



FOR CHAMPERS



FOR CHAMPERS FOOD



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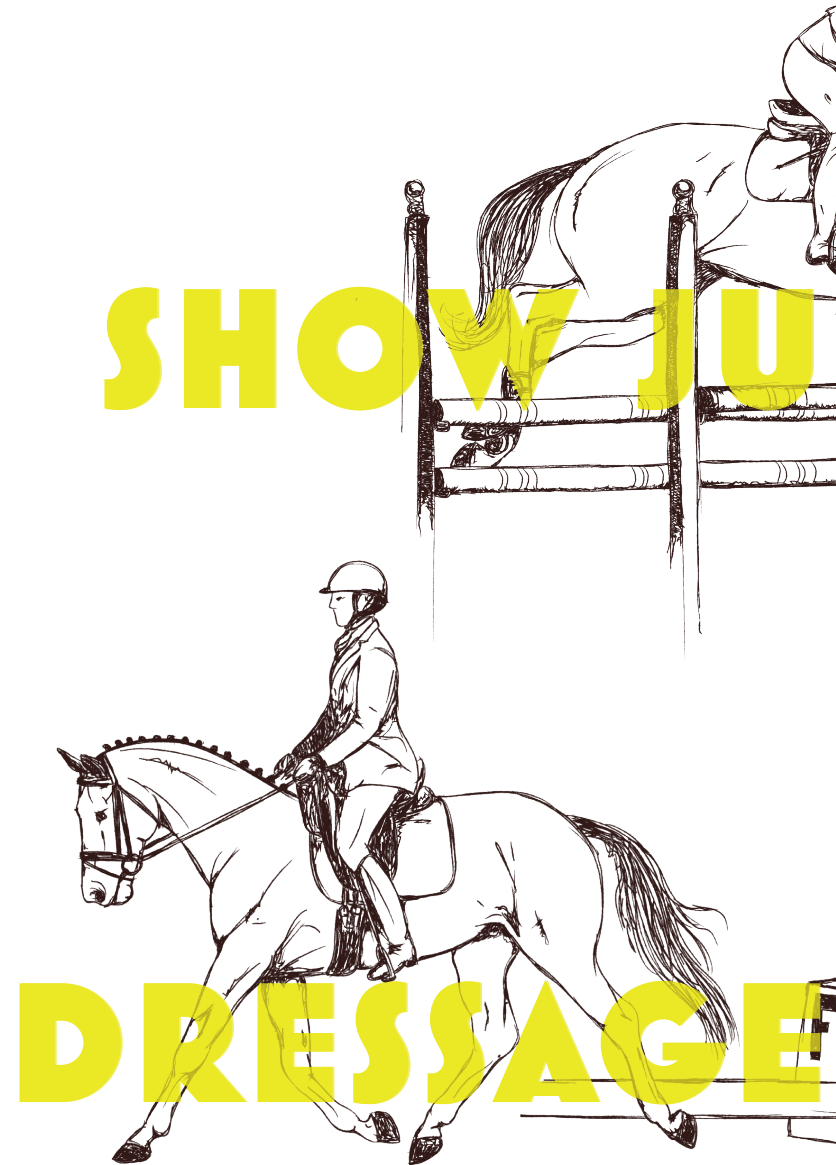
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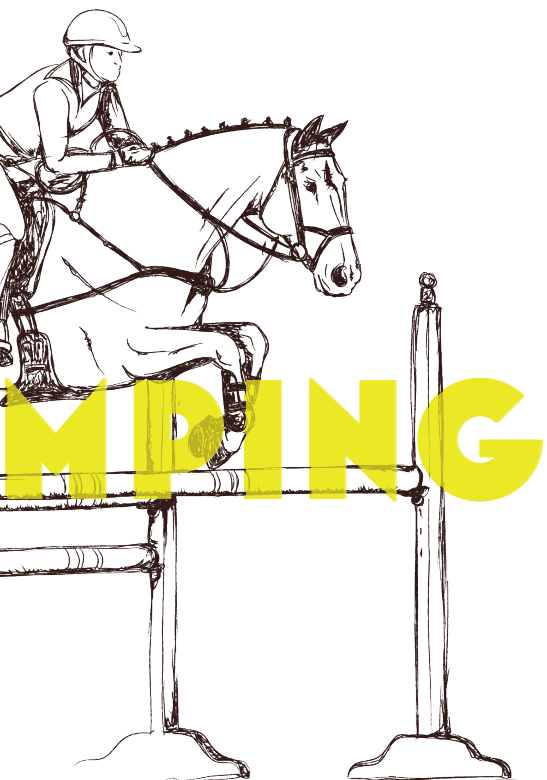
PHASES: WHAT IS EVENTING?

