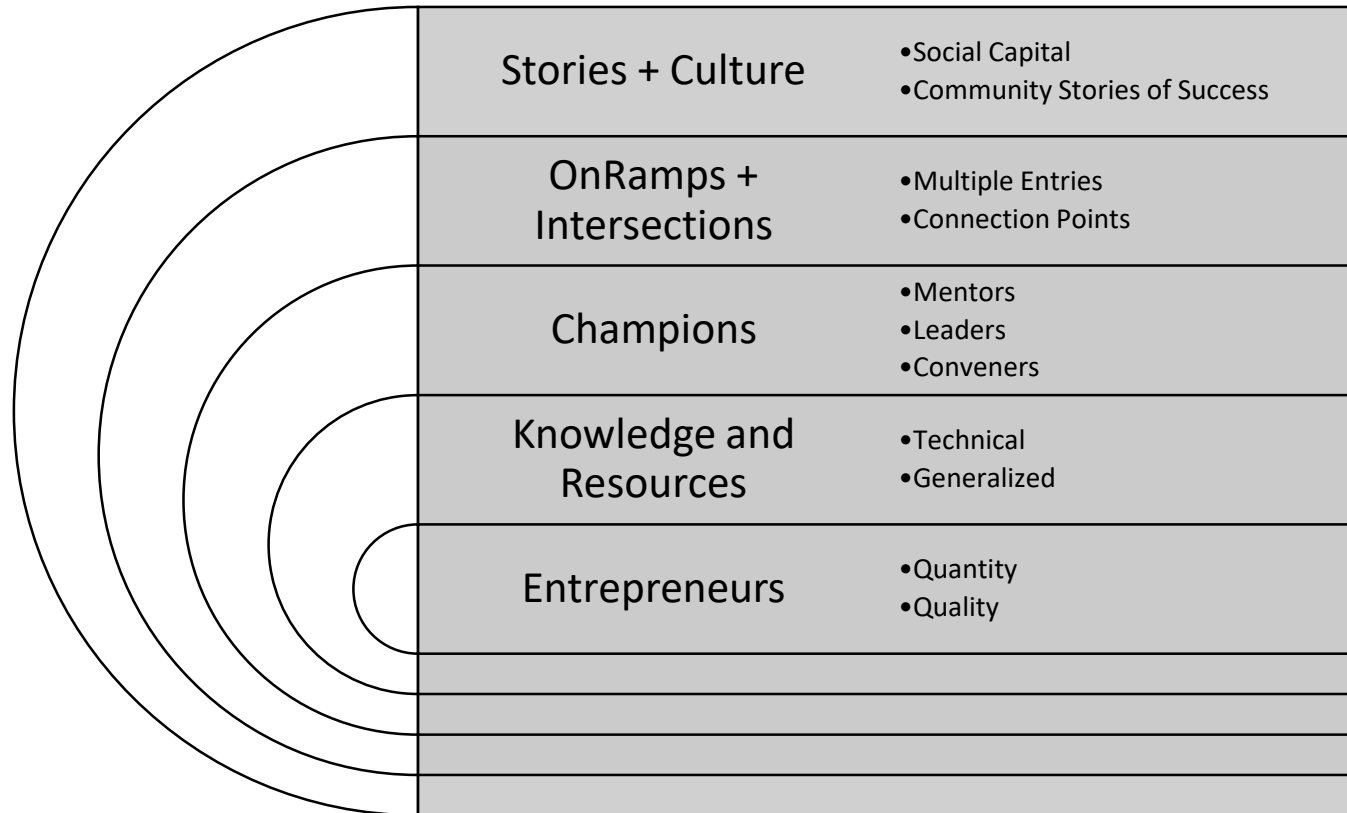


MPDC Entrepreneur Education and Acceleration

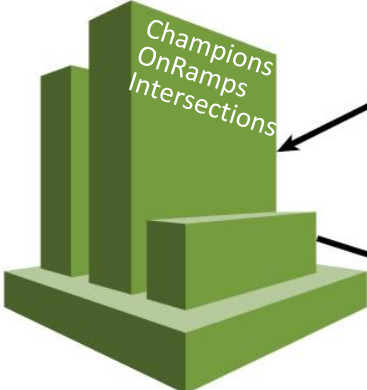
Jeff Glazer

Ecosystem



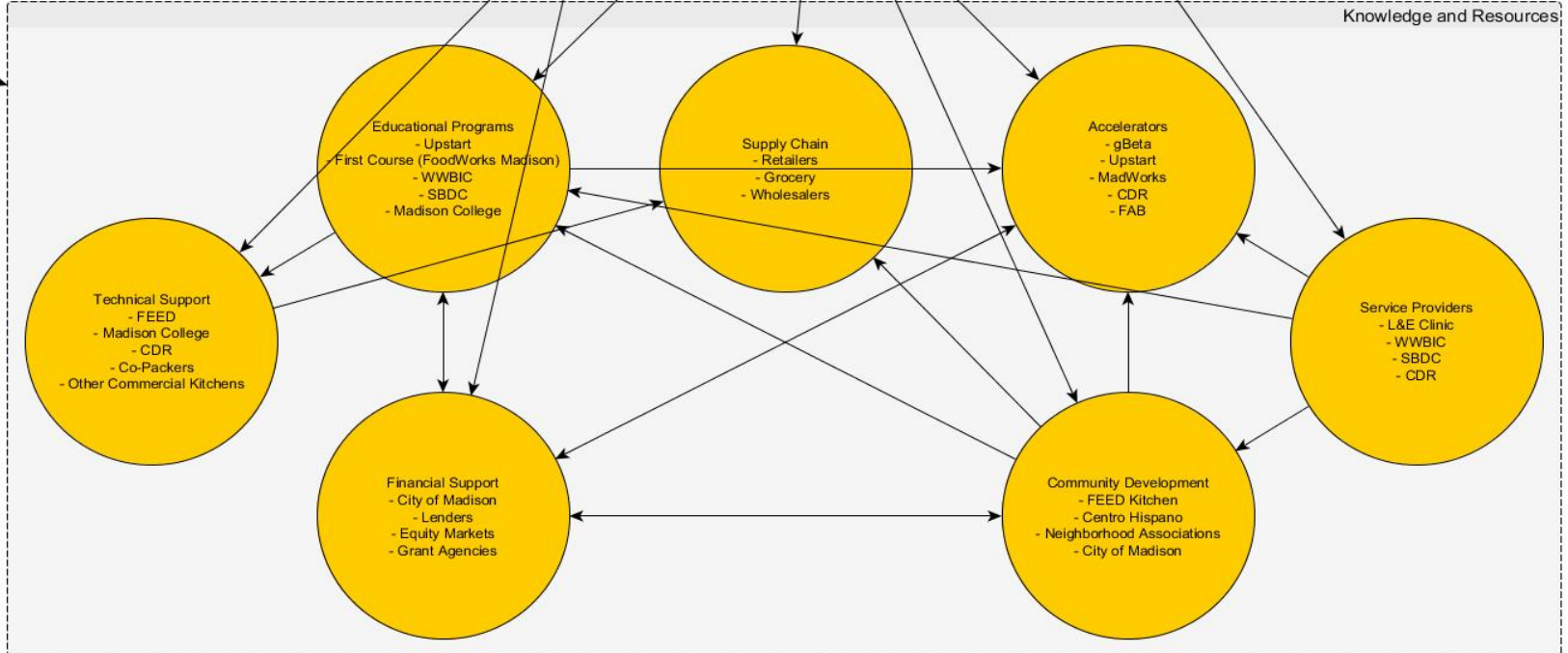
“Ecosystem builders are creating an invisible infrastructure in their communities to support entrepreneurs. It's not like traditional infrastructure. ***It's not about physical spaces, fancy buildings, pools of capital or big institutions.*** Instead, ecosystem builders focus on building consistent, collaborative human engagement. It's about process, not product. Context, not content. The journey, not the destination.”

