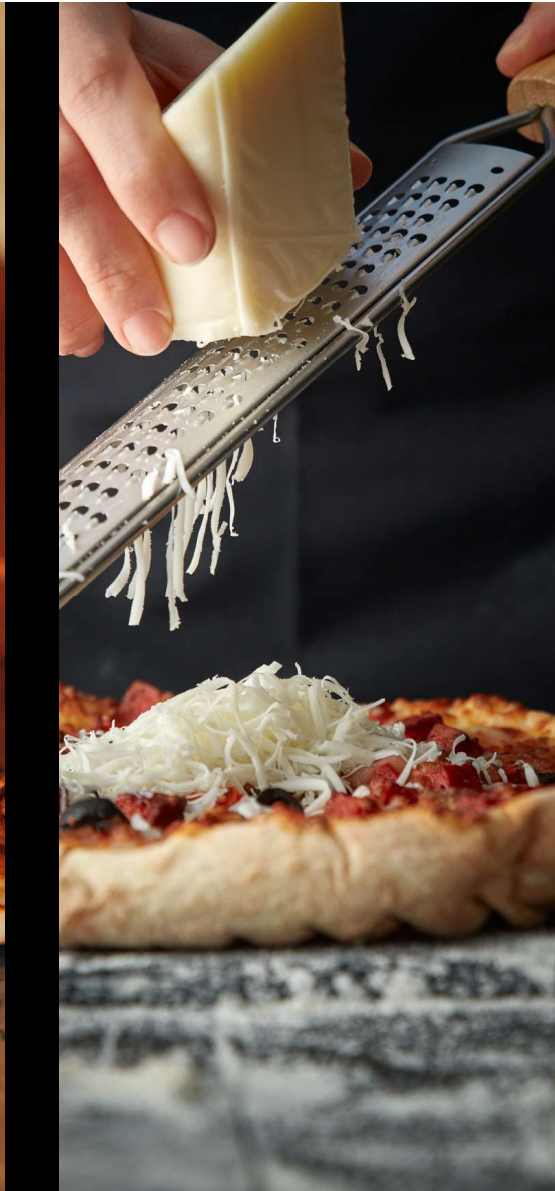
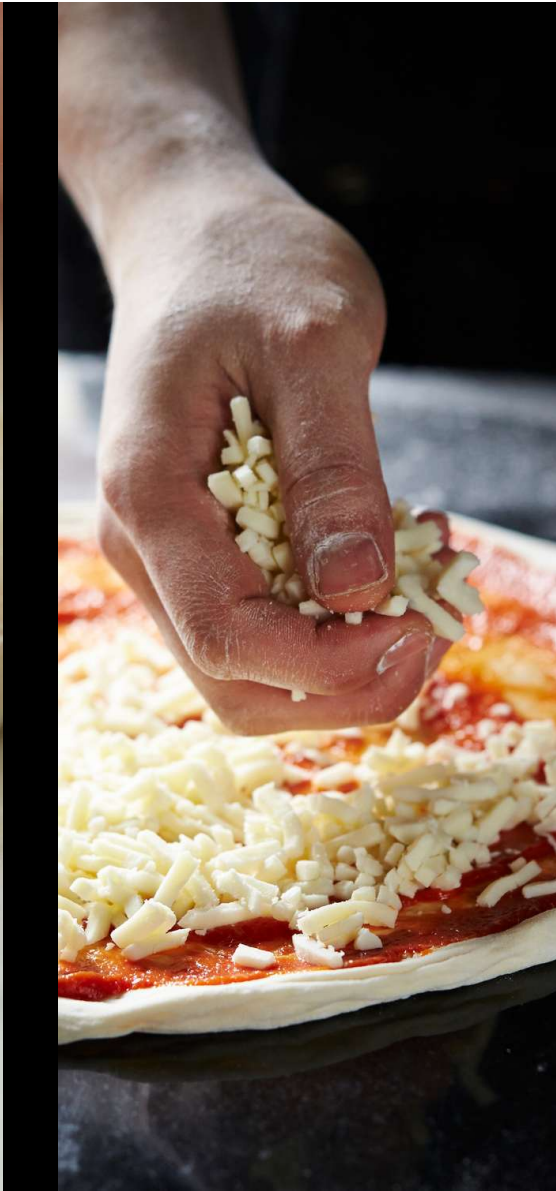




