

# One Year In

## MarketReady by the Numbers

**MarketReady** launched in October 2017 to prepare diverse entrepreneurs for success in the **Madison Public Market** through business training, mentorship, and/or start-up capital. 30 merchants were selected from 83 applications.

### Who are the MarketReady Merchants?



33%

1st Gen Immigrants



63%

Women



83%

People of Color



# What have we been up to?

**\$37,500**

in Startup Grants allocated



to **15** MarketReady merchants



**2000+**  
people

**3**  
events

**2000+** people attended **3** Taste of the Market events, featuring MarketReady Merchants



Hours of educational events and workshops

Hours of 1:1 business consultation



Help us build a home for the MarketReady merchants. Be a part of creating our very own Madison Public Market through a tax-deductible gift. We cannot build this project without you and hundreds of others from our community.

[madisonpublicmarket.org](http://madisonpublicmarket.org)