

# Madison Public Market's MarketReady Program



## Progress Report | PMDC | May 3 – June 6, 2019

### Program Delivery Update

- Recruited two new Latinx business coaches to work with Spanish-speaking Participants.
- Collected feedback from all vendors present at the Madison Public Market Sneak Peek event on May 8 related to sales figures, samples distributed, and advice for future events.
- Met with Heartland Credit Union staff to develop a series of workshops and one-on-one sessions with Participants.
- Developed, translated into Spanish, and distributed a template for a two-year business development plan that will be due end of July.
- Communicated to Participants and Coaches that a full business plan will be required March 2020 to be eligible for \$19,000 grants.

### Participant Updates

- Ember Foods sold at their first pop up event: Breese Stevens Bodega. They are preparing to sell packaged products at grocery stores, sourcing equipment and communicating with buyers.
- Midwest Mujeres hosted a cooking class at FEED Kitchens for Latina women. Araceli has facilitated this group as an online community and podcast series but is starting to develop a business model for pop-up events like this one.
- Lip Service Foods is preparing to launch their business with a series of pop up events beginning in July.
- Little Tibet has received two newspaper reviews. They are refining their menu and planning to run a marketing campaign targeting Forward FC fans and concertgoers at nearby Breese Stevens.
- Tortillas Los Angeles funded a Kiva loan in a single day. Staff are supporting them in accessing additional funding.
- Banwich is drawing up a partnership agreement between the co-owners with a referral to the UW Law and Entrepreneurship Clinic from MarketReady.
- La Joe Bla LLC connected with other Hmong restaurant owners in the Madison area with an introduction facilitated by the Hmong Chamber of Commerce of Wisconsin and MarketReady.