# INNOVATING FAITH IN FIRECRAFT

Team 04





FIRECRAFT  
To ignite long lasting ordinary passion

**HOW CAN FIRECRAFT CREATE A  
FUTURE-FIRST APPROACH TO  
RESTRUCTURE ITS ERGS TO BE AT THE  
FOREFRONT OF INNOVATION AND  
PROFITABILITY?**

# Meet the Team



Paisley Williams



Sydney Matthews



Marco DiLaudo

# AGENDA

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- 01 \_\_\_\_\_ Current State
- 02 \_\_\_\_\_ Problem Analysis
- 03 \_\_\_\_\_ Alternative Considerations
- 04 \_\_\_\_\_ Recommendations
- 05 \_\_\_\_\_ Risks Analysis
- 06 \_\_\_\_\_ Key Takeaways



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# CURRENT STATE



# Firecraft's Current Relationship with ERG's

1. Lack of revenue

2. No data to support

3. Lack of value from stakeholders

Current State

Problem Analysis

Recommendations

Risk Analysis

**HIGHER  
EXECUTIVE  
FINANCIAL  
MINDSET**



**EMPLOYEE  
SATISFACTION  
AND  
ENGAGEMENT**

Current State

Problem Analysis

Recommendations

Risk Analysis



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# CONSIDERATIONS

# FINANCIAL RISK

**\$500B**

Lost annually in lack of productivity  
due to disengaged employees

Current State

Problem Analysis

Recommendations

Risk Analysis

# WHY FIRECRAFT NEEDS ERG'S

66%



Employees believe their ERG fosters a sense of community

20%

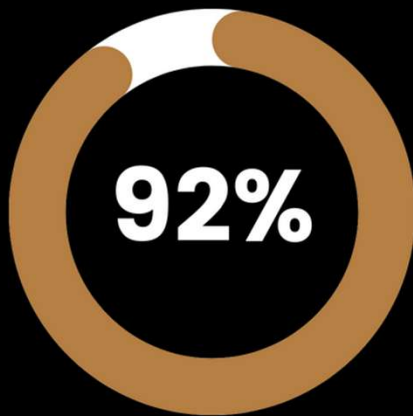


Fortune 500 companies have established faith-oriented ERGs

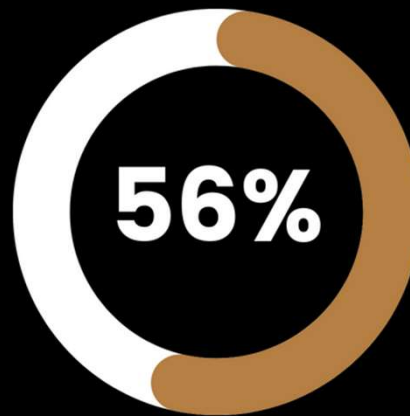


[https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/effective-employee-resource-groups-are-key-to-inclusion-at-work-heres-how-to-get-them-right?utm\\_source=chatgpt.com](https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/effective-employee-resource-groups-are-key-to-inclusion-at-work-heres-how-to-get-them-right?utm_source=chatgpt.com)  
[https://www.culturamp.com/blog/impact-of-employee-resource-groups-on-dei?utm\\_source=chatgpt.com](https://www.culturamp.com/blog/impact-of-employee-resource-groups-on-dei?utm_source=chatgpt.com)

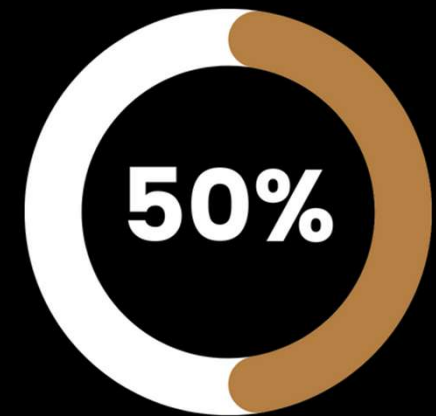
# BELONGING = PRODUCTIVITY



Workers want organizations that value well-being



Increase in job performance



Decrease in turnover rate



<https://hbr.org/2019/12/the-value-of-belonging-at-work#:~:text=If%20workers%20feel%20like%20they,of%20more%20than%20%20452M>