Eventing is best described as an equestrian triathlon. The sport originated as a cavalry test and is comprised of three phases: dressage, cross-country, and show jumping. Eventing tests horse and rider pairs more completely than any other.

The first phase – dressage – shows the graceful partnership of horse and rider through a sequence of movements on the flat. The next phase – cross-country – challenges the pair's bravery, fitness, and determination as combinations navigate a series of solid obstacles and varied terrain. In the final phase – show jumping – pairs must again prove their precision as they clear a course of delicate fences. Competitors accumulate penalty points in each phase, and at the end of the event, the pair with the lowest score takes home top honors.

Held over one, two, or three days, eventing is one of the few Olympic sports where men and women compete alongside one another as equals.





The United States Eventing Association (USEA) is the national organization dedicated to the education and development of horses and riders in the sport of eventing.

Formerly the United States Combined Training Association (USCTA), the USEA has over 13,000 members in all 50 states as well as over 250 national recognized competitions nearly year round.



PHASE 2: WHY FOOD FOR CHAMPS?

Food for Champs addresses the general need for better food options at events. Currently, competitors and fans have slim pickings for food and drink vendors on show grounds. Due to the remote locations of such facilities, those in attendance need to pack food for their stay or purchase over priced and poor quality foods and beverages from generic vendors.

Competitors are participating in an intensive sport and should have proper nutrition to perform at their best. Much like they would provide for their horses.

A food truck business that caters specifically to the eventing community by following the local show circuit, provides a convenient and fresh solution.

Persona I

Jenny is a 33 year old woman who is married with two children. Her family avidly supports her riding and generally attends the events with her. Jenny is fairly new to the sport and sometimes finds herself lost in the excitement and business of the events. The FFC app helps her to remember her ride times. She can also share her schedule with her partner, so that they know where they can find her next. While the app helps her to stay on time, she also finds it convenient to order her meal and have her partner pick it up for her.



Persona 2

As a 40 year old man, Doug is an avid eventer with many horses in training and generally competing on more than one. While his horses are at different stages of training, he must juggle multiple ride times. Doug finds the FFC app to be helpful for inputing his personal ride schedule, as well as his student's schedules. Due to his busy schedule at shows he hardly has the time to prepare or get a meal. Food for Champs is convenient to him as it is located right on show grounds and he is able to pick up food and drinks between rides.



Persona 3

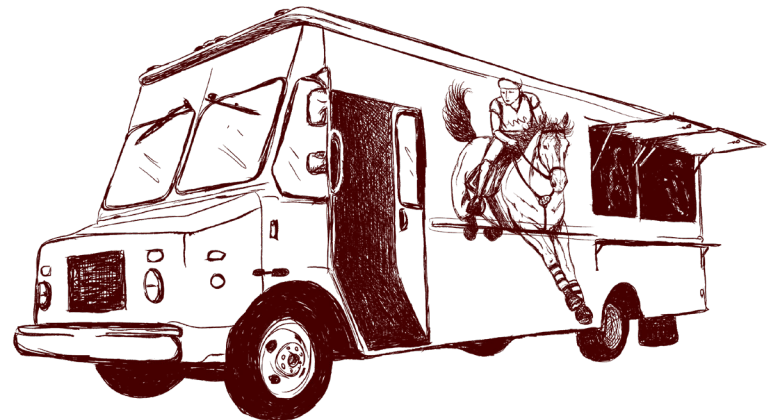
Lucy is a 24 year old woman who has been eventing since she was a teenager. She mainly attends events independently and competes with one horse. Lucy uses the FFC app to confirm that the food truck will be at the next show she goes to. She particularly likes Food for Champs because the stickers are cool, the snacks are tasty and healthy, and they have the coffee she likes.



