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Spring 2011 Winner of the Sea Island Bank Venture Panels...

May 2, 2011



The final team Real Food Inc. elected to enter a highly competitive market space by developing a downtown, small European style grocer and they aimed to start in Downtown Atlanta. The idea of the concept was to focus on local suppliers, organic produce and to reduce miles travelled while making shopping more of an experience. Their mission was to, *"...provide the highest quality, locally sourced groceries and household products [and] ensure our products are sourced as close to the stores as possible"*. Within the concept the team also proposed to include a delivery service, which particularly caught the judges' attention. The team included: **Stan King**;

Knox Rawson; and, **Nathan Schwan**. Although the judges acknowledged the financial challenges of a concept in this market they were particularly impressed by the team's knowledge of the grocery market and their ability to defend their concept during challenging questioning.

The Center for Entrepreneurial Learning and Leadership is very grateful to [Sea Island Bank](#) who have sponsored, tutored and hosted this New Venture Planning course this semester, particularly **Darron Burnette**, **Steven Sanders** and **William Mitchell** who have coached the student teams and **Wendy Denton**, who organized prizes for the winning team.

We are also extremely appreciative of the venture panel members who gave up their time to judge the students including: **Mitchell Hayes** (CM City Inc.); **Randy Childs** (Ranco Tent Rentals Inc.); and, **Bryce Bunting** (Advanced Valve & Instrument Inc).

AND THE WINNER WAS Brighter Days Academy who are now the proud owner of four Sea Island Bank fold-out chairs.