FIRECRAFT

To light long lasting ordinary passion

# ALTERNATIVE SOLUTIONS

Creation of  
a CRM for  
ERG

Creating  
Faith-Specific  
Products

Get Rid of  
ERG  
Entirely

Short-Term  
Feasibility



Long-term  
Viability



External  
Consideration



Internal  
Consideration



Current State

Problem Analysis

Recommendations

Risk Analysis

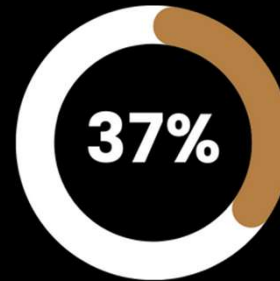
A photograph of a pizza being cooked in a wood-fired oven. The pizza is on a metal tray and is topped with cheese, pepperoni, and green peppers. The oven's interior is dark, and bright orange and yellow flames are visible in the background, creating a warm, rustic atmosphere. The text "MONETIZING FAITH BASED INNOVATION" is overlaid in white, bold, sans-serif font across the center of the image.

# MONETIZING FAITH BASED INNOVATION

# Interfaith Food Initiative



Subscription service for recipes



37% Of Americans have a food or drink subscription



Partner with a local nutritionist

\$22.1B

Kosher food market valuation

\$2.09

Halal food market valuation

T

Current State

Problem Analysis

Recommendations

Risk Analysis

<https://www.statista.com/topics/4428/global-halal-market/>  
[https://www.imarogroup.com/kosher-food-market?utm\\_source=chatgpt.com](https://www.imarogroup.com/kosher-food-market?utm_source=chatgpt.com)  
<https://foodinstitute.com/focus/survey-millennials-still-love-food-subscriptions-but-interest-waning-elsewhere/#:~:text=Of%20the%20respondents%20who%20have,to%20have%20plans%20that%20were:>

# Leveraging ERG Engagement



Hosted events for community by ERG members

Culinary classes for recipes



Consumers stick with a brand that offers value beyond just selling a product



Of ideas come from outside research and development

Current State

Problem Analysis

Recommendations

Risk Analysis

<https://www.planview.com/resources/articles/product-innovation-employee-engagement/>  
<https://www.hubspot.com/marketing-statistics>  
<https://chatgpt.com/>

