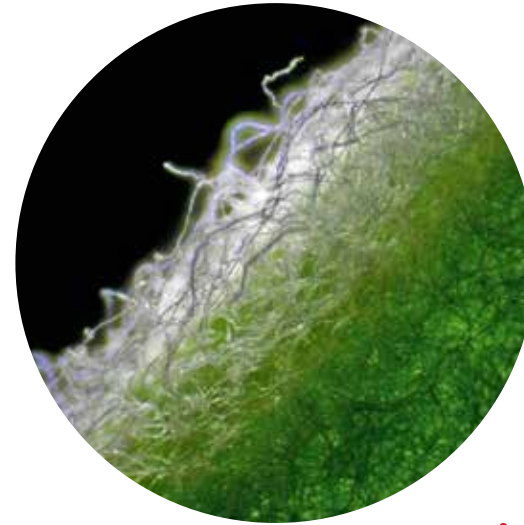
*the plant's body. The trick should be exploited to create a 'natural' sunscreen for people, says Vigneron. 'We currently use sunscreens made of titanium dioxide particles, but these can be absorbed through the skin and can be harmful,' he says." (New Scientist 2007). "*

*- from © AskNature*

**BATHFOOD, ORGANIZATIONALLY, SERVES** to be a system where high density of like minded people on its teams for product design and development serve to absorb and distribute the harsh radiating patterns of loss, discrimination, depression, and trauma. In addition, like the transparency found in the fibers of the Edelweiss flowers to transmit and make known the UV radiation, Bathfood serves to be a transparent and radically vulnerable organization, harboring no ill effects and transmitting them away from the sensitive tissue of the organization.



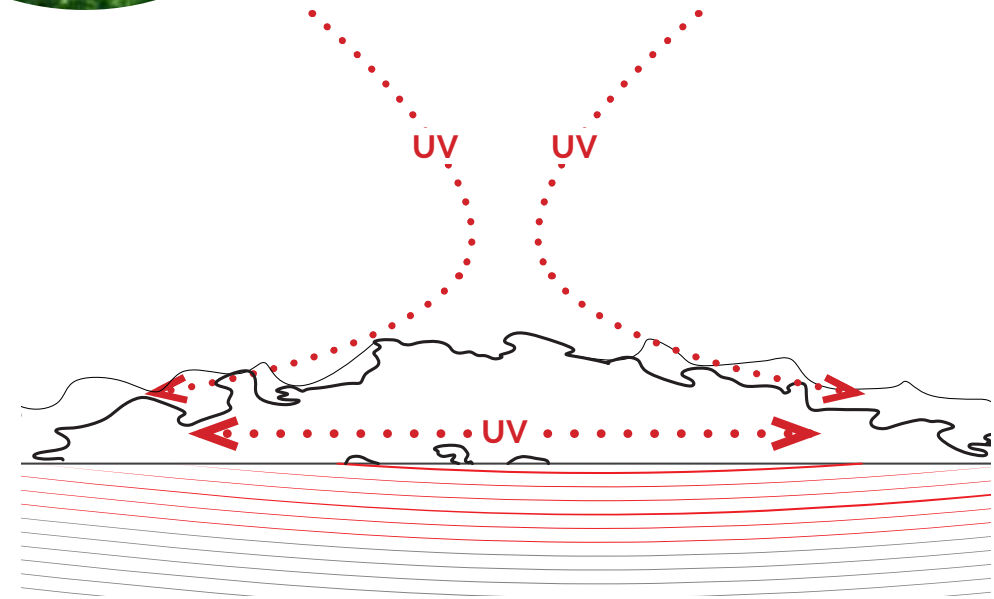
© AskNature.org. Photo by Ad Heijmans. CC by NC.



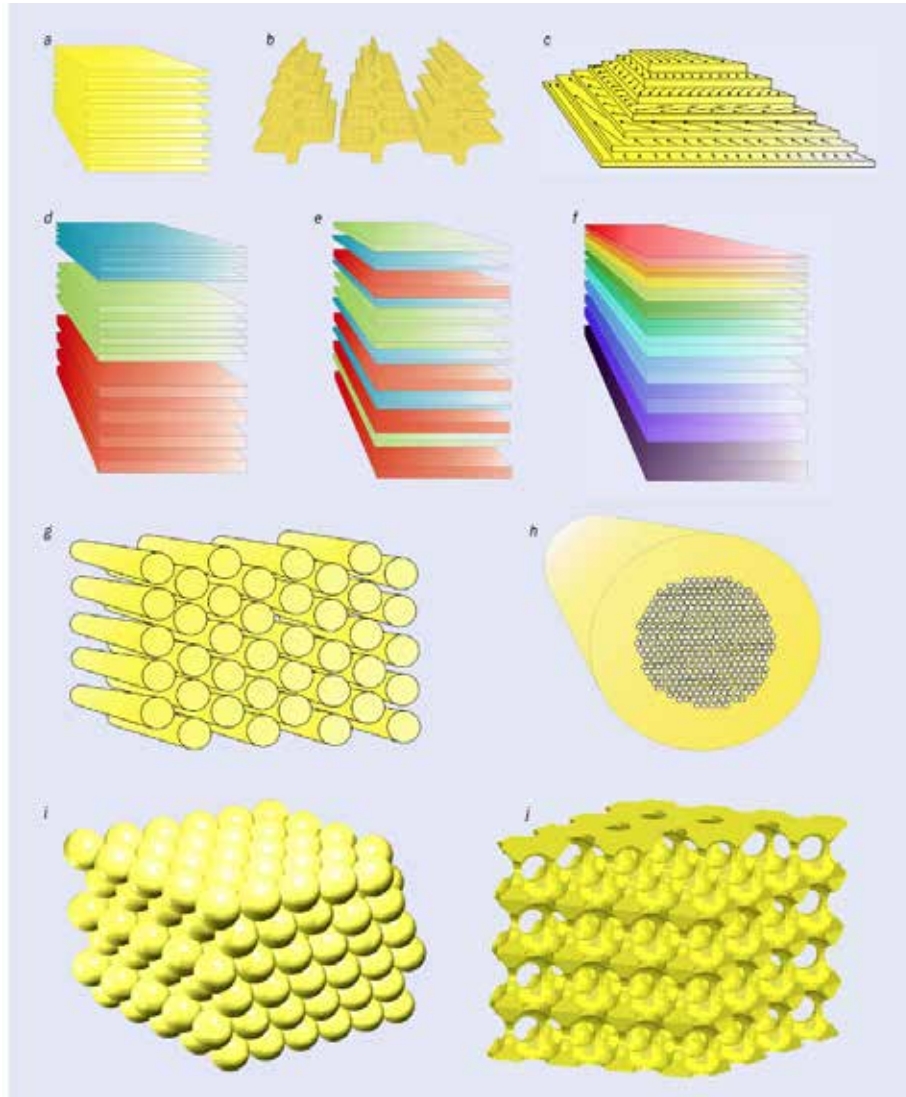
**“THE FILAMENTS FORMING THE HAIR LAYER** in Edelweiss have been found to exhibit an internal structure which may be one of the few examples of a “photonic structure” found in a plant. Photonic structures, or structures that have evolved to manipulate the flow of light, are found in an astonishing array of species of insect and animal. Natural photonic structures are providing inspiration for technological applications. However, the Edelweiss plant does so in matted fibrous layers that redirect UV in a manner that shields the internal tissue of the plant from damage. Measurements of light transmission

through a self-supported layer of hair pads taken from the bracts supports the idea that the woolly layer covering the plant absorbs near-ultraviolet radiation before it reaches the cellular tissue. Calculations based on a photonic-crystal model provide insight on the way radiation can be absorbed by the filamentary threads.”

- from © AskNature







© Physics World, October 2015, CC by NC. Nanostructures, periodicity in 3 dimensions.

# Anti Counterfeiting

## AUTHENTIC AESTHETICS

PHOTONIC STRUCTURES, IRIDESCENCE AND COUNTERFEITING - AUTHENTIC LEADERSHIP THROUGH STRUCTURE

**“WHEN IT COMES TO HIGHLY ADVANCED optical systems, it seems there is no more experienced an engineer than nature itself. Some of the most interesting optical systems in nature are hard to miss. They are often brightly coloured, metallic looking or strongly iridescent, and stand out from ordinary objects and surfaces that are coloured by pigmentation alone. In the 18th century Robert Hooke and Isaac Newton were among the first to explain the underlying physics of these systems. They correctly predicted that the iridescent colours of peacock feathers and silverfish scales resulted from their physical structure rather than pigmentation. This was a huge leap of understanding, considering that the means of seeing these structures would not be invented for a further two centuries. One very important optical constraint for**

*a material, besides its refractive index, is the number of dimensions exhibited by its periodicity. This offers the potential for light to be controlled in one, two or three directions. If 1D or 2D periodicity is limited to the surface of an object, for example, the structure is commonly known as a diffraction grating. If 2D or 3D periodicity exists within the bulk of an object, however, it becomes what is called a photonic crystal. It is so named because light interacts with the structure in a manner that is analogous to the way that electrons interact with a periodic crystal of ions.”*

- from © AskNature



© Physics World. October 2015. The body of this small beetle appears metallic from all angles with a structure that closely resembles that of an opal. Aesthetic authenticity from three dimensions.



