

16th Street Greens From Seed2 Harvest

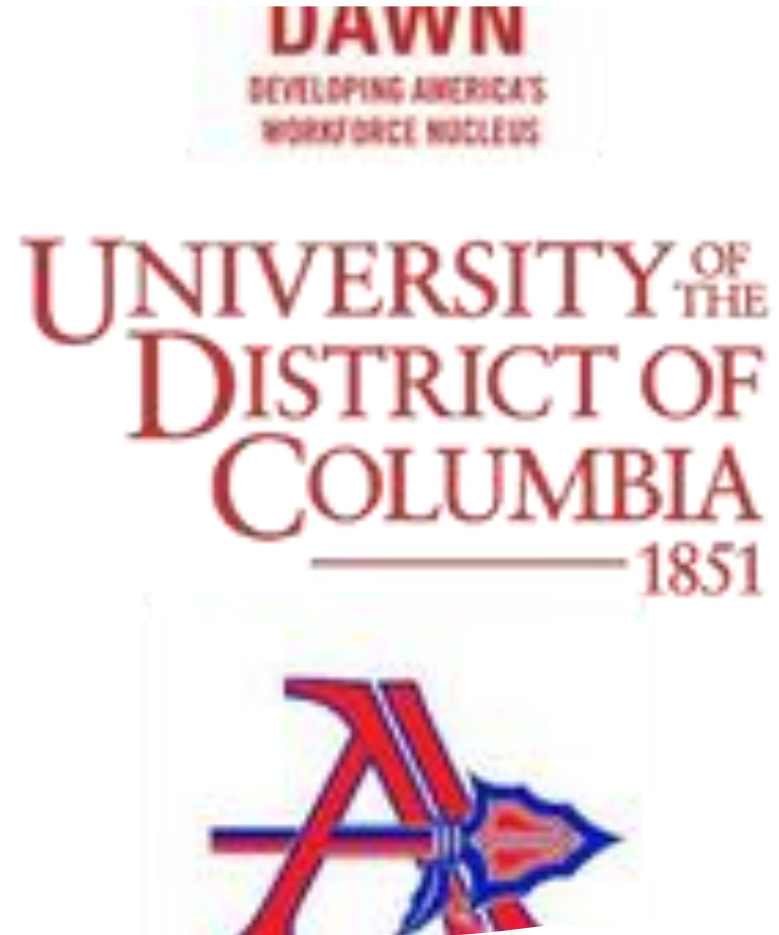


Table of Contents

- Program Overview
- Team Introductions
- Team perspectives
- Business model Canvass
- Get Hands On



