

“Waste Not, Want Not”: Cultivating the Zero Waste Movement In Geneva, New York through Entrepreneurship Senior Capstone Partnerships

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SUMMARY

The proverb, “If you use a commodity or resource carefully and without extravagance you will never be in need” is well-known in sustainability and community development work. More recently, the rise of package free and zero waste movements have inspired new kinds of enterprises and enterprise practices aimed towards decreasing waste and improving the local environment.

In Geneva, New York, two budding local entrepreneurs approached the entrepreneurial studies department to conduct some market and financial analyses to help them justify the viability of a waste free enterprise. As part of their first Spring 2019 capstone project, entrepreneurial studies minor students at HWS consulted for this enterprise across the span of seven weeks. Specifically, the students analyzed whether HWS faculty, staff, and students would be potential customers of the new enterprise’s products and services. This poster showcases the results of those efforts.

BACKGROUND AND PURPOSE

The Challenge to the Students

This challenge asks the students to work in groups with a local Entrepreneur from the Finger Lakes region to conduct a community-engaged market research challenge.

Students must search for data available online and survey local citizens and other potential customers regarding product and market perceptions. Students will be given time in class to work on the project.



Picture 1. Marilla Gonzalez and Craig Talmage in ENTR 400 Capstone Class at the Bozzuto Center for Entrepreneurship Reporting & Photos by Gabriel Pietrorazio Of Fingerlakes1.com¹

The Local Entrepreneurs of Waste Not



Picture 2. Marilla Gonzalez (left and above) and Joe Gonzalez (not pictured) Reporting & Photos By Gabriel Pietrorazio Of Fingerlakes1.com¹

The Process

Students in two of the ENTR 400 – Senior Capstone courses led by Drury Mackenzie and Craig Talmage divided into groups. The groups would help investigate the viability of Waste Not. Entrepreneurs, Joe and Marilla Gonzalez, already had a list of potential local customers. For this project, they inquired whether/which **HWS students, staff, and faculty** might be future customers.

