

ENTREPRENEUR VIDEO DISCUSSION

FEDERAL RESERVE BANK of KANSAS CITY

PIE JUNKIE

Leslie Mossman and Darcy Schein

KAITEKI RAMEN

Jeff Chanchaleune and John Woo

(Teacher Note: Student answers to discussion questions may vary; possible answers are provided below.)

1. The owners of Pie Junkie said they started small with the simple concept of making and serving pie. How did they build their business? *(They took their time to develop their business and reinvested their profit back into the business instead of paying themselves.)*
2. What did Leslie and Darcy say they enjoyed about running their own business? *(They liked the fact that they contributed to the local economy. They enjoyed interacting with customers and brightening people's day.)*
3. Why did the owners of Kaiteki Ramen choose to start a food truck business instead of a brick and mortar food establishment? *(They wanted to reduce their start-up costs and test their food concept first.)*
4. How do Jeff and John use social media in their business? *(They began advertising on social media a month before the business opened to develop an interest in their food truck. They continue to monitor and post updates on social media daily or weekly.)*