Jeremiah's Experience

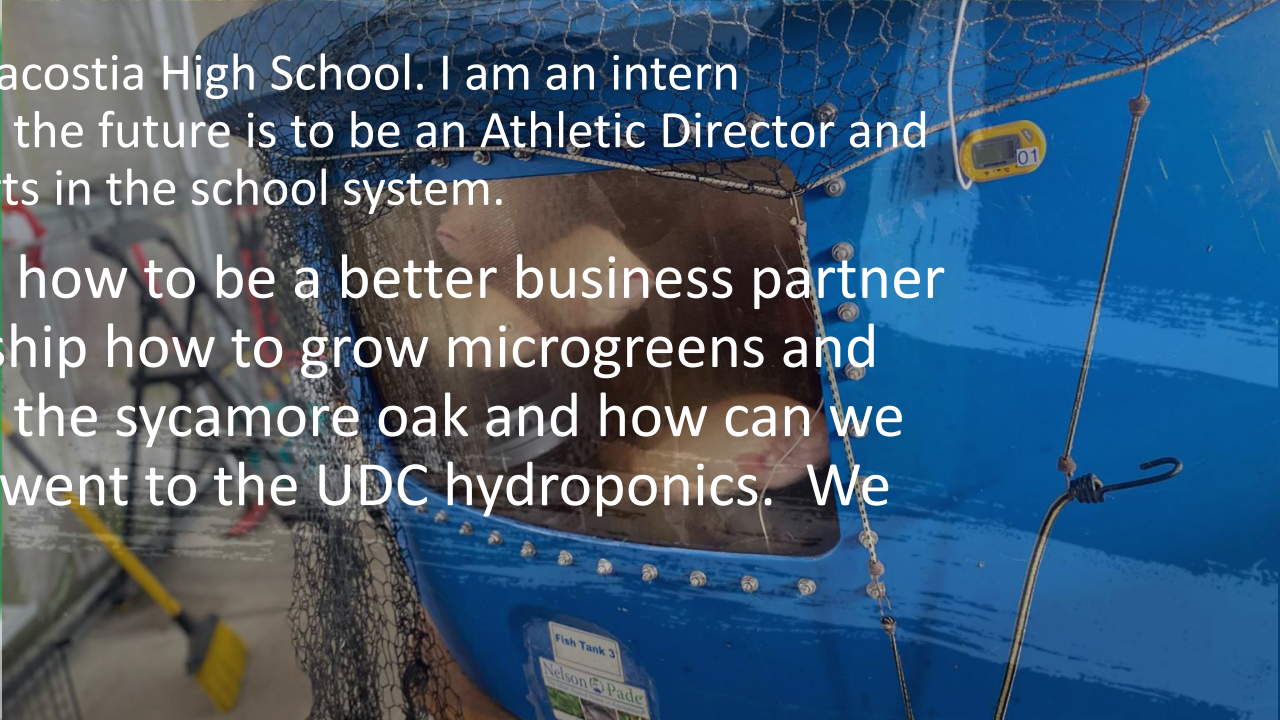
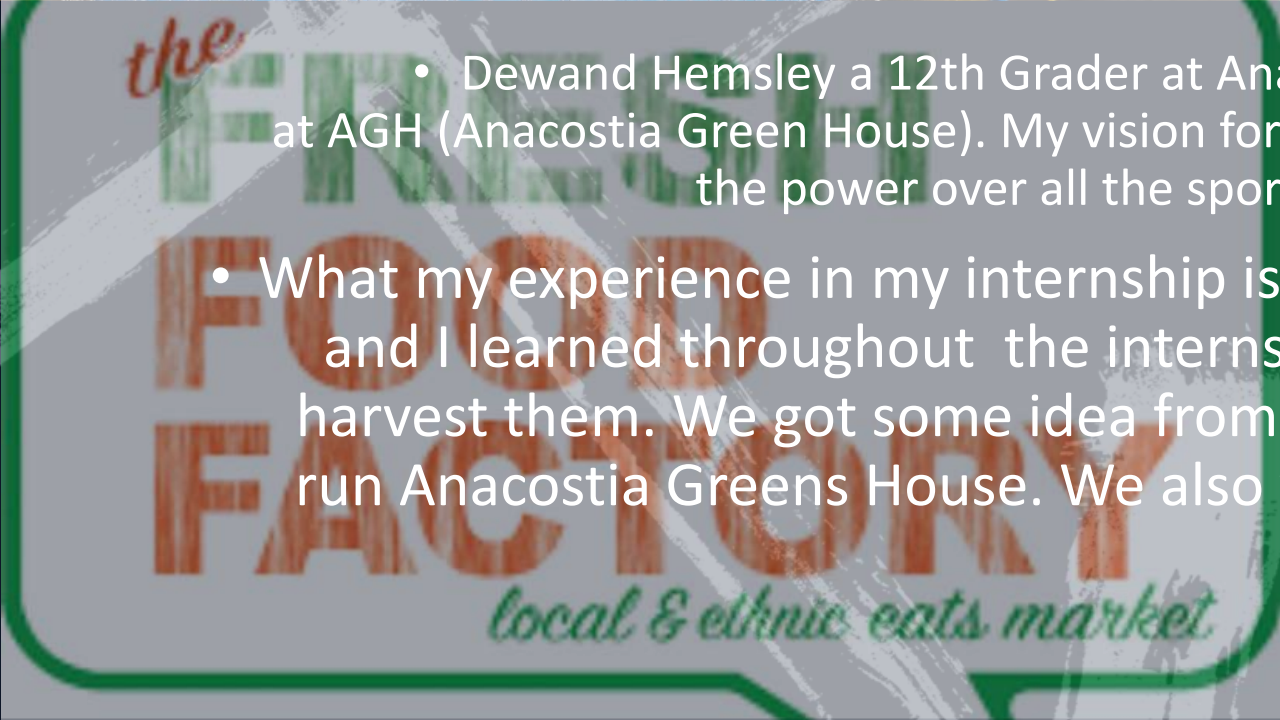
Jeremiah Wright, I am 12th grade intern here at Anacostia High School. I am also an athlete here Anacostia, playing football, basketball, and track. I really enjoy this internship and I'm excited to learn more and more.

