



The Culinary Catapult 2025 Program Overview, Goals & Calendar

- To encourage innovation and sustainability for culinary entrepreneurs through training and investment.
- To assist culinary entrepreneurs in developing growth opportunities for the next level of success.
- To provide information and skillsets to thrive in evolving marketing and economic environments.

Program Components:

- Dynamic and interactive **training sessions** – consisting of expert interviews and presentations, group mastermind problem-solving, and accountability support on progress toward goals.
- **Actionable steps** to improve business performance. **“Homework”**, opportunities to practice the application of newly learned tips, resources, and strategies.
- A **private Facebook Group**. Where all participants can contribute, learn, and share at their convenience—a critical source of reference for all previously covered course materials.
- Each participant will be offered a highly experienced **business advisor/mentor** at no charge.
- Participants will create a short (3-5 page) **Growth Plan** for their business and prepare a **Funding Pitch** that they will deliver to a panel of business/financing guests, competing for cash prizes.

Program Delivery:

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

Program Topics:

- 1/9/25: Kickoff Celebration and Orientation
- 1/16/25: Understanding Today to Build Your Tomorrow.
- 1/23/25: Marketing and Selling Essentials for Your Food Business.
- 1/30/25: Maximizing Your Online Presence.
- 2/6/25: Building and Leading Your Winning Team.
- 2/13/25: Managing for Efficiency and Profitability.
- 2/20/25: Funding for Growth:
- 2/27/25: Obtaining and Keeping Repeat Customers.
- 3/13/25: Building a Strong, Resilient Organization.
- 3/20/25: Lagniappe Special Topics TBD!
- 3/27/25: Polishing the Pitch and Refining Your Growth Plan.
- 4/3/25: Pitch Contest and Graduation Ceremony.

