

Cross Cutting Themes



Go Fuel Yourself
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ETHICS & SUSTAINABILITY

Why is using recyclable sachets an important part of Go Fuel Yourself's business model?

What ethical challenges might they face as they try to grow and expand into other markets?

ENTREPRENEURIAL THINKING

What opportunity did Paddy and Marc see in the health and wellness market that others had not?

How did they manage risk when moving from corporate jobs to launching their own business?

FINANCIAL LITERACY

How did Paddy and Marc finance their first bulk production run, and what challenges did this create?

What are the advantages and disadvantages of remaining self-funded versus seeking investment?

DIGITAL TRANSFORMATION

How has Go Fuel Yourself used digital channels and social media to promote its products?

Why might social media influencers be more effective than traditional advertising for this type of product?

If you were advising Go Fuel Yourself, would you recommend they take outside investment? Why or why not?

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Go Fuel Yourself – Suggested Teacher Solutions

<p>ETHICS & SUSTAINABILITY</p> <p>Q: Why is using recyclable sachets an important part of Go Fuel Yourself's business model?</p> <ul style="list-style-type: none">• Reduces plastic waste compared to bottles or cans.• Appeals to environmentally conscious consumers.• Aligns with their goal of making convenience products more sustainable. <p>Q: What ethical challenges might they face as they try to grow and expand into other markets?</p> <ul style="list-style-type: none">• Higher cost of sustainable sachets could affect pricing abroad.• Pressure to outsource production to cheaper, less sustainable options.• Risk of "greenwashing" accusations if standards slip when scaling.	<p>ENTREPRENEURIAL THINKING</p> <p>Q: What opportunity did Paddy and Marc see in the health and wellness market that others had not?</p> <ul style="list-style-type: none">• A convenient, on-the-go hydration option with added vitamins.• A recyclable sachet format that was lighter and greener than bottles. <p>Positioned the brand between sports performance and everyday wellness.</p> <p>Q: How did they manage risk when moving from corporate jobs to launching their own business?</p> <ul style="list-style-type: none">• Self-funded the first stages to maintain control.• Tested flavours and dissolvability with real consumers before launching.• Built resilience and adapted quickly despite limited start-up resources.
<p>FINANCIAL LITERACY</p> <p>Q: How did Paddy and Marc finance their first bulk production run, and what challenges did this create?</p> <ul style="list-style-type: none">• Financed it entirely with their own savings (self-funded).• Faced high personal risk if sales didn't materialise. <p>Tight budgets meant careful control of cash flow was essential.</p> <p>Q: What are the advantages and disadvantages of remaining self-funded versus seeking investment?</p> <ul style="list-style-type: none">• Self-funded: maintain full control and independence.• Investment: access to capital for faster growth and marketing.• Trade-off: investors reduce autonomy but can accelerate expansion.	<p>DIGITAL TRANSFORMATION</p> <p>Q: How has Go Fuel Yourself used digital channels and social media to promote its products?</p> <ul style="list-style-type: none">• Built a strong brand presence on Instagram and TikTok.• Used polls, feedback, and engagement to shape messaging. <p>Focused on storytelling around health and lifestyle instead of heavy paid ads.</p> <p>Q: Why might social media influencers be more effective than traditional advertising for this type of product?</p> <ul style="list-style-type: none">• Influencers provide authentic endorsements that build trust.• Social content is cheaper and more engaging than TV or print.• Reaches younger, health-conscious audiences directly.

Q: If you were advising Go Fuel Yourself, would you recommend they take outside investment? Why or why not?

- Yes: could fund marketing, new flavours, and faster entry into global markets.
- No: staying self-funded keeps brand independence and credibility as well as higher profits/control.
- Balanced view: depends on growth goals and willingness to share control.