Throughout this time in the internship, I have learned a lot about how important greens are in our lives. I learned to take better care of the community, not throwing my trash on the ground, picking up trash that's already there. This internship pushes me to learn more and more every day. We went on many field trips and met many different people. Trips to the Wilson building, to an Aquaponics farm, UDC farmhouse, and many other places. Learning about micro greens is peaceful, and it motivates me to continue to go deeper and seek more information. Spreading this information from the internship is important because dc already has high numbers in heart disease, and cancer. Which we learned about how people in dc have high numbers in diseases, and how most people die from them. This is because of the food we eat, we have to change the way we eat. Eating micro greens will help fight off diseases and keep your body healthy. I was also granted the opportunity to testify in front of dc council, it was a great experience to get in front of people that are important and possibly change many things. The green new deal for schools will change the world in a good way.





Dewand experience internship



- Dewand Hemsley a 12th Grader at Anacostia High School. I am an intern at AGH (Anacostia Green House). My vision for the future is to be an Athletic Director and the power over all the sports in the school system.
- What my experience in my internship is how to be a better business partner and I learned throughout the internship how to grow microgreens and harvest them. We got some idea from the sycamore oak and how can we run Anacostia Greens House. We also went to the UDC hydroponics. We

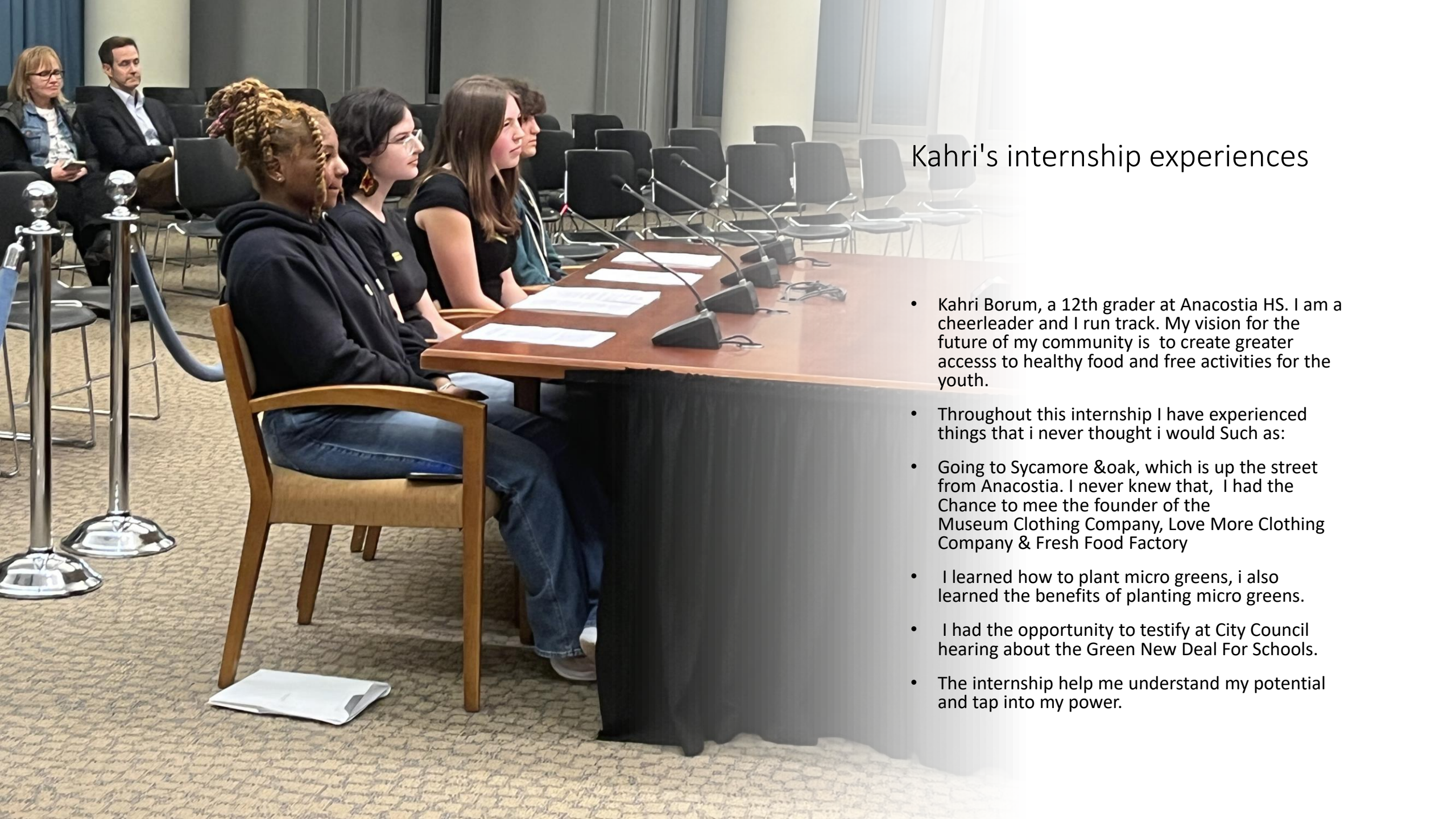


Alexis Allen



- Alexis Allen, a 12th grader at Anacostia High School. I enjoy reading and writing short stories. After I graduate , I want to major in criminal justice. My vision is to help create a better system for the people experiencing homelessness.

Throughout the internship, I've learned about different styles of hydroponic growing. I have had the opportunity to grow in the Mini system, in the tower system, and the microgreens system of microgreens. s