© Physics World. October 2015. Photonic structures and biomimicry allows for applications in counterfeiting. The periodicity in structure allows for optical checks in one direction, but do not refract in another. Another example of structural authenticity. Photos by OVD Kinegram, AG, Switzerland; Nature.

**ONE PARTICULARLY INTRIGUING ASPECT** of manufacturing research on photonic structures involves fibres of “odd cross-section” that aren’t exclusive to the Edelweiss plant. Specialized techniques of extrusion-based manufacturing modify the cross-section of the fibre, which not only allows the fibres to be close-packed but also to produce optical interference and scattering from fine periodic structures within each fibre structure. These fine structures also improve the material’s wettability, since capillary forces in the inter-fibre volume are sufficient to carry away liquid perspiration. A designated periodicity within each fibre cross-section, akin to the periodicity associated with the nanostructure on an iridescent Morpho butterfly scale, creates strong colour effects using interference.

But there is an area in which optical biomimicry is starting to work: anticounterfeiting. Many of the recent security measures that have been introduced on banknotes, credit and debit cards, and branded goods rely on complex optical logos, insignia and colour schemes.

Nanostructure is pivotal in nearly all these measures (see figure 3), some of which even comprise specialized pigments such as the optically variable ink (OVI) developed by SICPA of Switzerland.

One specific structure, which was originally characterized by our group at Exeter, comprises a single sculpted multilayer that produces microscopic arrays of two individual structural colours. These colours are juxtaposed in such a way as to produce the appearance of a third colour, in the same way that a colour television creates the full colour spectrum by adding together three individual colours with different intensities. But the specific design of the multilayer of this particular butterfly assigns anomalous polarization properties to only one of the two individual colours. In other words, the reflection of one colour is polarized, while that of the other colour is not. This offers a covert and additional security feature that considerably decreases the risk of counterfeiting.”

- by Jean Pol Vingeron

# Self-Organizing Social Structures

## EMERGENT SELF-CARE

FOR SOCIAL INSECTS, TEAMWORK IS predominantly self-organized. Coordinated primarily through the interactions of individual colony members, the insects can solve complex problems even though each interaction may be very simple.

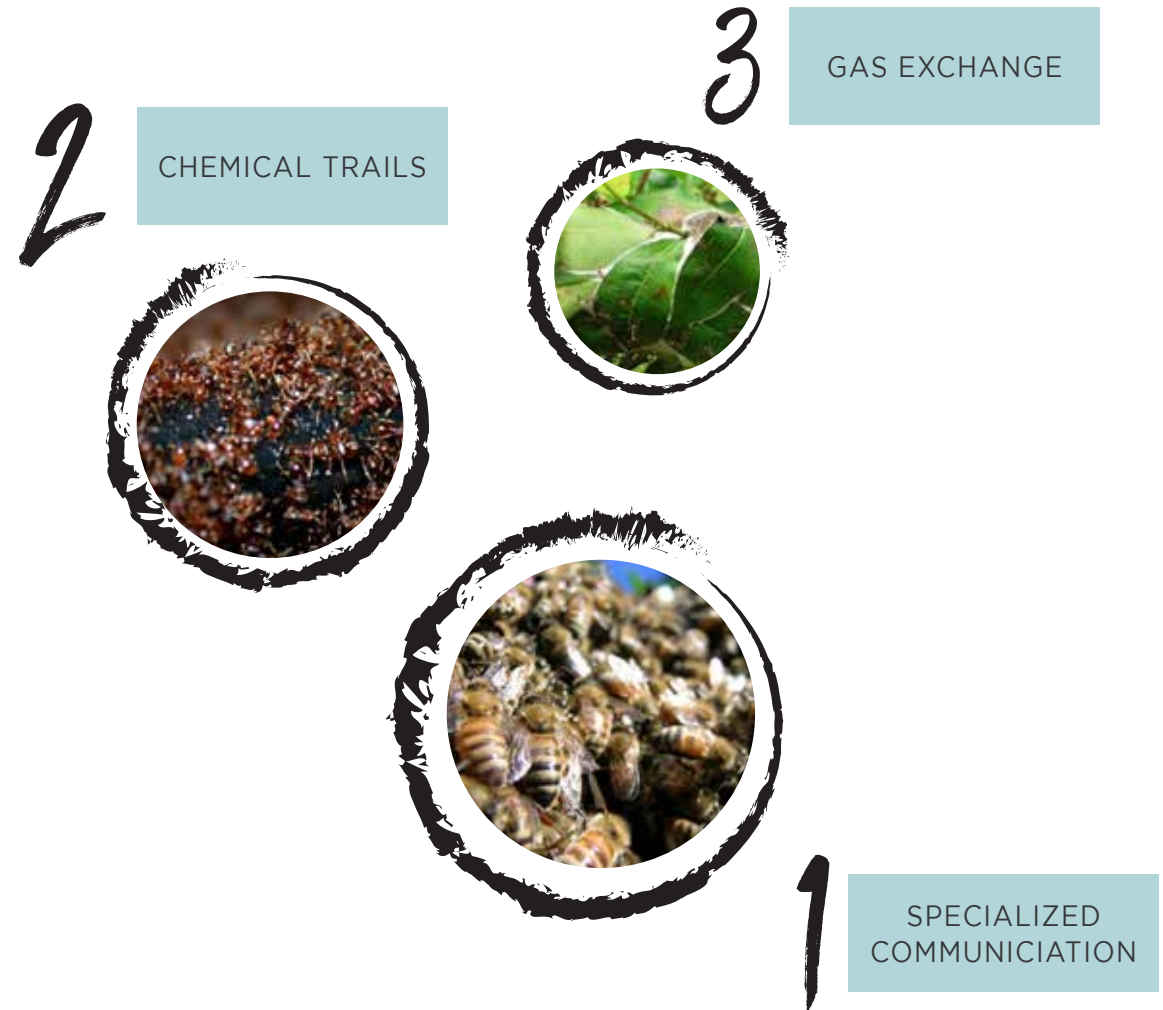
In the same way, some termites, with no supervision, collectively build above-ground mounds that may facilitate gas exchange with their below-ground nests. Although science has yet to fully explain the exact mechanisms through which these mounds are created, several models indicate that termites are more likely to deposit soil particles where other individuals have just placed particles, due to the presence of short-lived pheromones."

- from © AskNature

IN THE CONTEXT OF BATHFOOD, the organization would function best from an emergent organizational strategy wherein many of the duties that extrapolate to complex solutions could be handled by self-organized micro structures within the organization that allow for autonomous creation of product.

Not only would there be a natural, mentee-mentor relationship that would be fostered between participants, employees, and leaders, but the social resilience factor would be something shared, like the pheromones and gasses.

Bathfood could create discrete structures for recipe development by giving youth self directed exercises, embracing failure and mess, and giving autonomy to the youth as they are rebuilding their lives.



© AskNature.org. Photo from left to right by Dude K, Daryl, and Troy Trolley. CC by NC.



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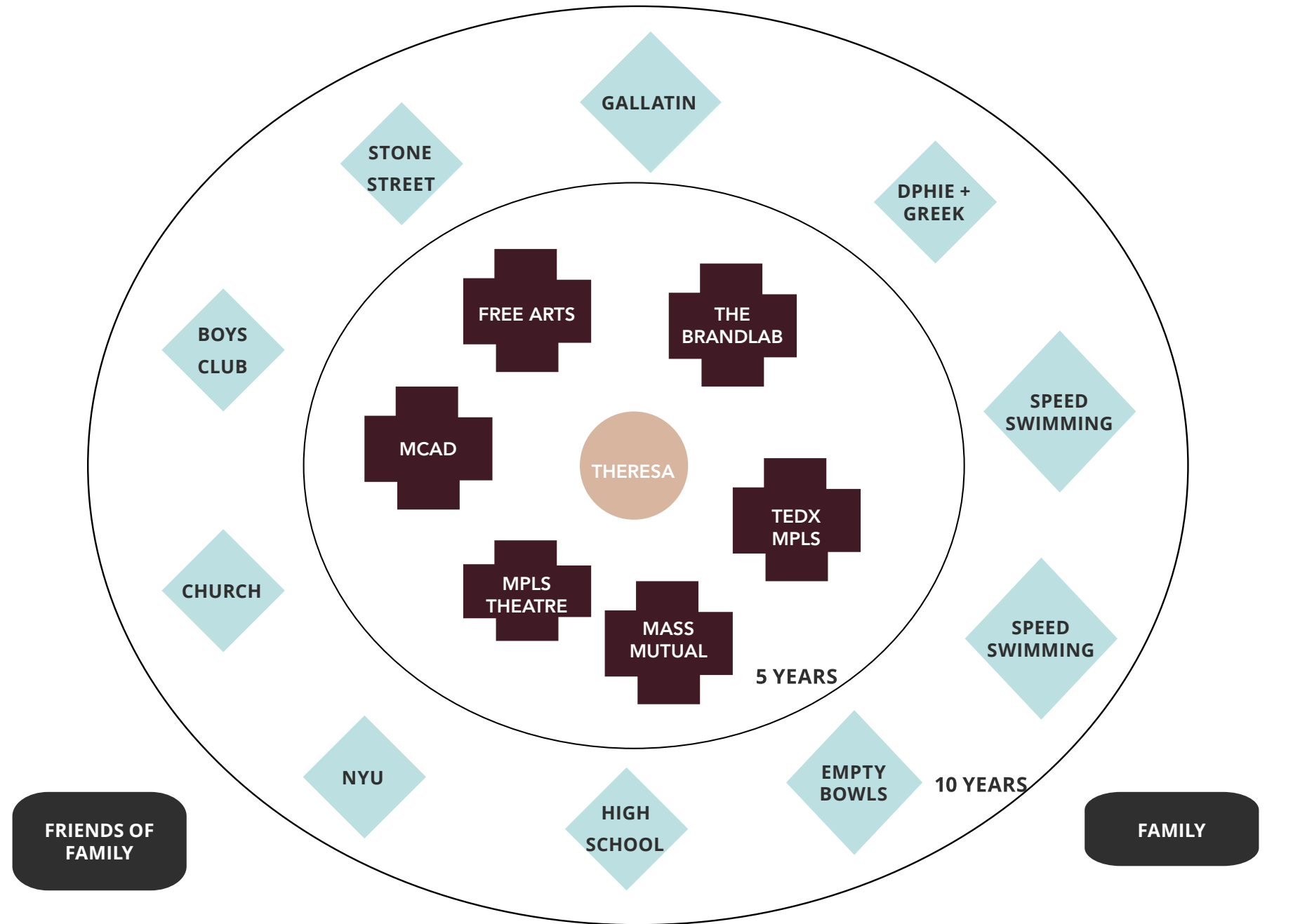
# bathfood