PHASE 3: WHAT IS FOOD FOR CHAMPS?

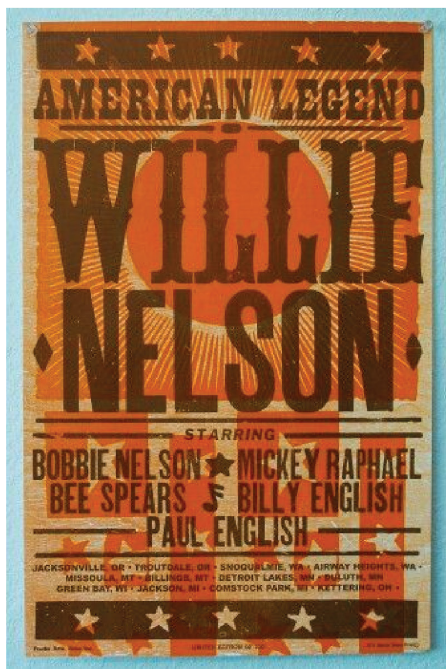
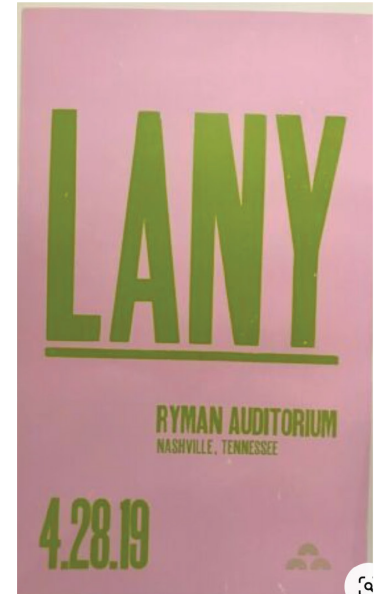
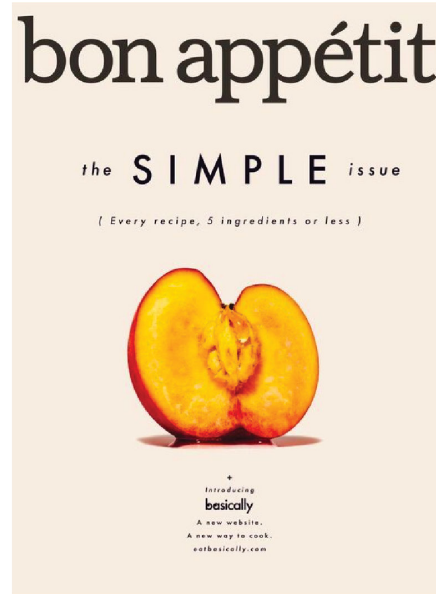
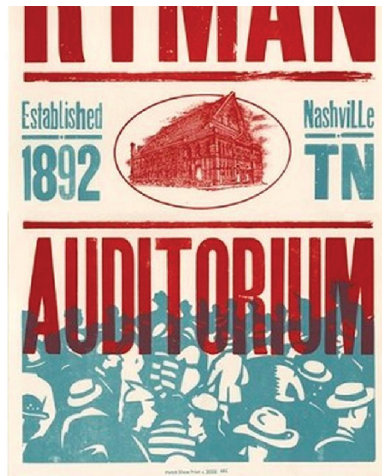
Food for Champs is a traveling food truck. The FFC food truck will provide fresh and sustaining food for competitors and spectators alike. The menu features food that is customizable, healthy, fresh and convenient. The main item is a custom sandwich or wrap built to your liking and also offered as a meal. In addition, healthy smoothies, quick snacks, and a variety of drinks are also sold at the truck.