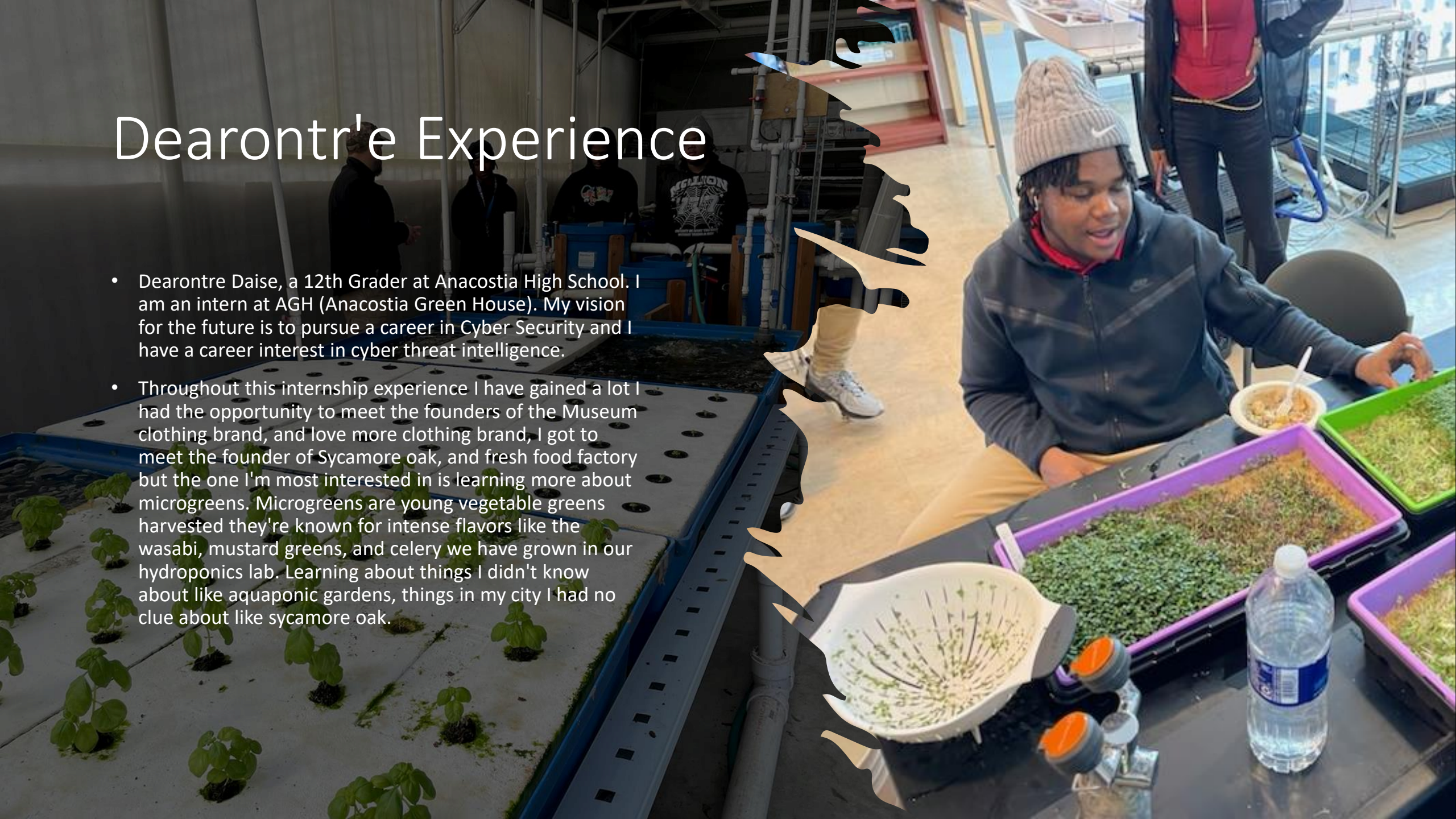


Kahri's internship experiences

- Kahri Borum, a 12th grader at Anacostia HS. I am a cheerleader and I run track. My vision for the future of my community is to create greater access to healthy food and free activities for the youth.
- Throughout this internship I have experienced things that i never thought i would Such as:
- Going to Sycamore & oak, which is up the street from Anacostia. I never knew that, I had the Chance to mee the founder of the Museum Clothing Company, Love More Clothing Company & Fresh Food Factory
- I learned how to plant micro greens, i also learned the benefits of planting micro greens.
- I had the opportunity to testify at City Council hearing about the Green New Deal For Schools.
- The internship help me understand my potential and tap into my power.

Dearontre's Experience

- Dearontre Daise, a 12th Grader at Anacostia High School. I am an intern at AGH (Anacostia Green House). My vision for the future is to pursue a career in Cyber Security and I have a career interest in cyber threat intelligence.
- Throughout this internship experience I have gained a lot I had the opportunity to meet the founders of the Museum clothing brand, and love more clothing brand, I got to meet the founder of Sycamore oak, and fresh food factory but the one I'm most interested in is learning more about microgreens. Microgreens are young vegetable greens harvested they're known for intense flavors like the wasabi, mustard greens, and celery we have grown in our hydroponics lab. Learning about things I didn't know about like aquaponic gardens, things in my city I had no clue about like sycamore oak.





Kevin Brown