## LIQUID NETWORKS | OPPORTUNITIES FOR FEEDBACK

I've been notorious about avoiding getting my networks involved. What I've learned up until now is that no village was built in a day - though I seem to think I can always do it on my own. I am just one person, and that its healthy - even necessary - if I want my idea to succeed.

In the draft I found that each person was connected to a larger community of people. I expanded the network diagram to include discrete representations of the organizations, communities, and volunteerism that I have participated in, are participating in, and actively think about on a daily basis.

I noticed that my involvement with TEDx, The BrandLab, MCAD, and Free Arts already inform the trajectory I would like to pursue with BathFood. Indeed, tangentially speaking I am connected to a lot of organizations that are organizationally doing the thing that I want to do with career rehabilitation for high - opportunity youth in the LGBT sphere. I have a depth and breadth of connections to non profits and value driven businesses, with a focus on design and making.



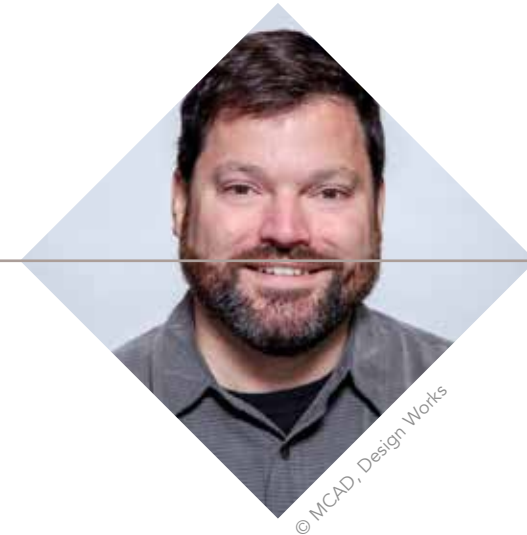
# Liquid Network

## BUSINESS ADVISORS



**BEAU SINCHAI**

Self-employed jewelry designer and fabricator, Beau Sinchai owns Koonyai Studios, earned her undergraduate degree in Architecture at University of Minnesota, and an MFA at Cranbrook. She teaches in the Entrepreneurial Studies program at Minneapolis College of Art and Design, is a member of Women in Industrial Design, is an immigrant from Thailand, and works for Pilsbury as their Design Thinking consultant.



**GABRIEL RUEGG**

Gabriel Ruegg is the Head of Product Design at Minneapolis College of Art and Design. He holds an MFA in Industrial Design from Pratt Institute and a BA from Hampshire College, and has worked on design for mass production for Martha Stewart Living, OXO, and Williams Sonoma. His practice includes nuts and bolts product design, sustainability, strategy, design research, patent/IP research, branding, marketing, and UI/UX.



**CHRIS ARNDT**

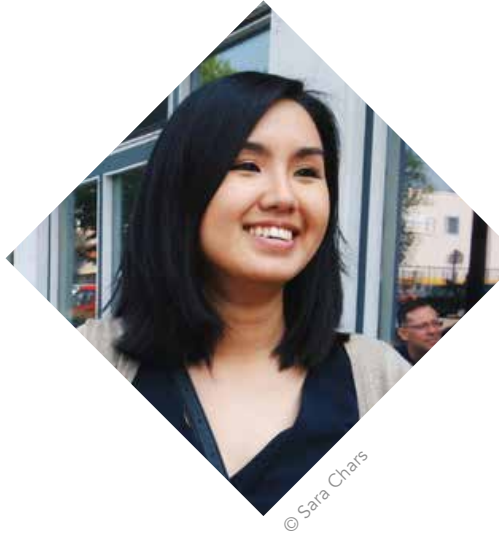
Chris Arndt is a Financial Advisor working for Mass Mutual, and serves as the go to money person for my husband and I. With a depth of experience working in risk management practices on a personal level and for small business, Chris has a command of the financial sphere in Minneapolis. He is also an avid supporter of LGBT organizations in Minneapolis and is well connected in the local Pride scene with his life partner.



**JASMINE RUSSELL**

Jasmine Russell, former Head of Curation for TEDxMinneapolis and founder of Monicat Data, is a woman of color, an entrepreneur, and a firestarter in the entrepreneurial arts scene in Minneapolis. She is well connected in the artistic sphere, and has the business savvy to help artists and makers become more organized with their artistic practice to accomplish the work and impact that they wish to see in the world.





## BEAU SINCHAI

Self-employed jewelry designer and fabricator, Beau Sinchai owns Koonyai Studios, earned her undergraduate degree in Architecture at University of Minnesota, and an MFA at Cranbrook. She teaches in the Entrepreneurial Studies program at Minneapolis College of Art and Design, is a member of Women in Industrial Design, is an immigrant from Thailand, and works for Pilsbury as their Design Thinking consultant.

"I think what I'm most excited about with this idea is its scalability."

### WHAT IS YOUR INITIAL REACTION TO THIS AS A CONCEPT?

I think you have an ability to present yourself with vulnerability and strength. It makes your proposal compelling to the reader in that it allows for the reader to relate. The concepts around healing and systems approach to community resonate and are clear. Its really powerful!

### WHAT IS MOST SUCCESSFUL ABOUT THIS IDEA?

I think what I'm most excited about with this idea is its scalability. Its super easy to see this growing from a small operation, that you as a solo-preneur spearhead, into a large non-profit selling your wares to big box retail.

### WHAT ABOUT THIS IDEA AND PROPOSAL COULD USE SOME WORK?

You have a ton of drive and passion, clearly, but I would want to see some numbers. I also want to maybe see a way that you see the organizational structure growing as you move past a singular food truck, because if you get massive traction you have to compensate and accomodate for explosion in growth. How will you be ready for that? And vice versa, how will you be ready for

the drier times in your business? It warrants a deeper look at your management and organizational structure so you are not caught off guard by demand. Prioritize the way you want to run the business, and how that relates to your values. I think that will determine how well your idea will succeed - how well you write your values, and how well you adhere to them as your company grows.

### HOW COULD THE PRESENTATION BE IMPROVED?

Financials, definitely. Watch out for some of the wierd design mistakes you have here. Work on the heirarchy, and include some recipe projections so that they know how you want to work with vendors. If you go for sustainability credentials, be prepared to work to find those vendors to have supply chain transparency.

### IN YOUR PROFESSIONAL EXPERIENCE, HOW FEASIBLE IS THE IDEA?

Very - but prepare to have it consume you!

### WHO DO YOU SEE THIS IDEA IMPACTING MOST?

This idea has the potential to affect everyone, and will ripple out. The thing is you're not just targeting LGBT youth, you're looking to

take down the capitalist approach to self care and self love. I agree with you - we cannot continue moving at the pace that we are moving at and continue to feel inspired as a nation. This stresses healing, and it affects everyone.

### WHAT ORGANIZATIONS DO YOU KNOW OF ARE DOING SIMILAR THINGS, AND WHERE ARE THEY LOCATED?

The BrandLab, definitely. Reve Academy is also doing work in this sphere. Try Finnegan's brewery if you want a model that is more open source, asking for work from homeless off the streets.

### IF YOU WERE AN INVESTOR, IF THERE WAS ONE THING YOU WOULD LIKE TO SEE MORE OF, WHAT WOULD IT BE?

Financials, recipe plans, an organizational structure, 3-5-10-15 year projection sketches. Maybe a fun picture of the bath truck.