In partnership with the food truck, a Food for Champs app is available. The app utilizes Artificial Intelligence (AI) through schedule input, reminders and predictions. The app will be useful for keeping track of ride times, particularly when managing multiple horses or students. Including the ability to set reminders ahead of scheduled events. Another benefit of the app is the order ahead function. Maximizing efficiency by customizing the order, setting a pickup time and paying ahead.



**FOOD FOR CHAMPS PROVIDES THE
COMPETITIVE EVENTER WITH FRESH,
SUSTAINING FOOD AND DRINK EASILY
ORDERED THROUGH THE APP THAT CAN
MANAGE YOUR SCHEDULE TO FURTHER
PROMOTE ORGANIZATION & SUCCESS
ON SHOW DAYS. FOOD FOR CHAMPS
WILL SPUR YOU ON TO THE RIBBONS!**

MOOD BOARDS





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NY 11222
7 2302

FRANKEL'S

DELICATESSEN & APPETIZI

<p>DWICHES</p> <p>\$14.99 <small>made to order</small> \$15.99 <small>made to order</small> \$19.99 <small>made to order</small> \$10.99 <small>made to order</small></p>	<p>Breakfast Sandwiches (on a roll, bagel or multigrain)</p> <p>Egg & Cheese \$4.99 Bacon, Egg & Cheese \$5.99 Pastrami, Egg & Cheese \$6.99 Nova, Egg & Onion \$10.99 Bacon, Tomato & Scallion C.C. \$7.99</p>	<p>MATZO BALL SOUP</p> <p>FRENCH FRI</p> <p>HOT DOG</p> <p><i>Recessed Spz 2 Dogs, each \$1.99</i></p>																											
<p>SMILED</p> <p>\$1 DOZEN</p> <p>EVERYTHING</p> <p>POT BRISKET</p> <p>Platter \$16.99</p> <p>dwiches</p> <p>\$10.99 \$9.99 \$10.99</p> <p>alads</p> <p>\$9.99 \$8.99 \$10.99</p>	<p>★ SPECIALTY COMBOS ★</p> <ol style="list-style-type: none"> 1. PASTRAMI SALMON, DILL CUCUMBER, SCALLION C.C. 2. NOVA, NOVA SPREAD & SALMON ROE <i>116</i> 3. IRISH ORGANIC, WHITEFISH SALAD, THE WORKS 4. STURGEON, BUTTER & BEET PICKLED ONIONS <i>116</i> 	<p>SMOKED FISH</p> <table border="1"> <tr> <th>choose</th> <th>sandwich</th> <th>by the 1/2 lb</th> </tr> <tr> <td>Eastern Nova</td> <td>\$12</td> <td>\$20</td> </tr> <tr> <td>Irish Organic Salmon</td> <td>\$12</td> <td>\$20</td> </tr> <tr> <td>Pastrami Salmon</td> <td>\$11</td> <td>\$19</td> </tr> <tr> <td>Ora King Salmon</td> <td>\$13</td> <td>\$22</td> </tr> <tr> <td>Kipperd Salmon</td> <td>\$11</td> <td>\$19</td> </tr> <tr> <td>Sable</td> <td>\$16</td> <td>\$25</td> </tr> <tr> <td>Sturgeon</td> <td>\$16</td> <td>\$24</td> </tr> <tr> <td>Whitefish</td> <td>\$14</td> <td>\$22</td> </tr> </table> <p>Drinks</p> <p>Hot Coffee Cold Brew D, Brews Coke/Diet Water</p>	choose	sandwich	by the 1/2 lb	Eastern Nova	\$12	\$20	Irish Organic Salmon	\$12	\$20	Pastrami Salmon	\$11	\$19	Ora King Salmon	\$13	\$22	Kipperd Salmon	\$11	\$19	Sable	\$16	\$25	Sturgeon	\$16	\$24	Whitefish	\$14	\$22
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	<p>Potato Latkes</p> <table border="1"> <tr> <th>Simple</th> <th>Deluxe</th> </tr> <tr> <td>your cream & applesauce</td> <td>your cream & cider</td> </tr> </table>	Simple	Deluxe	your cream & applesauce	your cream & cider																								
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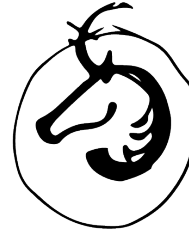