- Ever since I started the program with UDC I have learned many things that could help me in life or just having the basic knowledge on microgreens and how to grow them. I've learned how to keep my body healthy by looking at how many calories I consume throughout the day. Certain things you eat to this day most likely is considered a bad health diet. A bad diet can cause high blood pressure and diabetes. High Blood pressure and diabetes are caused by salty and sugary foods. I learned to eat healthy food so my body and mind can stay in shape for the future.
- Learning the growth of greens can have a big impact on your life. I learned how to grow microgreens from the UDC program, I find this helpful because of the knowledge it gives to start a business and be creative about it too. You have multiple ways to grow greens and you can make your own dishes and become what you envision. If you don't want to start your own business, still knowing how to grow greens can also save you money. Greens can be grown in your backyard and eaten just like anything else. It's healthy, good, and sweat giving you that sweat spot of food. Doing this can also be a way to help your community by sharing your greens and health, also giving back to your community, and share the knowledge that you own.

Student Pollinators

- This is so relatable because we can bring the internship to another school other than Anacostia High School (like Ballou High School, and Dunbar High School).
- Just like Kramer middle school, other students can learn what we learn And gain the knowledge of why the environment is so important for us.
- Our internship can be relatable to other schools because we have learned ways to help the communities near our school start to become healthier. We can teach other students how to help their family and peers prevent future health problems.