## GABRIEL RUEGG

Gabriel Ruegg is the Head of Product Design at Minneapolis College of Art and Design. He holds an MFA in Industrial Design from Pratt Institute and a BA from Hampshire College, and has worked on design for mass production for Martha Stewart Living, OXO, and Williams Sonoma. His practice includes nuts and bolts product design, sustainability, strategy, design research, patent/IP research, branding, marketing, and UI/UX.

### WHAT IS YOUR INITIAL REACTION TO THIS AS A CONCEPT?

Its impressive, that's for sure. I know for a fact this isn't the first business idea you've had, but it definitely has the most impact to a personal issue that you, yourself, have connections to. I think it will help it remain at the forefront of your mind as you continue to work on it.

### WHAT IS MOST SUCCESSFUL ABOUT THIS IDEA?

Its simplicity. This idea is a lot different than what you are doing now. Keep that in mind as you move forward. But it isn't a death knell - you can apply the same skills that you have knowing cradle-to-grave processes in furniture and product design in a concept that uses a product as a means to an end.

### WHAT ABOUT THIS IDEA AND PROPOSAL COULD USE SOME WORK?

Funding is not really outlined. You also talk about some people to "partner" with, but partnerships are really two companies that come together and trade things other than true money sometimes - its a mutually beneficial relationship. Maybe consider how you wish to partner with others to learn best on how to structure your business to

*"This idea is alot different than what you're doing now. keep that in mind as you move forward."*

collaborate with others in the LGBT scene - like Target's connection to Pride, or MCAD's clear devotion to equity and diversity in thier student body. There are more partners out there, that are more relevant to the cause you're looking to push forward.

### HOW COULD THE PRESENTATION BE IMPROVED?

I need to know more about the product and how it relates to the larger organization. Does the product need to be just bathbombs? Also - do you need your trucks to be climate controlled? How deep do you want to go with sustainability? Do your trucks run on bio-diesel? How expensive is that?

### IN YOUR PROFESSIONAL EXPERIENCE, HOW FEASIBLE IS THE IDEA?

Seems simple. But clearly, you wont know until you do it.

### WHO DO YOU SEE THIS IDEA IMPACTING MOST?

Everyone. Obviously the intended audience will get the most obvious benefits but this benefits everyone.

### WHAT ORGANIZATIONS DO YOU KNOW OF ARE DOING SIMILAR THINGS,

### AND WHERE ARE THEY LOCATED?

I just moved here, but I just mentioned Target. You could think about reaching out to 3M to get their take on things, in terms of chemistry and recipe development, and how safe things are for human use. But I know only really the mass production side.

### IF YOU WERE AN INVESTOR, IF THERE WAS ONE THING YOU WOULD LIKE TO SEE MORE OF, WHAT WOULD IT BE?

Illustrations and beautiful product shots. Maybe some pictures of you working. Better design paraphenaila.



## CHRIS ARNDT

Chris Arndt is a Financial Advisor working for Mass Mutual, and serves as the go to money person for my husband and I. With a depth of experience working in risk management practices on a personal level and for small business, Chris has a command of the financial sphere in Minneapolis. He is also an avid supporter of LGBT organizations in Minneapolis and is well connected in the local Pride scene with his life partner.

### WHAT IS YOUR INITIAL REACTION TO THIS AS A CONCEPT?

There is a phrase that I have on my bathroom mirror - I know I quote a lot of movies and inspirational things, but this particular one came to mind as I was reading your proposal. "Dare to dream big, lest you die small." This has the potential to impact many, many communities, and it's as big as it gets.

### WHAT IS MOST SUCCESSFUL ABOUT THIS IDEA?

I love that you are using a product not to make money, but to make impact. So much about this idea actually funnels money as a means to an end, and the impact of that is going to be substantial.

### WHAT ABOUT THIS IDEA AND PROPOSAL COULD USE SOME WORK?

You've got a tiger by the tail. The impact you will have is immense, but it will come at a cost. Be sure that you know that you will make mistakes - and you have my permission to! But it will involve, at times, you going into more debt in order to stay on track. I would like to see more of your values, vision, and reasons why you are going to push this endeavor out into the world, because once you do, it's out there, and it's yours.

*"You've got a tiger by the tail. The impact you will have is immense, but it will come at a cost."*

### HOW COULD THE PRESENTATION BE IMPROVED?

I'm a financials guy. I need to see some form of plan on how you want to grow your business. I can see this being wildly successful and Target taking an interest in your idea. In order to not lose sight of your goals, you need to be sure that you don't suddenly find yourself in a live-action version of an etch-and-sketch erasure, you need to have some form of steel rebar to come back to.

### IN YOUR PROFESSIONAL EXPERIENCE, HOW FEASIBLE IS THE IDEA?

Anything is feasible if you just go for it. Funny thing to say as a financials guy, but you totally can do it. Just be sure that you know who to talk to, and invest in the right supporting people, because I can tell you are afraid of money and there are people out there who love managing it.

### WHO DO YOU SEE THIS IDEA IMPACTING MOST?

Everyone. I see myself in this story. I was in two abusive relationships early in my life and it affected how I live my life now. Transphobia is still a problem. You're talking about supporting ]people than you know.

### WHAT ORGANIZATIONS DO YOU KNOW OF ARE DOING SIMILAR THINGS, AND WHERE ARE THEY LOCATED?

You're going to have to lean on the Small Business Administration heavily. You have most of the businesses on this list that I would have recommended to you, so just go through these contacts. I have people and connections in each one of these, so if you need help getting in touch let me know.

### IF YOU WERE AN INVESTOR, IF THERE WAS ONE THING YOU WOULD LIKE TO SEE MORE OF, WHAT WOULD IT BE?

I can help you put together what you need and in touch with people interested. Let's set up a time to talk.





## JASMINE RUSSELL

Jasmine Russell, former Head of Curation for TEDxMinneapolis and founder of Monicat Data, is a woman of color, an entrepreneur, and a firestarter in the entrepreneurial arts scene in Minneapolis. She is well connected in the artistic sphere, and has the business savvy to help artists and makers become more organized with their artistic practice to accomplish the work and impact that they wish to see in the world.

### WHAT IS YOUR INITIAL REACTION TO THIS AS A CONCEPT?

I look away for literally 2 months and here you go again with something incredible! Theresa, you are a literal powerhouse of ideas, this is just one more reason why I think something has to just pan out for you soon!

### WHAT IS MOST SUCCESSFUL ABOUT THIS IDEA?

It is so simple. I mean, a bathbomb is something everyone can get behind. Who doesn't like a bath? But really, they can be so expensive. I can definitely see a truck full of beautiful youth, owning their product line, excited to share it with the world. I think what is most successful for me is the accessibility. Its simple, accessible, and elegant.

### WHAT ABOUT THIS IDEA AND PROPOSAL COULD USE SOME WORK?

Do you know people? This might be the place you will struggle most. Girl, stop disappearing - we miss you and think you're amazing. Ultimately, I think the success in this idea lies in the connections you have with other people. It will require you to lean on your network for help. The more you could demonstrate that, it will help immensely.

*"The success in this idea lies in the connections you have with other people. It will require you to lean on your network for help."*

### HOW COULD THE PRESENTATION BE IMPROVED?

What about some beautiful pictures of you making and helping people? Maybe some pictures of you holding a sign raising money?

### IN YOUR PROFESSIONAL EXPERIENCE, HOW FEASIBLE IS THE IDEA?

I work with artists. Anything is feasible if you just go in that direction and don't look back. Don't look back! This will only be as impactful as you want it to be. Do not lose sight of the prize - be the person you needed when you were younger. We need more people who are willing to be that, now.

### WHO DO YOU SEE THIS IDEA IMPACTING MOST?

The gay community is also a transectional community. This will impact people, period. I don't think there is a way to truly measure what your impact will be. That's the joy of owning a business and moving in the direction that allows you to grow into the thing you need to be - what you're called to be.

### WHAT ORGANIZATIONS DO YOU KNOW OF ARE DOING SIMILAR THINGS, AND WHERE ARE THEY LOCATED?

You've got the most listed here! Let me know if you want more connections - you know how many are connected through TEDx. Dustin Huibregste, Kamren, some of our speakers....I'll keep my thoughts open for you.

### IF YOU WERE AN INVESTOR, IF THERE WAS ONE THING YOU WOULD LIKE TO SEE MORE OF, WHAT WOULD IT BE?

Financials, definitely. Ground the idea a bit and that will help go a long way.