THE CONSULTATION AREAS

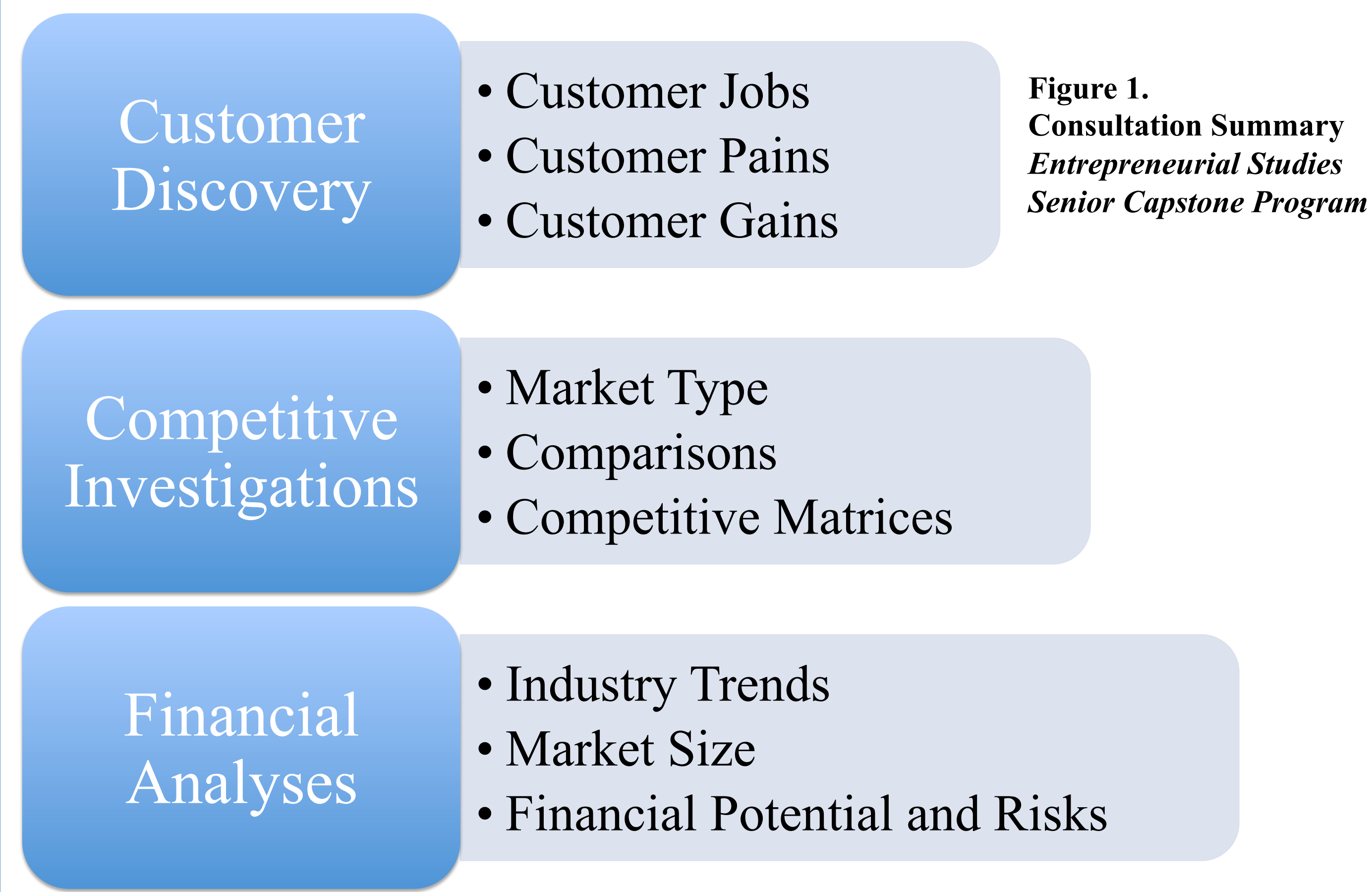


Figure 1. Consultation Summary Entrepreneurial Studies Senior Capstone Program

CUSTOMER DISCOVERY

Customer discovery is used to assess and propose the value that a new enterprise’s product/service will bring to its customers.

Customer Profile	HWS Faculty and Staff	HWS Students
Jobs	<ul style="list-style-type: none"> • Shop for local, healthy, sustainable supplies, food, and supplements 	<ul style="list-style-type: none"> • Shop for supplements, especially for stress, anxiety, and sleep
Pains	<ul style="list-style-type: none"> • Lack of knowledgeable and customer service • Lack of variety in healthy food options 	<ul style="list-style-type: none"> • Fresh and organic products are expensive • Off-campus stores are challenging to access
Gains	<ul style="list-style-type: none"> • Better food options • Sustainable products • Reusable containers 	<ul style="list-style-type: none"> • Healthier, socially, and environmentally responsible lifestyle

Table 1. Customer Profile Summary of Senior Capstone Student Work Across Both Capstone Sections

COMPETITIVE INVESTIGATIONS

Competitive investigations help entrepreneurs identify how to differentiate themselves from competitors. Comparisons and competitive matrices help entrepreneurs recognize which customers will value particular features and offerings. They also help entrepreneurs prepare for reactions from competitors and consumers.

Competitor	Avg. Basket Size	Avg. Basket Price
Wegmans	12.2 Units	\$51.50
Walgreens	4.0 Units	\$19.50
Rite Aid	3.8 Units	\$20.00

Table 2. Basket Comparisons for Competitors Whose Data Is Readily Available Talmage’s Senior Capstone Competitive Investigations Group

COMPETITIVE INVESTIGATIONS (CONT.)

Table 3. Logistical Comparisons with “Heat Map” for Geneva Competitors Of Waste Not Adapted from Talmage’s Senior Capstone Competitive Investigations Group

Competitor	Distance from HWS	Pricing (\$) Impressions	Product Sizes	General Products
Rite Aid	1.1. Miles	Reasonable	Individual	Processed and Supplements
Wegmans	0.8 Miles	Reasonable to High	Individual and Family	Processed, Supplements, Organics, and Fresh
Walgreens	1.0 Miles	Reasonable	Individual	Processed and Supplements
Walmart	2.3 Miles	Cheap to Reasonable	Individual, Family, and Bulk	Processed, Fresh, and Supplements
Waste Not	1.1. Miles	Reasonable	Individual, Family, and Bulk	Processed, Supplements, Organics, and Fresh

FINANCIAL ANALYSES

Trends indicate that desires for healthy foods and dietary supplements are prevalent on college campuses.² Given these trends, the capstone students analyzed the financial advantage of HWS to Waste Not.