16th Street Greens

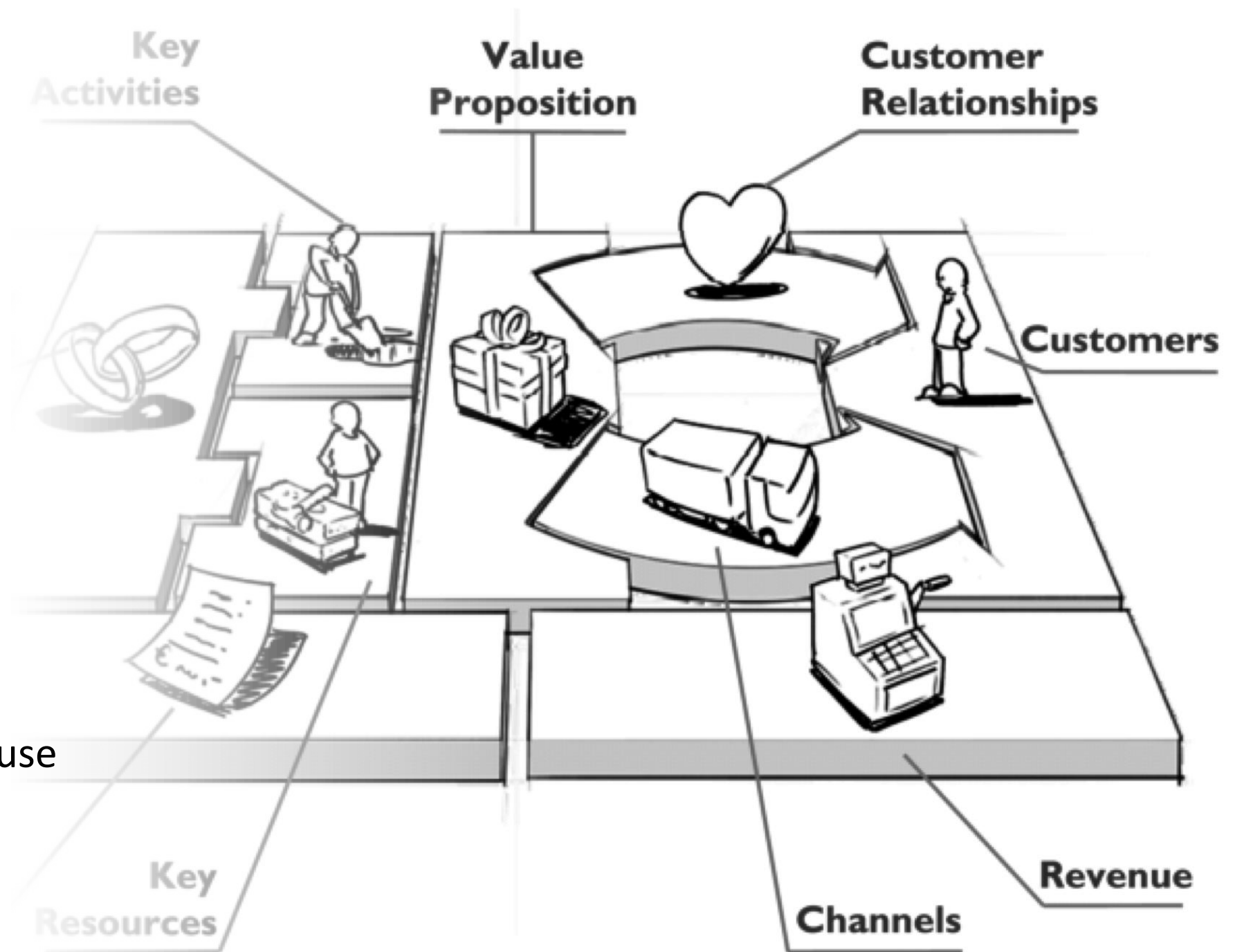
We picked 16th Street Greens because we wanted to show where we come from and exactly where to get fresh greens in southeast DC. Remembering where you come from is important in life. We feel like it's important to include where we come from in the name of our business.

We created 16th street greens to encourage the younger generation to try different things and expand their experiences, create a healthier lifestyle and future for our community. We want to try and prevent future health illnesses and create a positive example for our peers

Business Model Canvass

16th Street Greens

Anacostia Green House



Health Disparities in the Black Community: An Imperative for Racial Equity in the District of Columbia

Key Highlights

- The number of Black residents living with diabetes is 7 times higher than White residents

- The number of Black residents who die from heart disease is 2.5 times higher than White residents

- The number of Black residents who die from colorectal cancer is 3 times higher than White residents

- The number of Black residents who are obese is 3 times higher than White residents

- Residents from Wards with higher volumes of Black residents (5, 7, and 8) represent the majority of

those hospitalized for preventable health conditions

- There is a 15-year difference in the life expectancy between residents in Ward 3 (87) and Ward 8 (72)

Business Model Canvas

Designed for:

16 St Greens(AGH)

Designed by:










Name1, Name2, ...