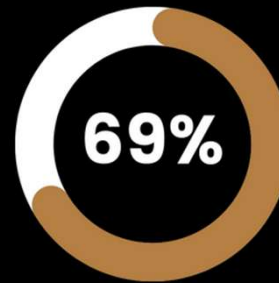
# ERG Ambassador Program



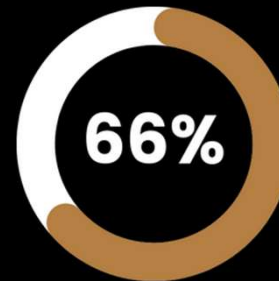
Collect data internally



Promote the need for ERG's



Of data-driven companies report improved strategic decisions



Of ERG's are effective in building community

Current State

Problem Analysis

Recommendations

Risk Analysis



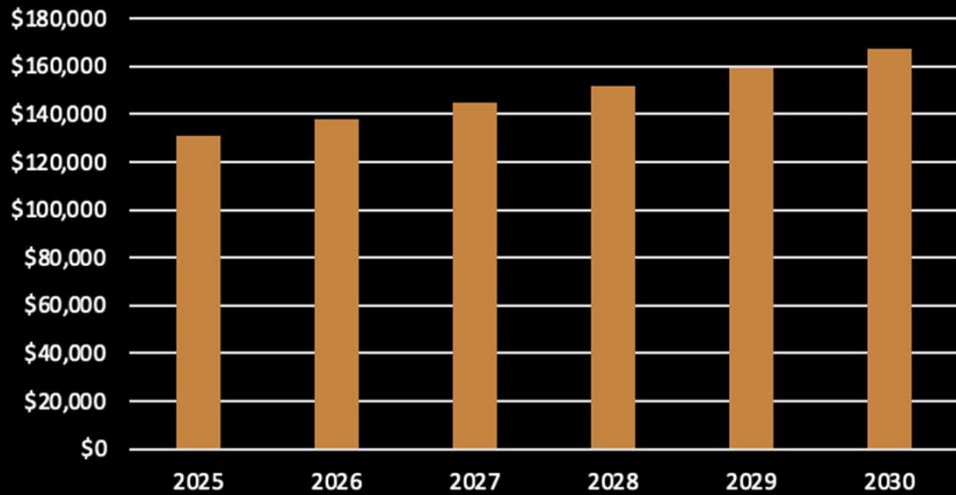
FIRECRAFT

To light long lasting ordinary passion

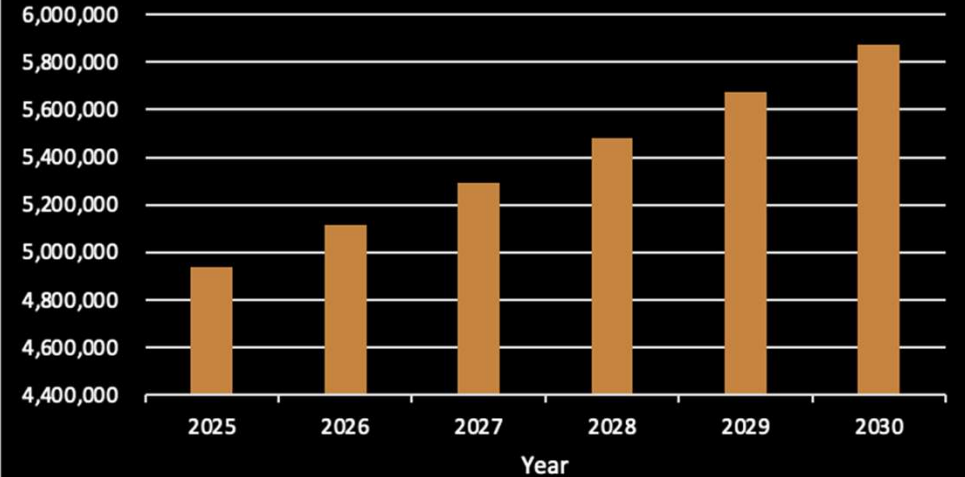
# FINANCIAL ANALYSIS

# REVENUE STRUCTURE

CAPEX - 5 Year



Revenue Growth - 5 Yr



**Subscription Cost = \$4.99/Month**

**SAM = 2.8M**

**TAM = \$170M**

	Base Case	Best Case	Worst Case
<b>Avg Rev</b>	~\$5.4M	~\$9.9M	~\$1.6M
<b>IRR</b>	55.2%	97.9%	18.2%
<b>ROI</b>	31.25%	65.68	8.8%
<b>NPV</b>	\$21.1M	\$41.5M	\$5.5M





FIRECRAFT  
To ignite long lasting ordinary passion

# KEY TAKEAWAYS





FIRECRAFT  
To light long lasting, ordinary passions

1. Enhance innovation

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2. ERG success through KPIs

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3. Alignment with growth objectives

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# Thank You! Questions?



Paisley Williams



Sydney Matthews



Marco DiLaudo

# APPENDIX



01	_____	<a href="#">Timeline</a>
02	_____	<a href="#">Chef Examples</a>
03	_____	<a href="#">Dietician Partner</a>
04	_____	<a href="#">SAM Calculations</a>
05	_____	<a href="#">Revenue Model</a>
06	_____	<a href="#">DCF - Base</a>
07	_____	<a href="#">DCF - Bull</a>
08	_____	<a href="#">DCF - Bear</a>
09	_____	<a href="#">Expense Forecast - Base</a>
10	_____	<a href="#">Expense Forecast - Bull</a>
11	_____	<a href="#">Expense Forecast - Bear</a>

# SHORT-TERM OUTLOOK

NOW

6 MONTHS

1 MONTH

4 MONTHS

1 MONTH



SELECT

CULTIVATE

LAUNCH

PRODUCE

MEASURE

**TOTAL: ~1 YEAR**

- Implement ERG Ambassadors. Selected through current ERG leadership.
- Have ERG Ambassadors partner with small pizzerias that are faith-conscious in products.
- Have these Ambassadors collect data for employees to use for long-term development.
- promote need for ERGs and higher executive relations.

**NOW**



**SELECT**

**TOTAL: ~1 YEAR**

- Collaborate with the selected dietician for cultivation of recipes.
- Create a website design to promote these recipes.
- Create a subscription model to target consumers who are faith-conscious in their diets.
- Create showroom and events to host customers and employees.