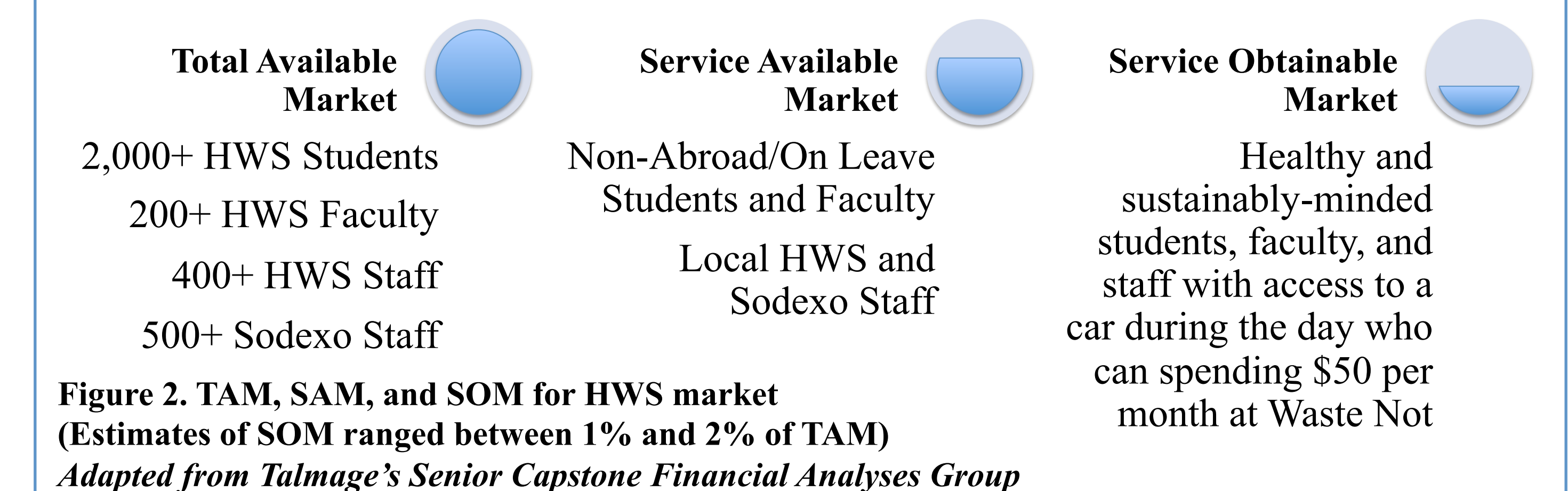


Figure 2. TAM, SAM, and SOM for HWS market (Estimates of SOM ranged between 1% and 2% of TAM) Adapted from Talmage’s Senior Capstone Financial Analyses Group

CONCLUSIONS

Faculty and staff have the greatest potential to be future consumers of Waste Not, which is a more sustainable, healthy, and local alternative.

“Yes, I try my best, and I would spend more money on products that would be more environmentally friendly” – HWS Employee

“The world is not necessarily sustainable as it is right now, so it is very tough to live a fully sustainable life. No matter what I do, somewhere something is unsustainable” – HWS Employee

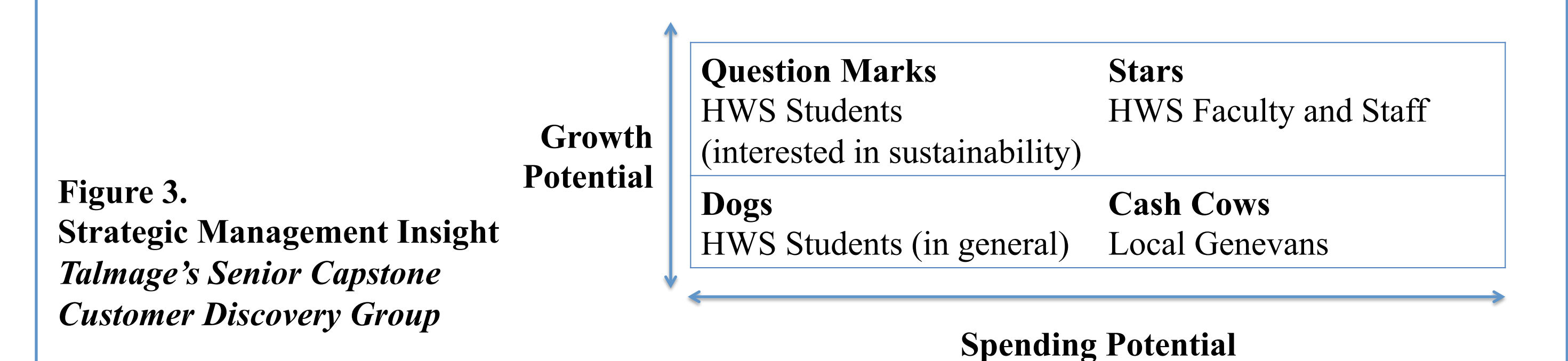


Figure 3. Strategic Management Insight Talmage’s Senior Capstone Customer Discovery Group

References

¹Pietrorazio, G. (11 April 2019). “FILLING A VOID: Waste Not looks to succeed Mother Earth Natural Foods in Geneva this summer.” *FingerLakes1.com*. Retrieved 25 April 2019 from <https://fingerlakes1.com/2019/04/11/filling-a-void-waste-not-looks-to-succeed-mother-earth-natural-foods-in-geneva-this-summer/>

²Hoyte, C. O., Albert, D., & Heard, K. J. (2013). The use of energy drinks, dietary supplements, and prescription medications by United States college students to enhance athletic performance. *Journal of Community Health*, 38(3), 575-580; and, Lieberman, H. R., Marriott, B. P., Williams, C., Judelson, D. A., Glickman, E. L., Geiselman, P. J., . . . Mahoney, C. R. (2015). Patterns of dietary supplement use among college students. *Clinical Nutrition*, 34(5), 976-985.