Date:

121/2023

Version:

1.0

<p>Key Partners </p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Principal Walker Mr Oates Mr Knox & Faith Apple Propel UDC</p>	<p>Key Activities </p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Growing Micro Greens, Creating Salads, Selling Salads , Community Education</p>	<p>Value Propositions </p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>Anacostia Student created Led</p>	<p>Customer Relationships </p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p>	<p>Customer Segments </p> <p>For whom are we creating value? Who are our most important customers? Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform</p>
<p>Cost Structure </p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p>	<p>Key Resources </p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial</p>	<p>100% Organic/ Local</p> <p>Ward 8 grown</p> <p>Environmentally Friendly</p>	<p>Channels </p> <p>Through which Channels do our Customer Segments want to be reached?</p> <p>Different Social Media Platforms to promote business and provide</p>	<p>Revenue Streams </p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market</p>



Value Proposition

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

100% Fresh and Locally grown product

Anacostia Student led product

Black Owned , Anacostia Student led Business

In School delivery

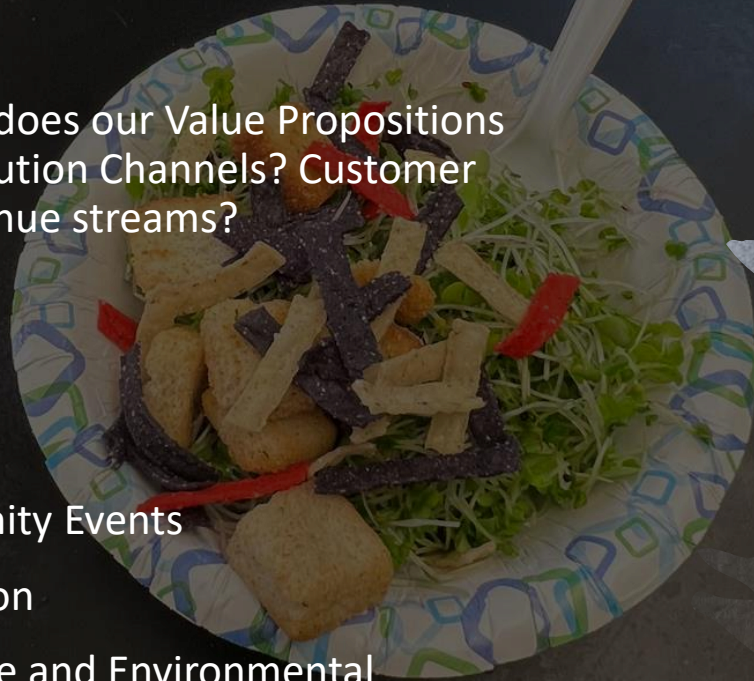
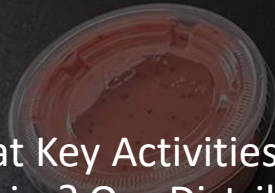


Key Partners

- **Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?**
- Principal Walker
- Mr. Oates
- UDC
- Apple Propel

Activities

- What Key Activities does our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?
- Growing Vegetables
- Creating Salads
- School and Community Events
- Community Education
- ,Environment Justice and Environmental Sustainability workshops
- Public Speaking



Channels

Through which Channels do our Customer Segments want to be reached?

- Text Messages/ Group Chats
- Tik Tok-/ Instagram- Ages 14-25
- Ages 14-25
- Facebook- 25 & Older
- Twitter 16 & Older
- Events
- Posters- Billboards