# Business By Design

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MICRO-ENTREPRENEURSHIP  
ONBOARDING





# SIX WEEK PLAN

- |               |  |
|---------------|--|
| <b>Week 1</b> | <b>Intro to Entrepreneurship</b><br>basic business understanding, cost benefit analyses, investment, team dynamics |
| <b>Week 2</b> | <b>Market Research</b><br>Copywriting, social, outreach, PR  |
| <b>Week 3</b> | <b>Creative Development</b><br><i>Direction and messaging components, larger identity development</i>              |
| <b>Week 4</b> | <b>Product Development</b><br><i>Human factors, scent names, certifications, UX, market surveys, pricing</i>       |
| <b>Week 5</b> | <b>Partnership and Investing</b><br><i>Networking, value co-creation, long-term visioning, systems thinking</i>    |
| <b>Week 6</b> | <b>Deployment + Merchandising</b><br><i>Product positioning, promotional strategy, visual merchandising</i>        |



# Intro to Entrepreneurship

WEEK 1



# WEEK OVERVIEW

- Day 1**                    **BathFood's Microcosm**  
*Understanding the terms, concepts, and drivers behind small business ventures.*
- Day 2**                    **Systems of Partnership**  
*Supporting business ecology, how do small businesses get what they need.*
- Day 3**                    **Consumer Paradigms**  
*Understanding business systems typologies, basic concepts of economics, and value creation.*
- Day 4**                    **Application Exercise 1 | Shadowing**  
*A day in the life of internal operations.*
- Day 5**                    **Application Exercise 2 | Shadowing**  
*A day in the life of partnership organizations and account management.*
- Day 6**                    **Think Truck 1 | System Outline**  
*Create a visioning system outline for our Think Truck*



# Market Research

WEEK 2



# WEEK OVERVIEW

- Day 1**                    **Actor Relationships**  
*What is marketing? Key terms, logic, and values of the typical stakeholders and key players.*
- Day 2**                    **Market Analysis Techniques**  
*Product testing, social media, outreach and strategy development.*
- Day 3**                    **Content Creation and Sythesis**  
*Silo-culture and what it is, whole-systems perspectives on content creation, messaging.*
- Day 4**                    **Application Exercise 1 | Shadowing**  
*A day in the life of marketing and advertising.*
- Day 5**                    **Application Exercise 2 | Shadowing**  
*A day in the life of PR, social media strategy, guerrilla marketing, and collaborative content creation.*
- Day 6**                    **Think Truck 2 | Marketing + Think Truck**  
*Create a collaborative marketing strategy for the Think Truck. Create content, product names, and key driving scheme.*



# Creative Development

WEEK 3



# WEEK OVERVIEW

- Day 1**                      **Ecology of Aesthetics**  
*The look, fashion, and feel of human factors in overall creative direction, product development, and UX.*
- Day 2**                      **Branding and Creative Collateral**  
*A whole systems look at web design, social media content, and identity design for digital and print.*
- Day 3**                      **Product Integrations**  
*Messaging and copywriting for naming conventions, standards, and degrees.*
- Day 4**                      **Application Exercise 1 | Shadowing**  
*A day in the life of creative direction.*
- Day 5**                      **Application Exercise 2 | Shadowing**  
*A day in the life of content creation, product naming, and execution.*
- Day 6**                      **Think Truck 3 | Creative + Think Truck**  
*Create a branding strategy for the Think Truck, as well as copy and names for a suite of new products.*



# Product Development

WEEK 4

# WEEK OVERVIEW

- Day 1**                      **Needs-Based Alchemy**  
*Value-creation, product, and the answering of user-societal needs.*
- Day 2**                      **Product Research**  
*On-trend research into market needs and desires for niche product development. Basic certifications and governing bodies.*
- Day 3**                      **Product Development**  
*Pricing, sourcing, and manufacturing of prototypical recipes. Partnership resources for mass production.*
- Day 4**                      **Application Exercise 1 | Shadowing**  
*A day in the life of Product Research.*
- Day 5**                      **Application Exercise 2 | Shadowing**  
*A day in the life of Recipe Development.*
- Day 6**                      **Think Truck 4 | Creative + Think Truck**  
*Create a suite of new product for the Think Truck. Present a pitch deck for new product and certifications.*



# Partnership + Investing

WEEK 5



# WEEK OVERVIEW

- Day 1**                      **Doing the Dream-Work**  
*Out-reach and partnership opportunities. Best practices for networking. Event planning, trade shows*
- Day 2**                      **Event Planning + Vendors**  
*Care for and development of partnerships with core supporting players.*
- Day 3**                      **Engaging Community**  
*Seeking atypical community partnership. Community engagement techniques and investment/funding opportunities.*
- Day 4**                      **Application Exercise 1 | Shadowing**  
*A day in the life of Partnership Development and Vendor Management.*
- Day 5**                      **Application Exercise 2 | Shadowing**  
*A day in the life of Fundraising.*
- Day 6**                      **Think Truck 5 | Creative + Think Truck**  
*Create and investigate a means for event planning and community engagement.*





# Deployment + Merchandising

WEEK 6



# WEEK OVERVIEW

- Day 1**                    **Making It Happen!**  
*Gearing up for deployment of merchandise, debrief processes, and haptic business feedback.*
- Day 2**                    **Visual Merchandising and Stock**  
*Maintenance and systems of stocking to meet demand.*
- Day 3**                    **Creative Leadership and Team Collaboration**  
*Tribal and community leadership dynamics, atypical management styles, how to embody accountability.*
- Day 4**                    **Application Exercise 1 | Shadowing**  
*Food truck leadership techniques, stocking, and merchandising development.*
- Day 5**                    **Application Exercise 2 | Shadowing**  
*Food truck leadership techniques, stocking, and merchandising development.*
- Day 6**                    **Think Truck 6 | Deployment**  
*Deploy the Think Truck! Maintain stock quantities, create your own tribe,*



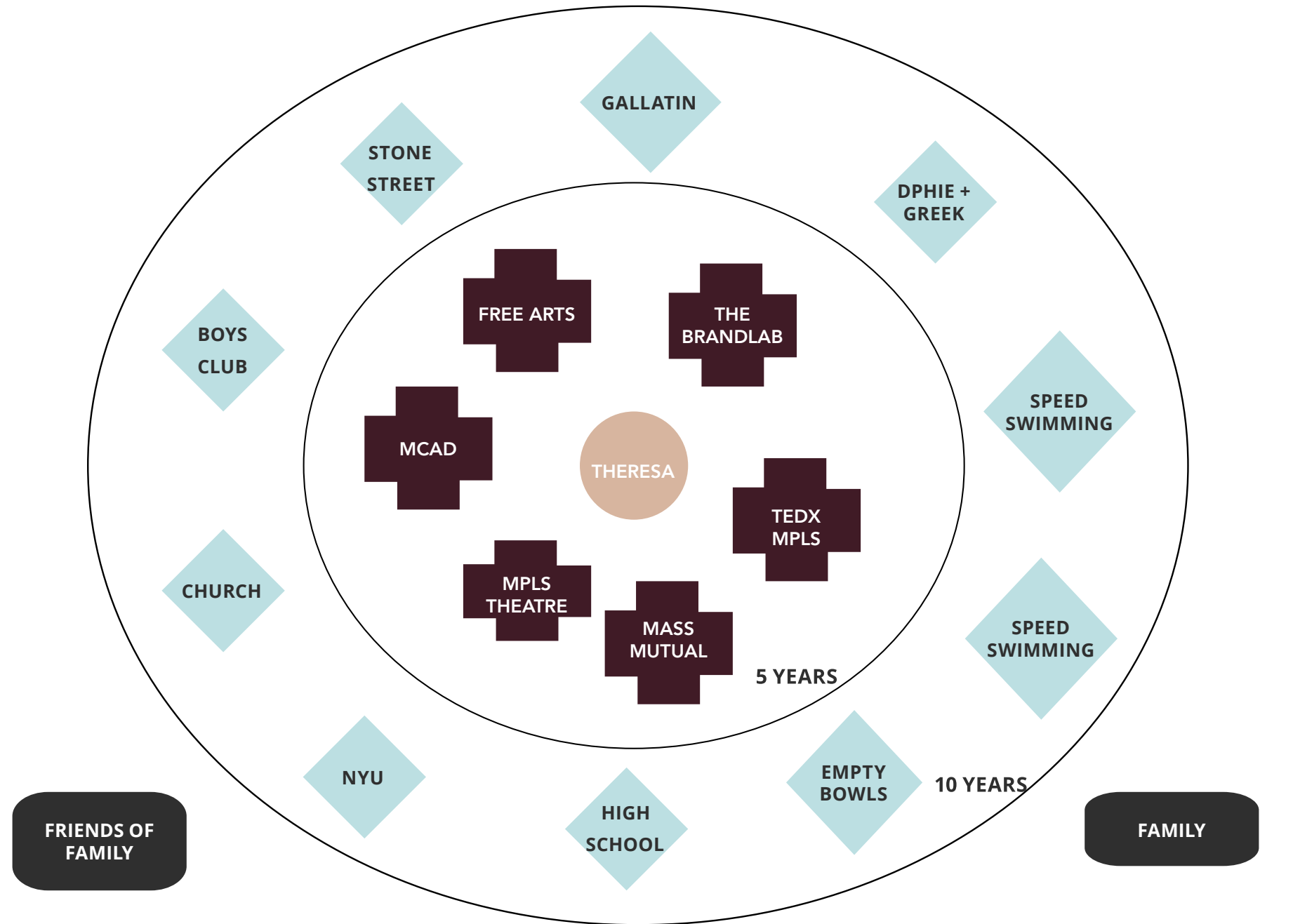
# bathfood

## FEEDBACK SESSION TWO

I expanded my reach and tapped into some different resources for my feedback this time!

Tapping into my network, I polled additional voices from MCAD, TEDx, and Reve Academy to find more relevant feedback.

Opinions were selected on the success of this venture, and how they saw their expertise informing next steps for me.



