

Madison Public Market's MarketReady Program



Progress Report | November 3 - December 7, 2017

Stories from Participants

- Kossi plans to produce locally designed clothing. A designer in LA whose product has been featured during the NYC fashion week has agreed to mentor him. The owners of Jazzman on State Street may also offer mentorship.
- Kristina launched a well-crafted Go Fund Me campaign to pay for the startup costs of her deli serving traditional Native American foods.
- Namgyal and Tharten make their Tibetan dumplings by hand. They are researching equipment to scale up production so that they can sell to grocery stores.
- Josey expressed gratitude for the \$500 educational budget from MarketReady. She said this is allowing her to take far more classes than she could afford without this support.

Educational Outcomes

- 5 Participants graduated from the WARF Upstart 10-week business accelerator program in early November. Upstart accepted 2 more Participants for their Winter 2017-2018 cohort.
- The Edible Startup Summit is a 2-day conference focused on running a food business in Southern Wisconsin.
 - 20 Participants and 5 Applicants attended the conference, with 13 attending both days.
 - MarketReady staff worked with partners at Dane County UW Extension to ensure the event was accessible and engaging to diverse audiences. This involved:
 - Conducting extensive outreach to the Spanish speaking MarketReady community,
 - Lining up interpretation services and bilingual business consultants, and
 - Securing funding from MGE so Spanish speaking Applicants could attend for free.
 - Organizers of the conference reported that this was by far the most culturally diverse group of attendees that has ever attended because of the partnership with MarketReady.

Administrative Progress

- Staff facilitated the first 5 small group meetings.
- Staff developed systems to track the following metrics:
 - Number of hours of services provided
 - Business development progress and next steps
 - Educational budget reimbursement