Ecosystem

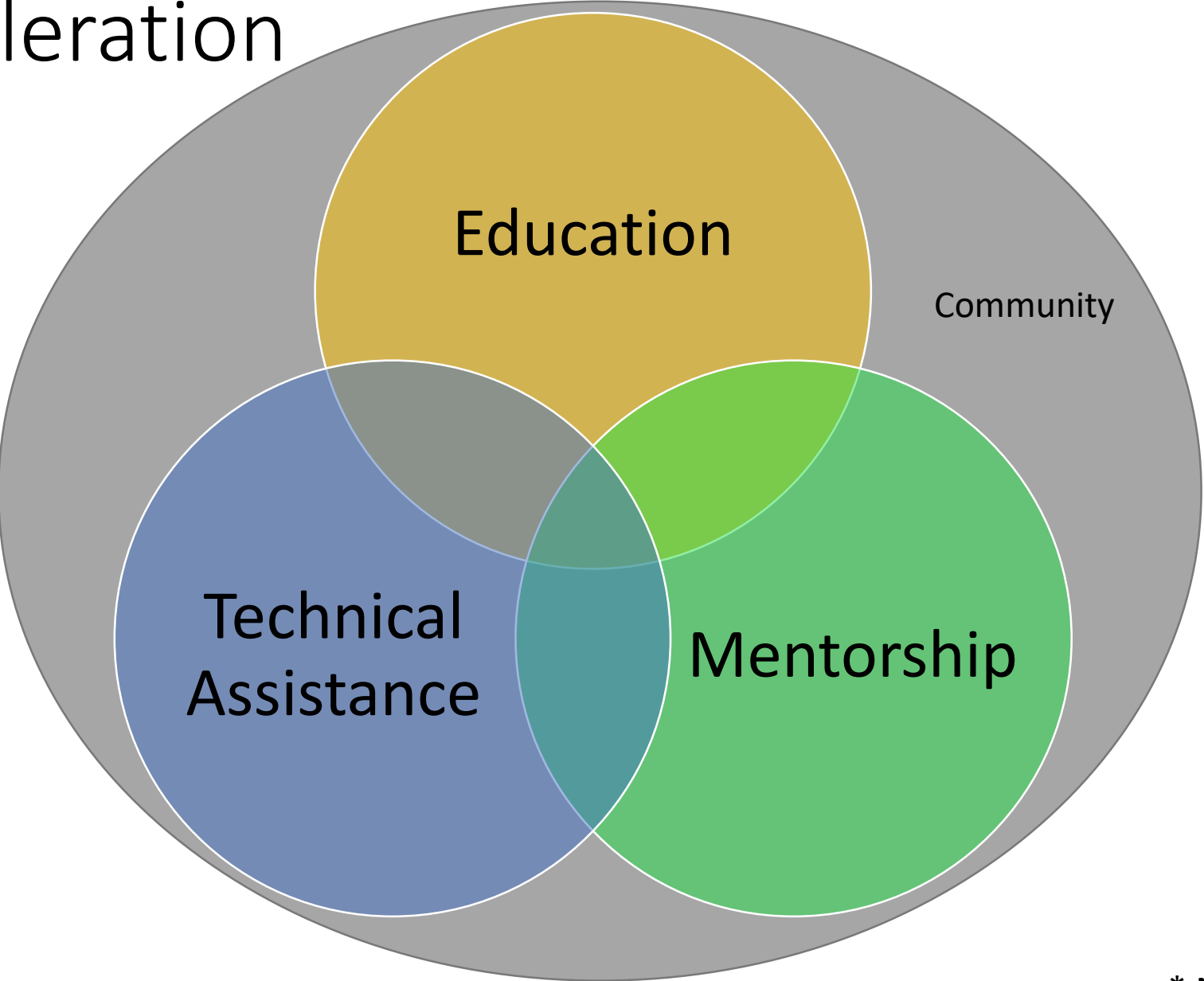


- Madison Public Market
- Retail
 - Wholesale
 - Comm Kitchen
 - Education
 - Co-working
 - Community Space