**NOW**

**6 MONTHS**



SELECT

CULTIVATE

**TOTAL: ~1 YEAR**

- Launch website and release of subscriptions to consumers.
- Launch events available for consumer in the area.

NOW

6 MONTHS

1 MONTH



SELECT

CULTIVATE

LAUNCH

**TOTAL: ~1 YEAR**

- Host events in showroom (culinary classes).
- Post feature stories of ERG employees on website.



**TOTAL: ~1 YEAR**

- Measure ERG effectiveness and satisfaction of employees in work.
- Measure KPIs of subscription services.
- Use metrics to help support ERG in FireCraft and funding in the future.
- Use data to determine employee engagement, satisfaction, morale, increased revenue, and internal connectivity.



**TOTAL: ~1 YEAR**

# **Chef (Halal)**

**. CHEF ASHRAF KHAN**

**. AUSTIN TEXAS BASED**

**. SPECIALIZES IN ZABIHA-HALAL CUISINE**

**HTTPS://EDIBLEAUSTIN.COM/STORIES/EVOLUTION-OF-AN-  
ENTREPRENEUR-**

**CHEF/#:~:TEXT=FOR%20KHAN%20TO%20BE%20THE,HAVE%20GU  
ESTS%20WITH%20DIETARY%20RESTRICTIONS**

# Chef (Kosher)

- CHEF JAMIE GELLER
  - LIVES IN ISRAEL
- SHE IS AN AUTHOR OF 8 COOKBOOKS<sup>[4]</sup> AND THE FOUNDER OF KOSHER MEDIA NETWORK

[HTTPS://EN.WIKIPEDIA.ORG/WIKI/JAMIE\\_GELLER](https://en.wikipedia.org/wiki/Jamie_Geller)

# Dietician Partner



## Karen Beathard

**Instructional Associate Professor & Didactic Program Director Department of Nutrition**

Office: 222H Norman E. Borlaug, College Station, Texas

Email: [karen.beathard@ag.tamu.edu](mailto:karen.beathard@ag.tamu.edu)

Phone: (979) 321-7072

[Resume/CV](#)

## Education

### **Undergraduate Education**

B.S. Food Science Technology, Texas A&M University

### **Graduate Education**

Accreditation Council for Education in Nutrition and Dietetics (ACEND) Accredited

Dietetic Internship, Houston Veteran Affairs Medical Center

M.S. Nutritional Science, Texas Woman's University

Ph.D. Nutrition, Texas A&M University

# SAM Calculation

POTENTIAL U.S. MARKET FOR FIRECRAFT SUBSCRIPTION SERVICE		DATA POINT
<b>STEP 1 - ESTABLISH MARKET UNIT</b>		
Total Addressable Market		5,000,000
<b>STEP 2 - CALCULATE TOTAL MARKET (# UNITS)</b>		
Estimated average # of potential Pizza Ovens per market unit		1.00
<b>TOTAL POTENTIAL OVENS ACROSS TOTAL MARKET</b>		5,000,000
<b>STEP 3 - IDENTIFY MARKET UNIT CHARACTERISTICS</b>		
1) Consumers that cook more than half their meals at home		81.00%
2) % of americans that enjoy ethnic foods at least once a month		77.00%
3) % of americans that use food recipe websites		91.00%
<b>STEP 4 - CALCULATE POTENTIAL MARKET (# UNITS)</b>		
<b>TOTAL POTENTIAL CONSUMERS ACROSS POTENTIAL MARKET</b>		2,837,835
<b>STEP 5 - DETERMINE PURCHASE CYCLE</b>		
Frequency of Purchase (Ovens)		1.00
<b>ANNUAL POTENTIAL CONSUMERS ACROSS POTENTIAL MARKET</b>		2,837,835
<b>STEP 6 - DETERMINE TOTAL MARKET POTENTIAL (\$)</b>		
Price / Recipe Subscription		\$59.88
<b>TOTAL POTENTIAL MARKET DEMAND IN DOLLARS</b>		<b>\$169,929,559.80</b>

