

# JestGreen Phases of Development

## Our Story

### Phase One: Viability of Greenery 2015 - 2017

JestGreen operated as a bootstrap business. We secured spaces, catered private events, participated in business grant competitions, culinary competitions and served our Jest Good Food at events that occurred in Brooklyn, Manhattan, Queens & New Jersey: Queens Night Market, Greenpointers seasonal markets, NYC POP-UP events, Brooklyn Public Library and at the many seasonal events. We used these events to promote the JestGreen food brand, establish proof of concept and develop a following that supports the continued growth of the company.

### Phase One Accomplishments

Brooklyn Public Library PowerUp! Business Plan Competition First Place Winner 2014

Miller Lite Tap the Future Business Plan Competition Semifinalist 2016

Recurring Spotlight table @Greenpointers Market, Greenpoint Brooklyn

Whiskey Fried Food Competition | First Place Winner 2016 (And he didn't even fry anything!)

World Food Championships | Bacon Category Competitor 2016

1010 WINS Canon MAXIFY Small Business Grant Challenge 2x Finalist Oct 2017 & Dec 2017 Participated in several street fairs, markets and events and gained raving fans. Selling out at most venues.

Participated in multiple community events and discussions as a Community Leader

### Phase Two: JestGreen Mobile Kiosk #JGMK Conceptualization 2018

The development of the JestGreen Mobile Kiosk: CAD development, rendering & animation and preliminary cost modeling.

### Phase Three: #JGMK System Funding & BuildOut 2018 - March 2019

Construction of the JestGreen Mobile Kiosk prototype

Production of the JestGreen Mobile Application and Full Website.

### Phase Four: Prototype | #JGMK Systems Development 2019 - 2020

Operate one year from the first #JGMK performing system analysis, confirming sales projections and preparing the JestGreen Mobile Kiosk System for duplication.

### Phase Five: Expand #JGMK Production 2021

Operate multiple #JGMK from a central commissary.

[jestgreen.com](http://jestgreen.com)

