

Maple CDE - Team Activity

Your team has been tasked with developing an innovative and marketable maple-infused food product. This activity aims to enhance your creativity, collaboration, and problem-solving skills as you work together to conceptualize, design, and present your unique maple-inspired creation. Consider various categories such as snacks, desserts, beverages, or even savory dishes. Think about your target audience, market trends, and potential competitors.

Develop a detailed concept that includes the following:

- Name of the product
- Description of the product
- Key ingredients
- Unique selling points
- Potential health benefits
- Packaging ideas

Create a **marketing plan** that includes target demographics, pricing strategy, promotional activities, and potential partnerships. Develop visual concepts for packaging and promotional materials.

Your team will create a **budget** for the entire product development process. This should include the cost of ingredients, packaging, marketing materials, and any other relevant expenses.

Determine a price for your product.

Each team will have the opportunity to present their maple-infused food product concept to the judges. Presentations should cover all aspects of the development process, emphasizing the uniqueness of the product, its market potential, and the financial viability.

Rubric

Category	3	2	1
Product Concept (Name, Description, Ingredients)	The concept is detailed and well-defined, and includes all necessary details.	The concept is somewhat developed, but lacks some details.	The concept is incomplete or lacks essential details.
Unique Selling Points	The product includes unique and compelling selling points.	The product includes some selling points, but they are not fully developed.	The product lacks unique selling points.
Potential Health Benefits	The product demonstrates a clear understanding of the potential health benefits	The produce includes some understanding of the potential health benefits	The product lacks potential health benefits.
Packaging Ideas	The packaging ideas are creative, innovative, and well suited for the product.	The packaging ideas are somewhat creative and appropriate for the product	The packaging ideas are not creative or innovative
Marketing Plan			
Budget			
Presentation			