# Revenue Model - Ovens

Revenue - Base Case						
	2025	2026	2027	2028	2029	2030
Market Size @8% of Houshlds	10000000	10150000	10302250	10456784	10613636	10772840
Prospective Customers @50%	5000000	5075000	5151125	5228392	5306818	5386420
Penetration 55%	2750000	2791250	2833119	2875616	2918750	2962531
# of New Customers	605,000	614,075	623,286	632,635	642,125	651,757
Avg Cost per Oven	600	612	624	637	649	662
<b>Total Revenue</b>	<b>363,000,000</b>	<b>375,813,900</b>	<b>389,080,131</b>	<b>402,814,659</b>	<b>417,034,017</b>	<b>431,755,318</b>

Revenue - Worst Case						
	2025	2026	2027	2028	2029	2030
Market Size @8% of Houshlds	10000000	10150000	10302250	10456784	10613636	10772840
Prospective Customers @50%	5000000	5075000	5151125	5228392	5306818	5386420
Penetration 45%	2275000	2309125	2343762	2378918	2414602	2450821
# of New Customers	500,500	508,008	515,628	523,362	531,212	539,181
Avg Cost per Oven	600	612	624	637	649	662
<b>Total Revenue</b>	<b>300,300,000</b>	<b>310,900,590</b>	<b>321,875,381</b>	<b>333,237,582</b>	<b>345,000,868</b>	<b>357,179,399</b>

Revenue - Best Case						
	2025	2026	2027	2028	2029	2030
Market Size @8% of Houshlds	10000000	10150000	10302250	10456784	10613636	10772840
Prospective Customers @50%	5000000	5075000	5151125	5228392	5306818	5386420
Penetration 65%	3250000	3298750	3348231	3398455	3449432	3501173
# of New Customers	715,000	725,725	736,611	747,660	758,875	770,258
Avg Cost per Oven	600	612	624	637	649	662
<b>Total Revenue</b>	<b>429,000,000</b>	<b>444,143,700</b>	<b>459,821,973</b>	<b>476,053,688</b>	<b>492,858,383</b>	<b>510,256,284</b>

# Revenue Model - Initiative

Revenue - Base Case						
	2025	2026	2027	2028	2029	2030
Market Size	5000000	5075000	5151125	5228392	5306818	5386420
Prospective Customers @50%	2500000	2537500	2575563	2614196	2653409	2693210
Penetration 15%	375000	380625	386334	392129	398011	403982
<b># of New Customers</b>	<b>82,500</b>	<b>83,738</b>	<b>84,994</b>	<b>86,268</b>	<b>87,562</b>	<b>88,876</b>
Avg Cost per Oven	60	61	62	64	65	66
<b>Total Revenue</b>	<b>4,940,100</b>	<b>5,114,486</b>	<b>5,295,027</b>	<b>5,481,941</b>	<b>5,675,454</b>	<b>5,875,797</b>
Revenue - Worst Case						
	2025	2026	2027	2028	2029	2030
Market Size @8% of Houshlds	5000000	5075000	5151125	5228392	5306818	5386420
Prospective Customers @45%	2250000	2283750	2318006	2352776	2388068	2423889
Penetration 5%	112500	114188	115900	117639	119403	121194
<b># of New Customers</b>	<b>24,750</b>	<b>25,121</b>	<b>25,498</b>	<b>25,881</b>	<b>26,269</b>	<b>26,663</b>
Avg Cost per Oven	60	61	62	64	65	66
<b>Total Revenue</b>	<b>1,482,030</b>	<b>1,534,346</b>	<b>1,588,508</b>	<b>1,644,582</b>	<b>1,702,636</b>	<b>1,762,739</b>
Revenue - Best Case						
	2025	2026	2027	2028	2029	2030
Market Size @8% of Houshlds	5000000	5075000	5151125	5228392	5306818	5386420
Prospective Customers @55%	2750000	2791250	2833119	2875616	2918750	2962531
Penetration 25%	687500	697813	708280	718904	729687	740633
<b># of New Customers</b>	<b>151,250</b>	<b>153,519</b>	<b>155,822</b>	<b>158,159</b>	<b>160,531</b>	<b>162,939</b>
Avg Cost per Oven	60	61	62	64	65	66
<b>Total Revenue</b>	<b>9,056,850</b>	<b>9,376,557</b>	<b>9,707,549</b>	<b>10,050,226</b>	<b>10,404,999</b>	<b>10,772,295</b>