LOGO IDEATION

BIT CHAMPS



MANE SPOT



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bit Champs

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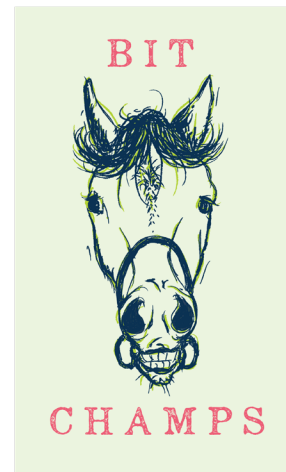
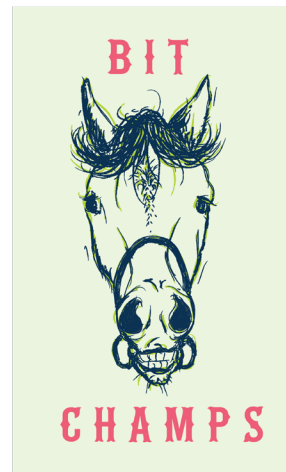
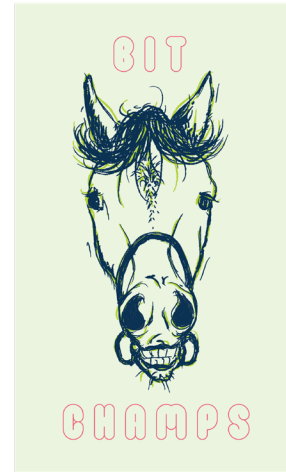
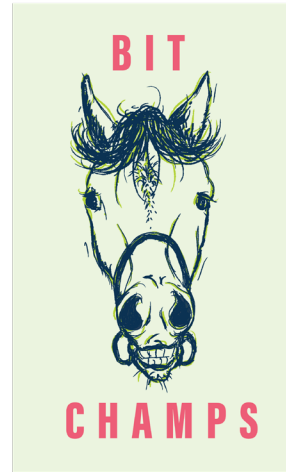
MANE
SPOT



[BIT]es 4 CHAMPS



maneSPOT



LOGO MARK



FOOD FOR CHAMPS

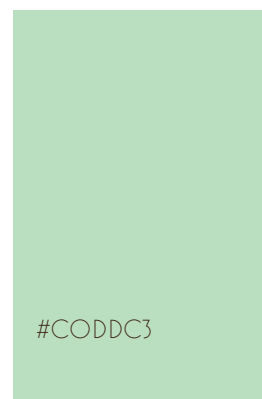
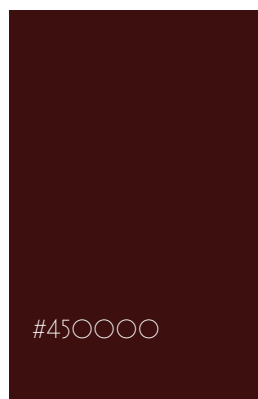
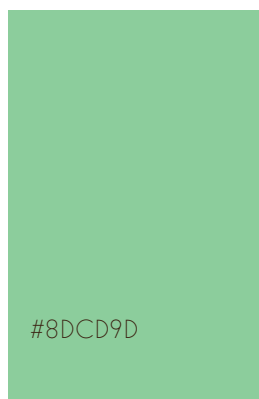
TYPE FACE

Mostra Nuova Heavy

Mostra Nuova Bold

Mostra Nuova Light

COLORS



BRANDING

Through the use of bright colors and unique illustrations, it is the goal of Food for Champs to convey an appetizing and intriguing brand.