20 YEARS

# Liquid Network

## BUSINESS ADVISORS



**JUSTIN SIMS**  
**SOCIAL JUSTICE STORYTELLER,**  
**TARGET CORPORATE**

Justin Sims is a graphic designer and project manager/art director at Target Corporate, with a focus in social justice endeavors and sustainability. A graduate from University of Minnesota's Bachelor of Architecture, he elevates the use of space, design, and graphics in the service of telling stories.



**AMANDA JANSSEN**  
**EXECUTIVE DIRECTOR,**  
**REVE ACADEMY**

Amanda joined Rêve Academy with extensive experience in national and international education contexts, holding roles that ranged from classroom teacher and instructional coach to adjunct faculty at Hamline University. With a passion for working with diverse student populations, she brings inclusive practices into her design of peer coaching, curriculum, and pedagogy.



**ZACH ROBINSON**  
**EXECUTIVE DIRECTOR,**  
**SPARK-Y**

Committed to his staff and the youth population they serve, Robinson seeds principles of entrepreneurship and empowerment into his leadership approach. As a result, hundreds of interns and student participants have gone on to start their own businesses, obtain jobs, or are inspired by sustainable business practices for their future.



**ARIANE LAXO**  
**DIRECTOR,**  
**TEDXMINNEAPOLIS**

Ariane Laxo is an Interior Designer at HGA, where she practices evidence-based design in corporate and cultural sectors. She co-chairs the firm's Sustainability Council, and holds a Certificate in Positive Psychology. She is also the director of TEDxMinneapolis, speaks on the topic of sustainable architecture and design, and is an avid textiles artist on her free time.



**JUSTIN SIMS  
SOCIAL JUSTICE STORYTELLER,  
TARGET CORPORATE**

**WHAT IS YOUR INITIAL REACTION  
TO THIS AS A CONCEPT?**

Of course, being your husband I can't say that I've seen you come up with a bad idea, per se. This has been by far the most successful idea you've had, for sure. There is a lot of meat that you have, and I can even see you landing the Busch Foundation Fellowship.

On first glance though you could stand to make your Kickstarter goal numbers a bit higher. I can see you easily landing 150k, but it may take you hitting the ground running, cleaning up your presentation, and working on your extroversion skills.

**WHAT IS MOST SUCCESSFUL  
ABOUT THIS IDEA?**

Your copywriting is hilarious. Who am I kidding, most of it is successful - 80%. I think when you're not concerned about deadlines,

and are able to make a cohesive pitch deck, complete with branding and copywriting standards, you have a great shot of making the impact you wish to see in the world.

**WHAT ABOUT THIS IDEA AND  
PROPOSAL COULD USE SOME WORK?**

I know you hate numbers, but you need to put together some operational things soon. Numbers, a design for the skin of the truck, some actual bids would give everyone who is interested in funding you a chance to really see you think through what their money is going towards. Perhaps we can hire an accountant for you to do this work.

**HOW COULD THE PRESENTATION  
BE IMPROVED?**

Watch your language. Standardize your tone. Think about the systemic repercussions on the limits that you have on your product. Don't get caught doing 15 8 hour tours for random strangers!



**AMANDA JANSSEN  
EXECUTIVE DIRECTOR,  
REVE ACADEMY**

**WHAT IS YOUR INITIAL REACTION  
TO THIS AS A CONCEPT?**

I think there needs to be more business models in the world like yours - one where the provision is restorative instead of productive. The concept of slowing down in a business - that healing is baked into the ethos - is so different than what I've seen in the entrepreneurial sphere. Because you are not focused on making money, or product for product's sake, your focus on impact ultimately will save lives. I'm having trouble not breaking down and crying - its a touching and relevant idea that can reach so, so many people.

**WHAT IS MOST SUCCESSFUL  
ABOUT THIS IDEA?**

I already touched on what I think is successful about the idea itself - the notion that the product is the vehicle for success - but I think

the biggest success factor is how you're measuring success. Ultimately it is about impact, not the money that you make, that will determine whether or not you will like, or be nourished by, the work you do.

**WHAT ABOUT THIS IDEA AND  
PROPOSAL COULD USE SOME WORK?**

Find someone who adores numbers as much as you adore making. Symbiosis is important. The more you can destigmatize the importance of numbers, the better it will be for your business in the long run.

**HOW COULD THE PRESENTATION  
BE IMPROVED?**

You have the power of 'woo'. I'm so glad that you will be the face of the organization - I can feel your authenticity and integrity radiating off you. This being said, you cannot do this alone. Find ways to engage more people, and find ways to trust them with your idea. It will only help your business grow.





**ZACH ROBINSON**  
**EXECUTIVE DIRECTOR,**  
**SPARK-Y**

**WHAT IS YOUR INITIAL REACTION TO THIS AS A CONCEPT?**

You've got some spunk! The depth of this proposal is really great. As a person working in the impact sphere, social sustainability is one of the most overlooked areas in sustainability because its the hardest to measure. I love that you unapologetically are able to take a deeper look at this and be unafraid of the consequences of standing at the helm of an organization like this. Its commendable.

**WHAT IS MOST SUCCESSFUL ABOUT THIS IDEA?**

The depth of this concept is like Spark-Y's visioning - how might we equip other change makers to be entrepreneurs and visionaries? How can we shape young people's minds? Ultimately, I think the greatest strength is that you are taking the next generation of the world and giving them the tools to take

control of an otherwise dire situation. They will ultimately be the ones that will save us.

**WHAT ABOUT THIS IDEA AND PROPOSAL COULD USE SOME WORK?**

You didn't go to school for business, and that's okay. But you do need to do a formal business plan at some point. Perhaps an online presence. Something that will allow investors to take you seriously. You've got a great start here, with identity, ethos, and vision. Just get some raw data behind it and you're golden.

**HOW COULD THE PRESENTATION BE IMPROVED?**

Careful with how you interact with your language. Some folks can be put off with it.



**ARIANE LAXO**  
**DIRECTOR**  
**TEDxMINNEAPOLIS**

**WHAT IS YOUR INITIAL REACTION TO THIS AS A CONCEPT?**

Yup, Theresa is at it again! This is a great concept. Making as a form of healing - the vehicle for a business, the reenvisioning of what healing can be. I'm all for turning capitalism on its head.

**WHAT IS MOST SUCCESSFUL ABOUT THIS IDEA?**

I know that we focus so heavily on the built environment for things in social sustainability. I like that you call attention to the fact that we do not have to be separate from the things that the Earth provides for us. All the goodness it gives us - comfort, life, sustenance, connection - all of these things are present in your proposal. I love that you are able to connect all these things together as the focal point of community. Self care is no longer a luxury in your paradigm - its important to being human.

**WHAT ABOUT THIS IDEA AND PROPOSAL COULD USE SOME WORK?**

You're great at being a single warrior. People will flock to that. But ultimately you will at some point need to know how to delegate work. Put that system in place now - design it, lay it out, think it through like only you can do as a maker and theorist. And when it sometimes doesn't harness the chaos of the universe - be flexible. Things are able to change in the moment, but the more you can get ahead of the issue, the easier it will be for you to remain nimble.

**HOW COULD THE PRESENTATION BE IMPROVED?**

NUMBERS.





bathfood

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**KICKSTARTER**



# A SIMPLE PROCESS





A hand is shown from the bottom, holding a stream of glowing blue particles that rise into the air. The background is dark, making the blue light stand out. The overall mood is one of hope and upward movement.

*Kickstarting* a new **FUTURE**

WE HAVE LIFT OFF





# LET'S GET STARTED

Project Image



Project Title (15/60)

BATHFOOD - A SOCIAL SUSTAINABILITY INITIATIVE

Short Blurb (5/135)

A social endeavor focused on helping at risk and homeless LGBTQ youth obtain career skills through creation of self-care products.



Category (Crafts/Food)

FOOD - FOOD TRUCKS.

Project Location

MINNEAPOLIS, MN

Funding Duration  
(60 max, 30 recommended)

45 DAYS, SUMMER 2018

Funding Goal

FUNDING GOAL IS \$100,000. Enough to buy one food truck, retrofit it, supply it, and employ one employee for 4 months.





