



The Culinary Catapult Program Overview & Calendar

Program Goals:

- To encourage innovation and sustainability for entrepreneurs through training and investment.
- To assist entrepreneurs in developing and accessing growth opportunities to take their business to the next level of success.
- To provide the information and skillsets to survive and thrive in the evolving marketing and economic environment.

Program Components:

- Dynamic and interactive training sessions – consisting of expert interviews and presentations, group mastermind problem-solving, accountability support on progress towards goals.
- “Homework” opportunities to practice application of newly-learned tips/resources/strategies and to go deeper with those that are particularly relevant.
- A private Facebook Group for communication, resource sharing, networking, and all archived meeting materials.
- A business advisor/mentor who will provide additional guidance, assistance, and encouragement during and beyond the program at no charge.
- Participants will create a short (3-5 page) Growth Plan for their business and prepare a Funding Pitch, competing for cash prizes, that they will deliver to a panel of business/financing guests.

Program Calendar & Topics:

- 7/12/23: 1. A Food Business Growth Plan - It's All in the Prep
- 7/19/23: 2. A New Day, A New Way for Food Businesses.
- 7/26/23: 3. Business Concept to Growing Up.
- 8/02/23: 4. Support Team.
- 8/09/23: 5. The Organization and Administration.
- 8/16/23: 6. Getting Funding for Growth.
- 8/23/23: 7. Obtaining and Keeping Repeat Customers.
- 8/30/23: 8. Operations and Management.
- 9/06/23: 9. Polishing the Pitch.
- 9/13/23: 10. Building a Strong, Resilient Organization.
- 9/20/23: 11. Finding Talent & Support.
- 9/27/23: 12. Pitch Contest and Graduation Ceremony.

Program Delivery:

The weekly sessions will be held virtually, via Zoom, on Wednesdays from 1:00 pm to 3:30 pm. All participants will be expected to be ON CAMERA.

