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.)
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