# Tier One

## MONETARY HIGH-FIVES

### LE LISA FRANK - \$5.00

<b>TITLE</b>	The Lisa Frank
<b>PLEDGE AMOUNT</b>	\$10.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>• Kick-ass BathFood logo sticker, 3"x5"</li> <li>• The feel-good reminder that come from helping out people in need.</li> </ul>
<b>ESTIMATED DELIVERY</b>	3 weeks from close of campaign.
<b>SHIPPING DETAILS</b>	Mailer.
<b>LIMIT AVAILABILITY</b>	350

### BETTER OUT THAN IN - \$10.00

<b>TITLE</b>	Better Out Than In
<b>PLEDGE AMOUNT</b>	\$20.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>• One bath bomb</li> <li>• One sticker with our logo, 3"x5"</li> <li>• Spiritual high five from everyone at BathFood for letting it all hang out.</li> </ul>
<b>ESTIMATED DELIVERY</b>	6 months from close of campaign
<b>SHIPPING DETAILS</b>	\$2.50 for shipping. Items may be perishable.
<b>LIMIT AVAILABILITY</b>	200

# Tier Two

## GOOD FEELS + PRODUCTS

### TREAT YO' SELF - \$25.00

<b>TITLE</b>	Treat Yo' Self
<b>PLEDGE AMOUNT</b>	\$40.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>• A kit of three signature bathbombs.</li> <li>• A personal thank you from our founder.</li> <li>• Smelling real good for three days of your choosing.</li> </ul>
<b>ESTIMATED DELIVERY</b>	6 months from close of campaign
<b>SHIPPING DETAILS</b>	\$2.50 for shipping. Items may be perishable.
<b>LIMIT AVAILABILITY</b>	100

### THE YASS QUEEN - \$50.00

<b>TITLE</b>	The Yass Queen
<b>PLEDGE AMOUNT</b>	\$80.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>• A black Bathfood apron as a supporter of our team, created by one of our sponsors.</li> <li>• A personalized thank you from the founder.</li> </ul>
<b>ESTIMATED DELIVERY</b>	3 months from close of campaign
<b>SHIPPING DETAILS</b>	\$2.50 for shipping. Items may be perishable.
<b>LIMIT AVAILABILITY</b>	50



# Tier Three



## LOVE IT, SHIP IT, GET INVOLVED

PRONOUNS, PLEASE - \$150.00

<b>TITLE</b>	Pronouns, Please
<b>PLEDGE AMOUNT</b>	\$170.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>Name a scent of your choosing during product development.</li> <li>Your name on the website as a collaborator in our scent lab.</li> <li>A personal thank you note from the founder,</li> <li>1 pack of three bathbombs.</li> <li>Knowledge that you had helped a bathbomb find itself.</li> </ul>
<b>ESTIMATED DELIVERY</b>	
<b>SHIPPING DETAILS</b>	
<b>LIMIT AVAILABILITY</b>	24

RU PAUL-ED IT - \$300.00

<b>TITLE</b>	Ru Paul-ed It
<b>PLEDGE AMOUNT</b>	\$350.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>30% off a subscription for 3 pack monthly.</li> </ul>
<b>ESTIMATED DELIVERY</b>	
<b>SHIPPING DETAILS</b>	
<b>LIMIT AVAILABILITY</b>	20

# Tier Four

## SPONSORSHIP + PATRONS

### ONE LOVE, SAME LOVE - \$100.00

<b>TITLE</b>	One Love, Same Love
<b>PLEDGE AMOUNT</b>	\$350.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>• 60 min Skype date with the founder</li> <li>• A kit of 3 bathbombs.</li> <li>• An artful exchange of camaraderie and community.</li> </ul>
<b>ESTIMATED DELIVERY</b>	Scheduled upon request.
<b>SHIPPING DETAILS</b>	None
<b>LIMIT AVAILABILITY</b>	8

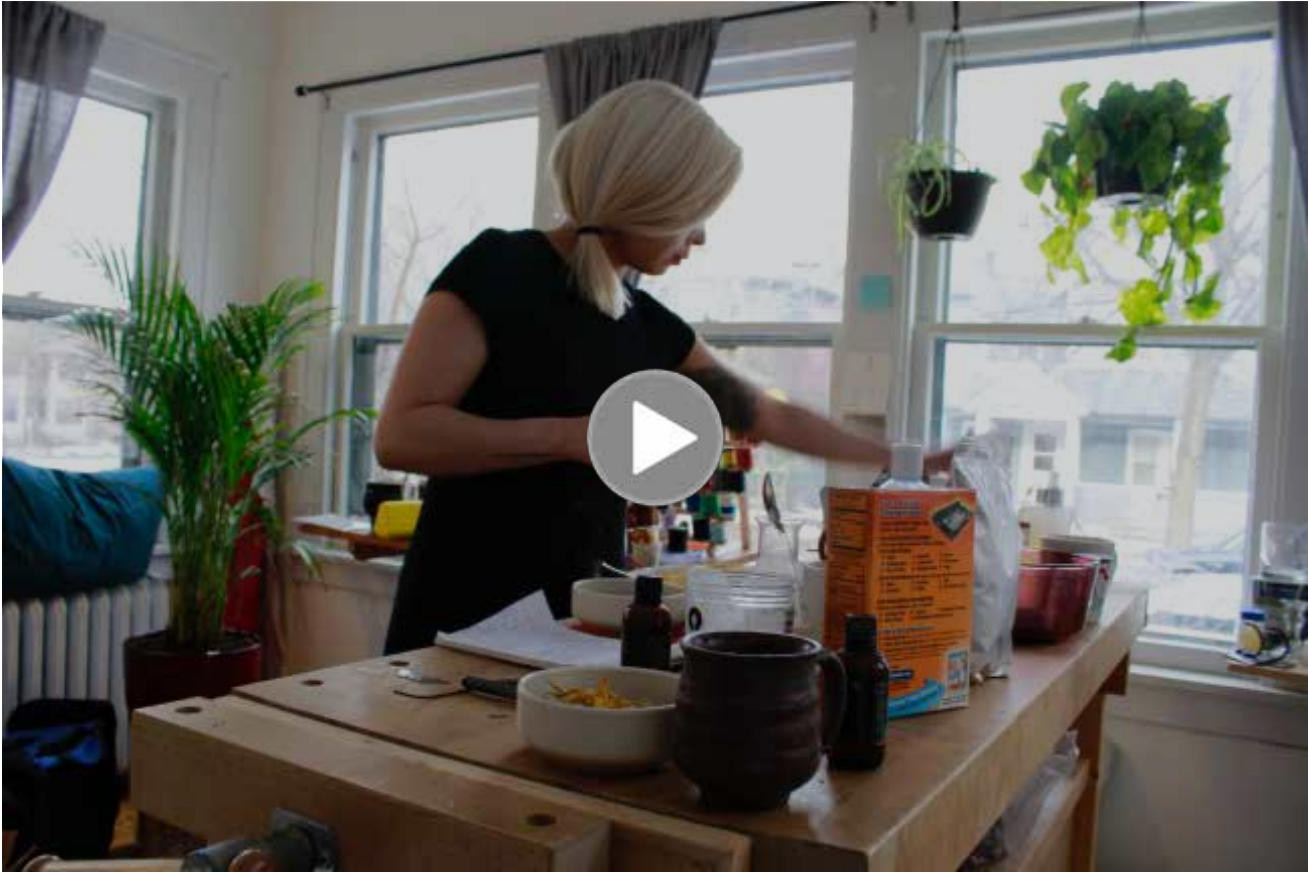
### BORN THIS WAY - \$1,000.00

<b>TITLE</b>	Born This Way
<b>PLEDGE AMOUNT</b>	\$1,500.00
<b>DESCRIPTION</b>	<ul style="list-style-type: none"> <li>• Your name immortalized on a food truck, as a founding member and supporter.</li> <li>• A subscription for a kit of 3 bathbombs for the flavor of the month.</li> <li>• A personal thank you note from the founder,</li> <li>• A day in the life of product development at BathFood</li> </ul>
<b>ESTIMATED DELIVERY</b>	Upon fabrication of the truck.
<b>SHIPPING DETAILS</b>	None.



# TELL US MORE

Project Video







Project description

BathFood is a Greyston Bakery, Open Hire Model early adopter, aiming to solve homelessness in LGBTQ youth through the manufacturing, marketing, and selling of self-care products aimed at boosting holistic views on self and community care.

I came up with the idea for BathFood, based on my musings on community, healing, full-stop connection to each other, and the role that these things can play in creating empathy. BathFood, originally a joke stemming from my bombs "looking so delicious that they could be eaten", speaks to this need to reconnect the lay-customer to a different outlook on nourishment – not only through a more affordable, high quality self-care option for themselves, but also through supporting a business that provides that same healing for at-risk LGBTQ youth.

At first a nimble operation, BathFood would act simultaneously as an ambassador for LGBTQ rights and for more affordable and sustainable self-care from a business model based off food trucks – and the products, marketed as fun plays on food, can be sold alongside single-serve lunch options in your standard downtown areas. This would be a "food" truck in the business of delivering nourishment for the soul – for its employees and customers alike.

**MISSION STATEMENT**

To highlight the universality of love in all its forms.

**VISION STATEMENT**

To bring health, community, and restoration to every being in the world.



## Risks and challenges

Rallying around the rainbow colors and sensuality of the LGBT movement, Bathfood is a business model where the product is community health, support, wellness, and love. The cosmetics and bath bombs produced through this endeavor are not the end - but rather the means to an end for bringing the healing of our environment through fostering connection to earth, community and self.

Through this, Bathfood has a seasonal system of approach to keep teams and resources small. Manufacturing during the winter months in small batch forms, with facilities for employees/mentees to work together to product test and create the year's menu of options - the offerings of which are wholly in the charge of the youth. In the summer months, youth will be in charge of leading their own trucks and vending their wares in small ways to targeted markets in Minneapolis.

In the early years of the business, it will start out with food-truck oriented business model, catering to the summer food-truck and festival crowds. From there, Bathfood hopes to grow into more markets, targeting food cooperatives, art fairs, craft fairs, boutique retail stores, and distributors. Due to the desire to keep manufacturing small, communities intimate, and environmental impact to a minimum, the ideal would be to avoid online merchandising and sales.



