

CITY PAY IT FORWARD PRESENTS

# ENTERPRISE CHALLENGE

# 2025

Monday, 7th July 2025 | 5pm - 9pm  
Drapers' Hall, Throgmorton Avenue, London

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Post-event photos



# City Pay it Forward 2025 Enterprise Challenge

Drapers' Hall  
250 Attendees

4 Secondary School Teams  
1 Winner

Thank you to the Drapers' Company for their generous support of the event

# City Pay it Forward Enterprise Challenge

Grand Finale 2025







Coatiy.





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Grand Finale 2025



## Who are we? What do we do?

### Ethical & Eco-friendly

Our Bar is proudly fairtrade and sustainable. We use totally UK manufacture and biodegradable packaging.



### Size of Snack bar?

Bars can be sold separately or in multipack bags of 5. 35g servings, small & bite-size.

### Our Competitors?

Graze and Deliciously Ella Oat Bars because we believe they have a similar price point and target market.

Toality

### Chosen Flavour?

The original Toality bar that we produce will be date and raspberry flavoured.

We wanted a sweet, fresh and fruity taste. We think the date raspberry combination complements each other.



### Our Aim?

We want our target market to be able to make simple, easy, healthy snack choices.

We want to create a brand people can trust. That is sustainable and inclusive.



### Target Market?

Our product is aimed at predominantly Gen Z. The look is simplistic and high-end so would also appeal to health-conscious adults. For example, people who play sport looking for an easy, healthy snack.

We chose a neutral color palette for our branding to make it more appealing and inclusive for all.



### Toality's USP

We are:

- Gluten Free
- Fairtrade
- Vegan
- Nut Free
- Sustainable
- Inclusive











A man on the far left wearing a grey zip-up sweater and dark blue trousers.

A girl wearing a white t-shirt with the "Bloomin' Crunch" logo and black trousers.

A girl wearing a white t-shirt with the "Bloomin' Crunch" logo, a black skirt, and black tights.

A boy wearing a white t-shirt with the "Bloomin' Crunch" logo and black trousers.

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A boy wearing a white t-shirt with the "Bloomin' Crunch" logo and black trousers.

A boy wearing a white t-shirt with the "Bloomin' Crunch" logo and black trousers.

A man on the far right wearing a dark blue suit jacket, a light-colored shirt, and dark trousers.





Bloomin'  
Crunch

# Product overview



Our Flower Crisps are made from organic root vegetables like sweet potato and carrot, combined with edible flowers.



They are baked, not fried - with our signature flavour: Lavender & Lemon



They are light, vegan, gluten-free and made for people who care about what they eat







## Health & Charity



Yuka is a free mobile app that helps consumers understand the health impact of food and cosmetic products by scanning their barcodes. It provides a detailed analysis based on factors like nutritional value, the presence of additives, and organic certification.

Yuka can help people know what is good for their body and what is not so much due to their health impact identification.



We will donate to the Woodland Trust, the UK's largest woodland conservation charity, because protecting the planet matters to us—and to our community.

For every 1,000 pots we sell, we plant a tree—giving back to the environment and supporting nature in a real, tangible way.

