



Food Start Up Success Program for New Food Businesses

| Week 1 - January 27 | Week 2 - February 3 | Week 3 - February 10 | Week 4 - February 17 | Week 5 - February 24 | Week 6 - March 3 |
|---|--|---|---|--|--|
| Getting Started | Marketing | Online Presence | Your Product | Finances | Business planning and pitching |
| Registering your business, choosing your business name, accounting and taxes | Branding, messaging, logo design, package design, promotions | Domain name registration, choosing a website hosting platform, social media, selling online | Product development, how to scale up a recipe, recipe variations, options on where and how to produce your product. | Determining the cost of your product and cost of running your business, determining the need to scale, determining the sale price, distribution channels | Business planning and loans, determining financing needs and options, business planning, and planning for the future. Showcasing your business pitch |
| Tasks & Take Aways | | | | | |
| Think about your business name and determine if it's available in your state. Decide on a business structure, think about book-keeping and other general aspects of your business. | Answer the 5 P's of your business Map out a couple of options for your logo and other aspects of branding | Choose your social media platforms and set up accounts if possible Set up a social media calendar Register your domain name and determine your preferred website hosting platform | Research a place to produce your product Look into distribution channels for your product | List your startup expenses List potential investors | Make an "elevator pitch" script (or brief video) Think about potential questions that investors might ask, and how you might answer them. |