Illustrations are used through out different peices of FFC branding, including sandwich wraps, menu board, truck graphics, and sellable merchandise. To build a better community and awareness of the brand, Food for Champs has fun stickers and clothing that are horse or food themed.





ffctruck.com
901-987-5432
Food for Champs



ffctruck.com
901-987-5432
Food for Champs

Raven DeCook
Graphic Designer
507-686-9503



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901-987-5432
Food for Champs






FOOD FOR CHAMPS







FOOD FOR CHAMPS

PROVIDES THE COMPETITIVE EVENTER WITH FRESH, SUSTAINING FOOD & DRINK EASILY ORDERED THROUGH THE APP THAT CAN MANAGE YOUR SCHEDULE TO FURTHER PROMOTE ORGANIZATION AND SUCCESS ON SHOWDAYS.

FOOD FOR CHAMPS

FOOD TRUCK SOLDIERS LOCAL EVENTING SHOWS

APP ORDERING, SCHEDULING & TRACKING

FRESH INGREDIENTS

FOOD & DRINK

FOOD FOR CHAMPS

IN APP ARTIFICIAL INTELLIGENCE SCHEDULES YOUR TRUCK'S COURSE

Schedule.cc

Track the truck's course

Order food ahead for quicker pick up & customization

Input your schedule to optimize your time with calendar & reminders

THE COMPETITIVE EVENTER REQUIRES

FOOD FOR CHAMPS

FOOD FOR CHAMPS TRAVELING FOOD TRUCK

FOOD TRUCK



ARRIVING YOUR TEAM



BUILD YOUR OWN SANDWICH



BREWED COFFEE & TEA



SHACKS FOR SUCCESS



SMOOTHIES



ON TO THE RIBBONS


MENU

A simple menu board will accompany the food truck. Posted on either side of the truck, the board details items and prices available for purchase.

With in the app though, customers can customize their orders and schedule when they want to pick them up.



BUILD YOUR OWN SANDWICH



Choose Bread, Protein, Cheese & Veggie: \$7

Add Kettle Chips & Apple \$10

BREAD

- English Muffin
- Plain or Everything Bagel
- White or Wheat Bread
- Crust or Sprack Wood

PROTEIN

- Egg
- sausage
- Han
- Turkey
- Chicken

CHEESE

- Cheddar
- Swiss
- Goats

VEGGIES

- Spinach
- Spring Mix
- Tomato
- Onion
- Roasted Peppers

BREWED COFFEE & TEA

- Hot Coffee
 - Light, Medium, Dark \$4
- Cold Press \$4
- DuCo \$4
- Mocha & Latte
 - Chocolate, Vanilla, Hazelnut
 - Iced or Hot \$5
- Hot Tea
 - Green, Black, Lemon \$5



SMOOTHIES

- Strawberry Banana \$6
- Tripple Berry \$6
- Add Protein Powder + .75



SNACKS FOR SUCCESS

- Energy Bites
 - Berry Granola, Honey, Cookie, Peanut Butter \$4 (\$3)
 - Trail Mix \$6 (\$3)
- Apple or Banana \$1
- Celery & Carrots
 - with Ranch or Blue Cheese \$3



Download the YFC app to see the entire menu and conveniently place orders.



AI

Food for Champs will use Artificial Intelligence to optimize rider's time. AI integrated into the app's performance will allow riders to input their ride times and receive notifications when it is approaching. Users will also be able to order food ahead and schedule a pick up time. To keep up with the food truck, the app provides the truck's schedule for current and upcoming locations.

