

Food Start Up Success Program for New Food Businesses

Week 1 - In person September 27th	Week 2 - Virtual October 4th	Week 3 - Virtual October 11th	Week 4 - Virtual October 18th	Week 5 - Virtual October 25th	Week 6 - In person November 1st
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 a 2-3 minute pitch script or video Think about potential questions that investors might ask, and how you might answer them.