# MORE ABOUT YOU

Profile photo



Name

Theresa Minh Akers

Facebook connect

[www.facebook.com/theresa.akers](https://www.facebook.com/theresa.akers)

Biography

Theresa Akers is an interdisciplinary artist, radical vulner-abilist, and sustainability advocate who has dedicated her life to exploring how the built environment could nourish humankind. Her journeys have led her to explore set design for film and theatre, fine art through sculpture and painting, and into forays into commissioned product design and prototyping. A deeply empathetic educator, she teaches the basics of sculpture through mentoring young makers at Minneapolis College of Art and Design and is furthering her practice as a MASD candidate.

As a queer victim of sexual crimes herself, she is finding her career path and passions transitioning into investigating how products can restore, heal, and reconnect humans back to each other. When she's not running around learning as much as she is able, she finds time to relax by reading, sewing, and running around the lakes.





# ACCOUNT

Contact details

Email

akers.theresa@gmail.com Unverified

In order to use a project you need to verify your email. Send a verification email to course using the button below, then use the link in the email to verify your email address.

Send verification email

Funds recipient

*(Trust me, I'll fill this out later!)*

Bank account

Payment source

CONFIDENTIAL



# PREVIEW

Start a project

**KICKSTARTER**



By Theresa Akers  
First created

## BATHFOOD - REDEFINING LOVE AND NOURISHMENT FOR ALL

Sumptuous craft bath and self care products, in the service of the rainbow of diversity that is our LGBTQ youth.



**\$9,267**

pledged of \$11,000 goal

**39**

backers

**63**

hours to go

Back this project

Remind me



# Bibliography

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**CENTER FOR DISEASE CONTROL.** LGBT Youth. June 21, 2017. <https://www.cdc.gov/lgbthealth/youth.htm> (accessed Feb 2, 2018).

**TRUE COLORS FUND.** Our Issue. 2018. <https://truecolorsfund.org/our-issue/> (accessed Feb 2, 2018).

**UNIVERSITY OF CITY OF LOS ANGELES.** America's Shame: 40% of Homeless Youth are LGBT Kids. July 13, 2012. <https://williamsinstitute.law.ucla.edu/press/americas-shame-40-of-homeless-youth-are-lgbt-kids/> (accessed February 2, 2018).



# Project Summary

WEEK 5

Completed:

Notes:



Week 1

**Market Research** - surveys, resources, demographic studies  
"Is there a need?"

*Adequate - lots of superficial stats on the needs of the youth. Need more surveys and involved data on the ground level.*



Week 2

**Company description** - Mission, Values, Ethos  
"Why are we doing this?"

*Great! Happy with this.*



Week 3

**Product Offering Development**  
"With what are we doing this?"

*A redefinition of self-care to encompass more self care things to open innovation for the youth. Maybe more thought on how it structurally benefits the youth - growth in organization.*



Week 4

**Recipe Development + Financials**  
"What is the seed vehicle?"

*Financials are rough. Could stand to take a look at this again, and add other things like overhead cost and a building to work in.*



A close-up photograph of a person's hands holding a large cloud of purple powder. The powder is suspended in the air, creating a soft, ethereal glow. The hands are positioned at the bottom of the frame, with the fingers slightly curled. The background is dark, making the purple powder stand out prominently. The overall mood is dreamy and artistic.

# Looking Ahead

WEEKS 5 THROUGH 10



# Project Projections

WEEK 5

To Do:

Notes:

Week 5

## Supply Chain Analysis

*"Which stakeholders help create the product?"*

*Are the people you are sourcing your things from going to go against your goals? Who might you be able to source from? What are price points?*

Week 6

## Employee/Mentee Structures

*"Whom are we trying to help most?"*

*Connect to local mentors in your mentor list. Network more deeply. Refocus efforts on this project, do not split focus.*

Week 7

## Customer Base Study

*"With whom are we trying to engage with the most?"*

*Take the survey focus that was needed in your market survey and apply it here. Visit partners.*

Week 8

## Copywriting and Collateral

*"What materials would best get the word out?"*

*Create pamphlets, materials, and voice of the org using info you recieved from your market and customer base study. .*

Week 9

## Synthesizing + Design

*"In what medium would these materials best get the word out?"*

*Continue creating pamphlets. Storyboard a video. Format your language to Kickstarter template. Get feedback from a colleague.*

Week 10

## Kickstarter Launch

*"To what communities can we recieve the most funding?"*

*Sign up for a Kickstarter. Upload video and paraphenalia. Launch.*





# Reflections

WEEK 15: FINAL





"Aside from technical difficulties, I'm extremely glad I took the time to take a risk and present an idea that I wasn't sure was a successful one, to work on for this class. I underestimated the power of community as a tool for support and connections. I've gotten really good at doing things on my own, and what this class has given me are tools for understanding how I might best move past this first stage of my life. The natural entrepreneur in me is also a social one despite all my traumas and deep seated fears - what this class has shown me is that deep vulnerability can be rewarded by the discovery of my tribe.

I think the thing that has become even more clear to me is how solvent social structures can be. In many ways, I wasn't even aware of how much I was subscribing to the age old belief formed in high school that you ultimately are subject to (and inexorably a part of) the belief systems, expectations, and success parameters of the caste you are "born" into. When you, as the person wanting to instigate change and voluntarily making it happen, it becomes important to see these social structures for what they are - a collection of like-minded people subscribing to certain belief systems that feels most comfortable to who they are at that moment. Its been one of the few reasons why my desires to start a business has almost always been met with some form of disdain, doubt, shock, or a host of unsolicited advice around how my position as a woman, Asian, and lack of higher education in the relevant field will spell out failure. Ultimately, it is the perception of a lack of mobility that gets in the way.

There will always be people resistant to your success. It threatens their ideas about security, well-being, self-actualization, worthiness, and shame. There are real barriers to success and I'm never here to discredit the real struggles in race and gender. Its the whole reason why I'm aiming to create Bathfood - to answer a real need in the community. But in terms of personal success - clarity in my position in the communities I'm in, why I feel out of place, why the things I wish to do with my life are more often than not met with derision or suspicion has allowed me to start to understand that I'm not meant to be in these communities. The communities are solvent because I'm making them so. They're solvent because I'm starting to move through them to get to the types of people who will actually want to help me build the next economy.

I'm incredibly grateful for the comments and support I've recieved through this class, and to the remarkable response to the vulnerability I've put out into the world. I feel that alchemical change happens when we develop a life-giving relationship with the battle scars we all carry. There is the simple adage to be kind to everyone around you, because you know not what kind of battle they're waging. That is especially true now. The war we are fighting in these modern times is a spiritual one. And we can all be agents of change if we prioritize impact over hiding the issues we face concurrently."

- Theresa Akers

## LOCAL PARTNERSHIP OPPORTUNITIES

### The Bridge for Youth

<http://www.bridgeforyouth.org/>  
1111 West 22nd Street Minneapolis, MN 55405  
612-377-8800

### RECLAIM

"RECLAIM works to increase access to mental health support so that queer and trans youth may reclaim their lives from oppression in all its forms. Reclaim partners with youth ages 13 - 25."

<https://reclaim.care/>  
Pheng or Felicia at:  
612-235-6743  
[info@reclaim.care](mailto:info@reclaim.care)  
Consulting Fee

### The Aliveness Project

"Everyone should have the opportunity to lead a healthy, self-directed life, and people living with HIV should not feel stuck, isolated, or stigmatized."

3808 Nicollet Ave  
Minneapolis, MN 55409  
612.824.LIFE (5433)  
Hanna Dorn - Receptionist & Outreach - Ext.  
200

### PRIDE Institute

"Pride Institute is the nation's first and leading provider of residential, substance abuse and outpatient treatment programs devoted to treating addiction and the mental health needs of the LGBTQ+ community."

14400 Martin Dr.  
Eden Prairie, MN 55344  
Phone: 800-547-7433

### Rainbow Health Initiative

Provide essential resources to improve community health, Expand access to and availability of culturally responsive care, Advocate for LGBTQ health equity

[www.rainbowhealth.org](http://www.rainbowhealth.org)  
2577 West Territorial Road, St. Paul, MN 55114  
(612) 341-2060

### Avenues for Homeless Youth

The mission of Avenues for Homeless Youth is to provide emergency shelter, short-term housing and supportive services for homeless youth in a safe and nurturing environment. Through such service, Avenues seeks to help youth achieve their personal goals and make a positive transition into young adulthood.

<http://avenuesforyouth.org/>

1708 Oak Park Ave N, Minneapolis, Mn 55411

612-522-1690  
[info@avenuesforyouth.org](mailto:info@avenuesforyouth.org)

### Common Ground Meditation

"These small, peer-led groups meet at the center, in homes, and in other community venues to explore this path of awakening in terms of issues that are real in our lives. "

[commongroundmeditation.org/engaging-community/community-groups/](http://commongroundmeditation.org/engaging-community/community-groups/)  
[gabe@commongroundmeditation.org](mailto:gabe@commongroundmeditation.org)  
DharmaQueer - Wednesdays from 7:30 p.m.-9:00 p.m.  
2827 18th Ave S, MPLS, 55407



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