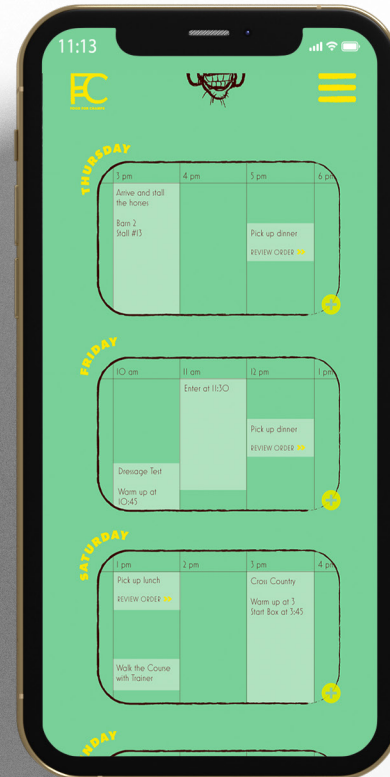
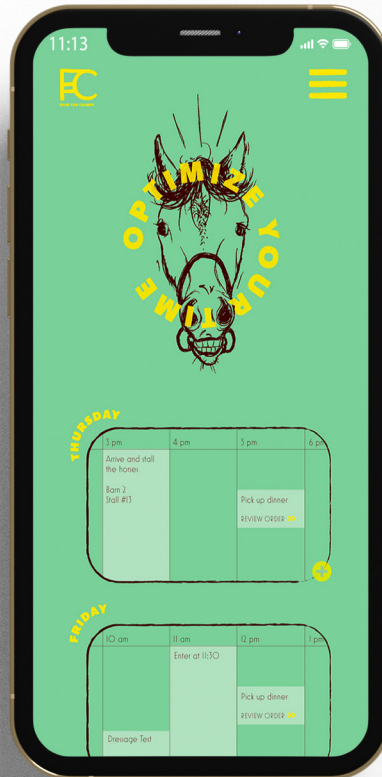
Smarter AI Scheduling Assistant is an automated smart calendar software that saves your time by scheduling for you. It's like having a virtual assistant who saves time and effort, schedules ride times and making sure you never miss another one. Including, real-time event reminders and push notifications that keep you in the loop and on time.



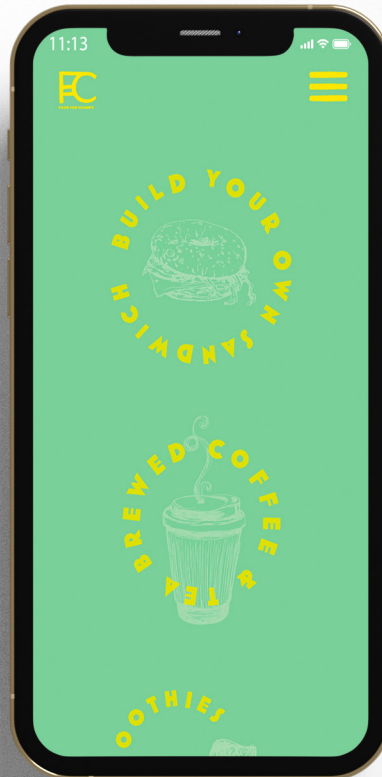
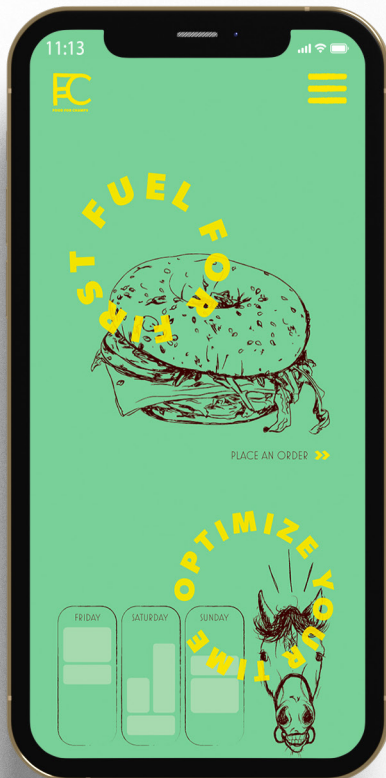
USER EXPERIENCE

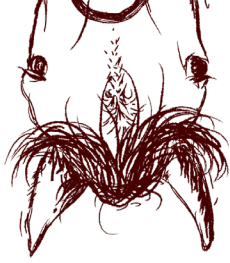


SCHEDULING



ORDERING





FOR CHAMPS



FOR CHAMPS FOOD



FOR CHAMPS FOOD

