

MarketReady Pilot Training Program

Program is for 23 months

- With ongoing coaching available after

6 Tasks

1. Recruitment
 - a. Months 1-3
 - b. Contact 50 potential entrepreneurs
2. Selection
 - a. Months 3-6
 - b. Intake 30 applicants
 - c. Select 15 for program
3. Training and Technical Assistance
 - a. Months 4-23
 - b. Selected 15 participate in full program
 - c. Remaining 15 limited assistance is available
4. Administration
 - a. Months 1-24
5. One-On-One Assistance (Coaching/Mentoring)
 - a. Months 1-24
 - b. Recruit and train 5-7 coaches
6. Reporting
 - a. Months 3-24
 - b. Quarterly

Target Population

Equity Tool analysis identified PM could be a positive force for economic opportunity for low-income populations, communities of color, immigrants, women and groups historically facing barriers to starting businesses because of lower start-up and fixed costs.

Training Team

Each will tap into their individual expertise area to create a one stop training program that will teach individuals how to fish rather than just give them a fish.

- **Northside Planning Council** – Oversight and administration
- **FEED** – Training, facilities and curriculum development
- **WWBIC** – Training and curriculum development
- **UW- Extension** – Training, recruitment and curriculum development

Grants

At the completion of the training program 5 businesses will be selected (Shark Tank) to receive grant funds of up to \$14,000 to get their business ready to open in the PM.

Funding Breakdown - \$127,320 (participants) \$72,680 (implementation)