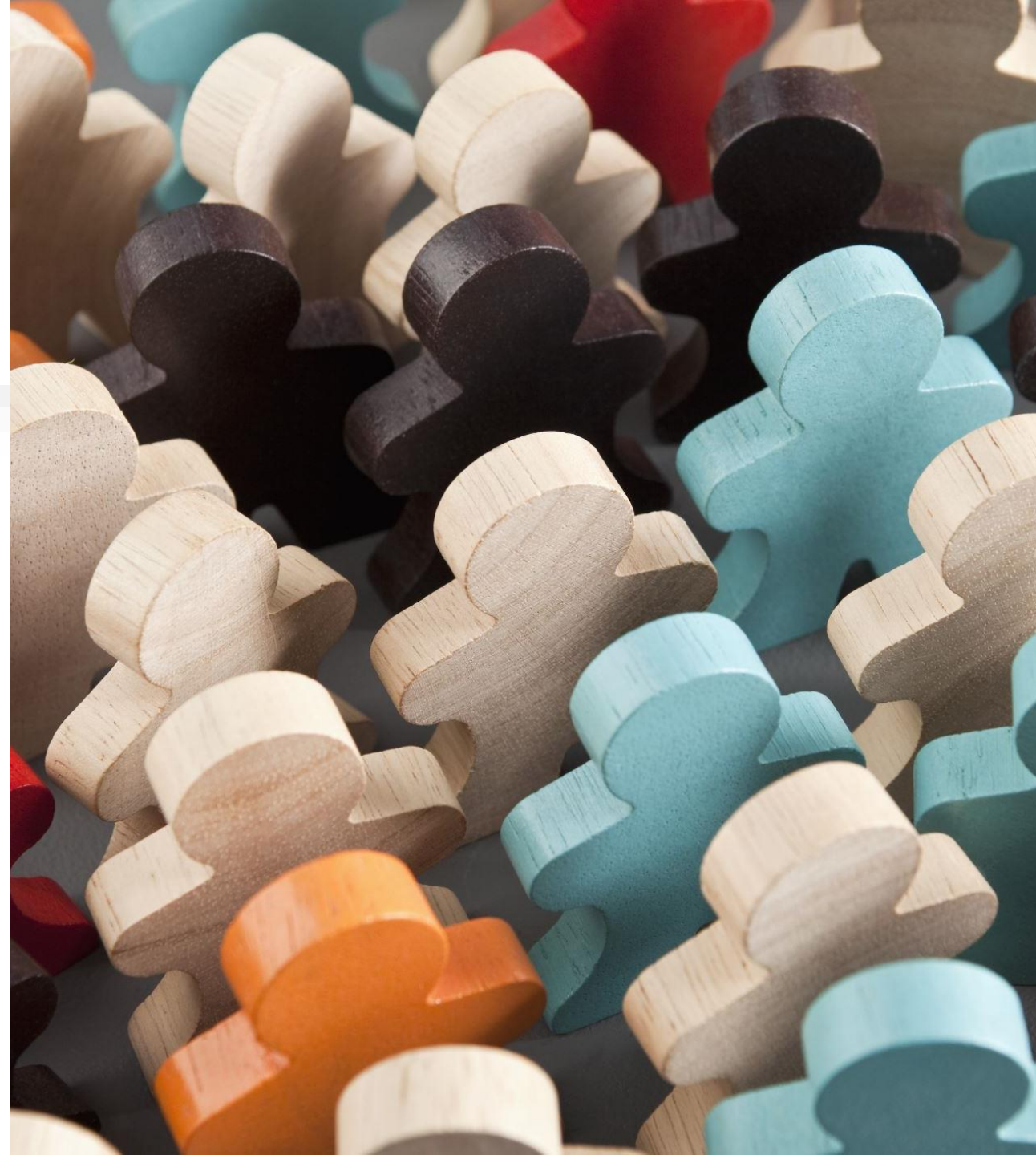


Customer Relationships / Segments

Describes the types of relationships a company creates with specific customer segments

Top Teachers- Mr. Oates , Ms. Benjamin, Ms. Simpson, Mr. Morgan, Ms. T, Ms. Hawkins, AP Cartwright, AP Nic and Mrs. Williams

Top Students- Tay Slime, Dre, Rich, Kaeyla , Ro , James, Man Man



Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships
Revenue Streams?

The most important assets needed to make our business work.

Physical Resources- seeds, fertilizer, water, eating utensils,

Intellectual Resources- Recipes, the name, growing method,

Human Resources- costumers, us workers and owners,



Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

We are value-driven business because we feel that people would have no problem paying for salads from us. We will have the freshest salads on the market. We are the only place in Southeast DC where people can purchase fresh healthy food from young black students . We are starting a fresh food movement.

Revenue Streams

- Business 2 Business Sales. We are interested in producing Microgreens for other small Business
- A salad subscription (teachers would pay \$100 a month for 15 salads during that month) Teachers
- Person to person and Customer loyalty Club (The customer loyalty Club is for loyal customers that purchase a salad they gain 1 reward point, after 8 points they will receive a free salad) Students



The process

- Learn about microgreens, how to grow microgreens, and different types of plants and what they are.
- Nutrition education. (portion sizes, healthy and unhealthy foods, how to read nutrition labels.)
- Supplies.
- Learn how to run a business.
- Creative and open-minded to everyone else.
- Hands-on activities.