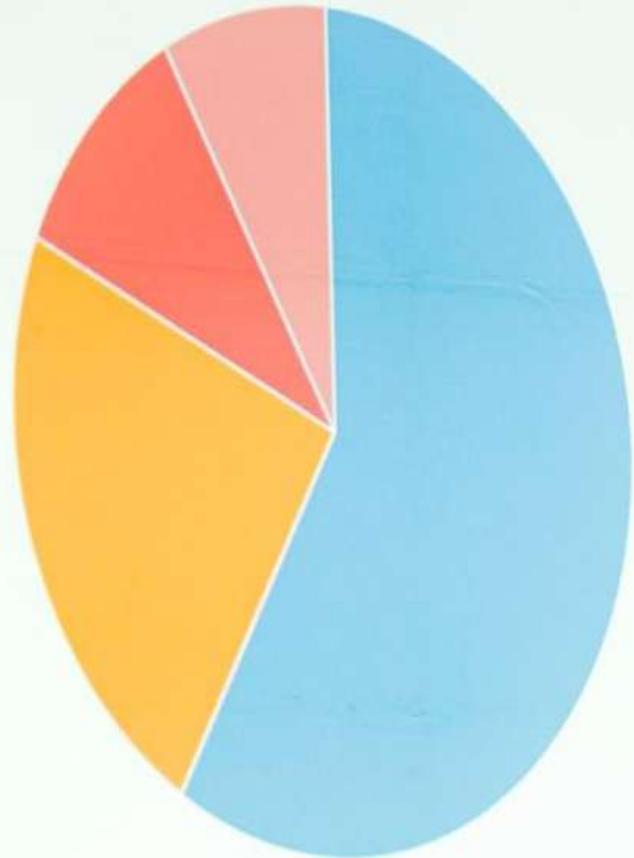


At Potluck we also support Cancer Research, and we have worked with young people to develop the meals and the product they most want.

We also plan to donate 20% of our profits to Cancer Research.



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• Chocolate Oat Pots • Noodle Pots • Standard Pot • Salad Pots

*'Tasty, healthy, and affordable.  
Perfect for a quick snack!'*

Member of Public





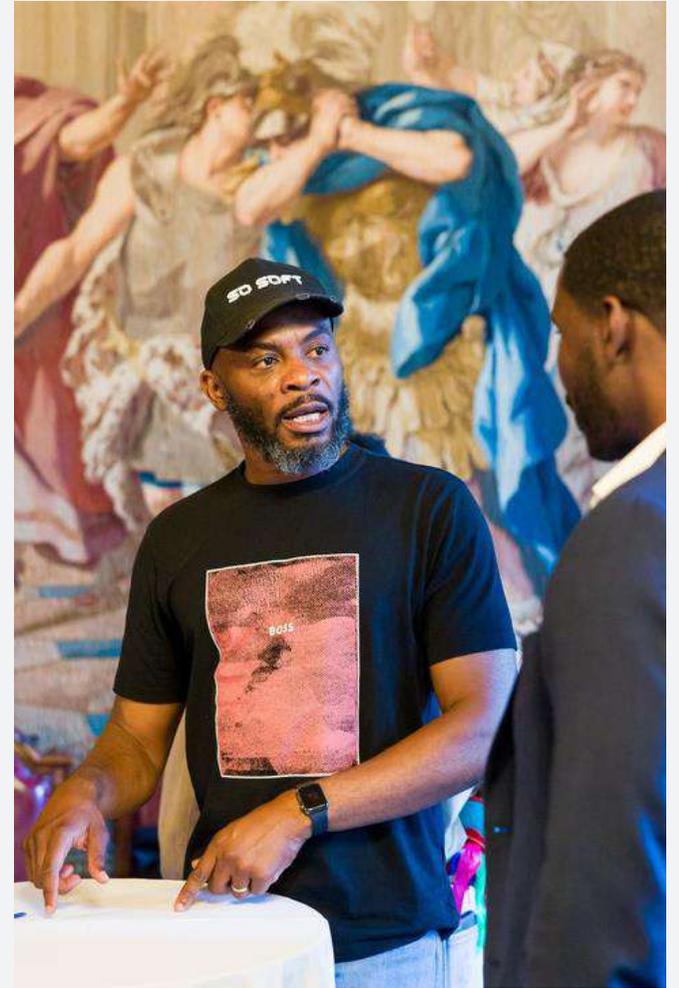
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# ABOUT CITY PAY IT FORWARD

City Pay it Forward is a volunteer-led charity, dedicated to improving financial literacy and social mobility through real-world learning.

From our award-winning primary curriculum to hands-on secondary school programs like the Enterprise Challenge, we help students turn financial concepts into life skills.





CONTACT US:

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