# DCF - Bull

UPSIDE							
Discount Rate	6%						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	
Cash Inflows		\$444,143,700	\$459,821,973	\$476,053,688	\$492,858,383	\$510,256,284	\$2,383,134,029
Cash Outflows	\$225,881,250	\$219,427,500	\$230,398,875	\$241,918,819	\$254,014,760	\$266,715,498	\$1,438,356,701
Net Cash Flow	-\$225,881,250	224,716,200	229,423,098	234,134,869	238,843,624	243,540,787	
NPV	\$758,059,421						
IRR	97.92%						
ROI	65.68%						

UPSIDE							
Discount Rate	6%						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	
Cash Inflows		\$9,376,557	\$9,707,549	\$10,050,225	\$10,404,999	\$10,772,293	
Cash Outflows	\$131,250	\$127,500	\$133,875	\$140,569	\$147,597	\$154,977	
Net Cash Flow	-\$131,250	9,249,057	9,573,674	9,909,657	10,257,402	10,617,318	
NPV	\$41,493,851						

# DCF - Bear

DOWNSIDE							
Discount Rate	10%						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	
Cash Inflows		\$310,900,590	\$321,875,381	\$333,237,582	\$345,000,868	\$357,179,399	\$1,668,193,820
Cash Outflows	\$225,881,250	\$236,637,500	\$248,469,375	\$260,892,844	\$273,937,486	\$287,634,360	\$1,533,452,815
Net Cash Flow	-\$225,881,250	74,263,090	73,406,006	72,344,738	71,063,382	69,545,039	
NPV	\$48,369,687						
IRR	18.17%						
ROI	8.79%						

DOWNSIDE							
Discount Rate	10%						
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	
Cash Inflows		\$1,534,346	\$1,588,508	\$1,644,582	\$1,702,636	\$1,762,739	
Cash Outflows	\$131,250	\$137,500	\$144,375	\$151,594	\$159,173	\$167,132	
Net Cash Flow	-\$131,250	1,396,846	1,444,133	1,492,989	1,543,463	1,595,607	
NPV	\$5,498,765						

# Expense Forecast - Base

Expense (Forecast YoY)						
BASE	5%					
	2025	2026	2027	2028	2029	2030
<b>COGS</b>	\$225,750,000	\$237,037,500	\$248,889,375	\$261,333,844	\$274,400,536	\$288,120,563
<b>Tradeshows &amp; Brand Activation</b>	\$5,250	\$5,513	\$5,788	\$6,078	\$6,381	\$6,700
<b>FireCraft Initiative</b>	\$126,000	\$132,300	\$138,915	\$145,861	\$153,154	\$160,811
<b>Total (SUM)</b>	<b>\$225,881,250</b>	<b>\$237,175,313</b>	<b>\$249,034,078</b>	<b>\$261,485,782</b>	<b>\$274,560,071</b>	<b>\$288,288,075</b>

# Expense Forecast - Bull

<b>UPSIDE</b>	<b>2%</b>					
	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>
<b>COGS</b>	\$219,300,000	\$230,265,000	\$241,778,250	\$253,867,163	\$266,560,521	\$279,888,547
<b>Tradeshows &amp; Brand Activation</b>	\$5,100	\$5,355	\$5,623	\$5,904	\$6,199	\$6,509
<b>FireCraft Initiative</b>	\$122,400	\$128,520	\$134,946	\$141,693	\$148,778	\$156,217
<b>Total (SUM)</b>	<b>\$219,427,500</b>	<b>\$230,398,875</b>	<b>\$241,918,819</b>	<b>\$254,014,760</b>	<b>\$266,715,498</b>	<b>\$280,051,273</b>

# Expense Forecast - Bear

<b>DOWNSIDE</b>	<b>10%</b>					
	<b>2025</b>	<b>2026</b>	<b>2027</b>	<b>2028</b>	<b>2029</b>	<b>2030</b>
<b>COGS</b>	\$236,500,000	\$248,325,000	\$260,741,250	\$273,778,313	\$287,467,228	\$301,840,590
<b>Tradeshows &amp; Brand Activation</b>	\$5,500	\$5,775	\$6,064	\$6,367	\$6,685	\$7,020
<b>FireCraft Initiative</b>	\$132,000	\$138,600	\$145,530	\$152,807	\$160,447	\$168,468
<b>Total (SUM)</b>	<b>\$236,637,500</b>	<b>\$248,469,375</b>	<b>\$260,892,844</b>	<b>\$273,937,486</b>	<b>\$287,634,360</b>	<b>\$302,016,078</b>