Entrepreneurs					
Consumer Packaged Goods (CPG)	Food Carts	Retail	Grocery	Distribution	Manufacturing
Information Technology	Supply-Chain Management	Consumer Referral Engines	Retail Platforms		
Agricultural Technology	Equipment	Genetics	Animals	Farm Management	
Social Entrepreneurship	Access to Food	Food Deserts	Economic Justice	Community Development	Under-Represented Groups

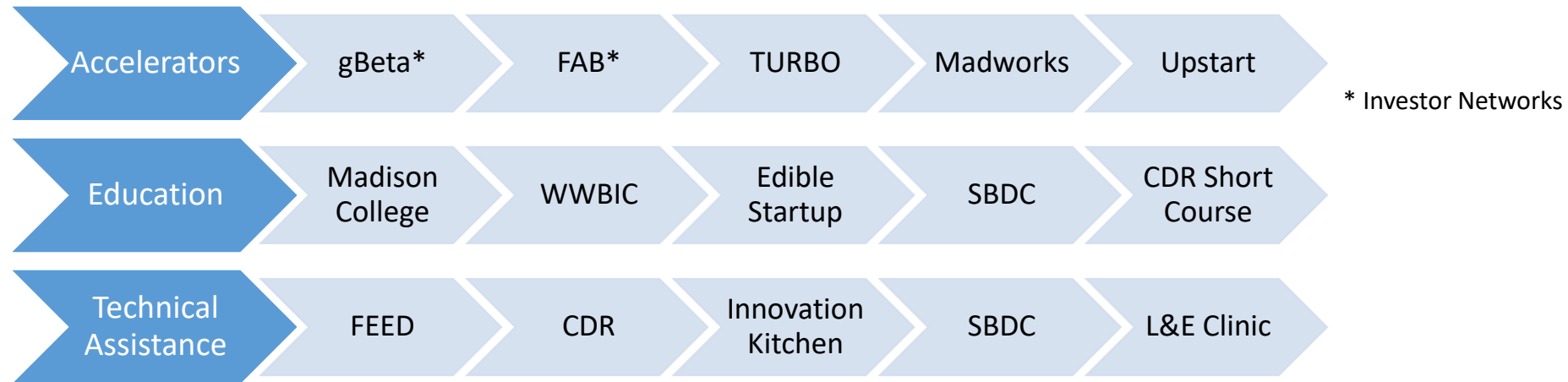


Acceleration



* Not Shown: Investors/Financing

Acceleration



The Public Market can facilitate **acceleration** and **education** by coordinating current services in the Madison ecosystem specific to the needs of entrepreneurs

- The Public Market could **refer** entrepreneurs to already existing programming
- The Public Market could work with entrepreneurs to, first, create a **strategic plan** for achieving success, whatever that might mean to the entrepreneur and, then, to identify a timeline for execution
- The Public Market could partner with accelerators and educators to **sponsor specific, targeted programming** to meet the needs of the community

Food + Beverage Pilot Accelerator

- Emphasis on scalable food, beverage and adjacent (e.g. supply chain or process innovations) companies
- Small cohort size (recommend 5)
- Focus on downstream milestones + connections
- Leverage Public Market space and network for customer validation and early traction

Recruitment

- Process:
 - Individual reachouts
 - Office hours
 - Online application
 - In person interviews
- Pipelines:
 - Vendor Interest List, Market Ready Program
 - TURBO
 - Madison College
 - FaB
 - L&E Clinic and University (WARF)
 - Madison Chefs Network
 - Existing gBETA and Madworks pipelines

Unanswered Questions

- Should local Wisconsin roots be required?
- What is the metric for success upon graduation?