

# Madison Public Market's MarketReady Program



**Thank you for applying to MarketReady!**  
We look forward to learning more about you and your business.

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## JULY Interview/Coaching Session

You'll be meeting for 30 minutes with either Ian Aley, MarketReady Coordinator, or Adam Haen, FEED Kitchens Manager, to talk about your business idea.

**TO DO:** Please schedule a meeting with us using the link included in our email.

MarketReady will give priority to applicants that belong to populations facing historic barriers to entrepreneurship and Madison residents. We are looking for businesses that fit into the mission of the Madison Public Market. This will be a space to sell locally-produced food, crafts, and other items. Adam and Ian will use the following categories to evaluate your application:

Business Model and the Market  
Financial Model and Profitability  
Competition and Innovation  
Sustainability Over Time  
Job Creation

Local/Regional Sourcing  
Diversity and Representation  
Story and Personality  
Social Responsibility  
Experience

If MarketReady isn't the right fit for your plans, we'll direct you to other resources that can help you turn your entrepreneurial dream into a reality.

**DATE:** We'll let you know on **July 21** whether you'll be moving to the next step with MarketReady.

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## JULY 24 - AUGUST 04 The next step: recording your business pitch video

If it sounds like MarketReady is a good match for your business, you'll have an opportunity to record a 3-minute business pitch. Don't worry, we'll have some tips and tricks to share before you start recording.



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**DATE: 4-7pm Tuesday, July 25 & 8-11am Friday, July 28**

The conference room at FEED Kitchens (1219 N. Sherman Ave) will be open for you to work on your pitch and meet other new and aspiring business owners.

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## AUGUST Participant selection

An advisory board of community leaders and business owners will evaluate the business pitches and application forms to select the program's 30 participants.

If you're not selected to participate in MarketReady, we'll keep your application active on a waitlist in case space opens in the program. We will also direct you to other resources available to help you take the next step for your business.

**DATE:** MarketReady participants will be announced on **September 8.**

**If you aren't accepted into MarketReady, you still have an opportunity to vend in the public market. If you haven't completed a Madison Public Market Vendor Interest form yet, please do so:**

[www.cityofmadison.com/dpced/economicdevelopment/interested-in-being-a-public-market-vendor-/2361/](http://www.cityofmadison.com/dpced/economicdevelopment/interested-in-being-a-public-market-vendor-/2361/)



### Ian Aley

MarketReady Coordinator  
[coordinator@marketreadymadison.org](mailto:coordinator@marketreadymadison.org)  
608-204-7029

Ian is the program coordinator for MarketReady. You can reach out to him with questions about the program.



### Adam Haen

FEED Kitchens Manager  
[feedmanager@feedkitchens.org](mailto:feedmanager@feedkitchens.org)  
608-204-7022

You may recognize Adam from his work at FEED Kitchens. Adam also sits on the Madison Public Market Development Committee.

