

Madison Public Market's MarketReady Program



MarketReady Applicant Demographics Report | October 5, 2017

83 businesses applied for MarketReady on time (by July 5th) and were offered a 1:1 interviews with MarketReady staff. Based on criteria evaluated during those interviews, 53 of those applicants were invited to record a business pitch video. An advisory group then selected 30 of those applicants to receive to be invited to participate in the MarketReady cohort and created a ranked waitlist of five additional applicants. The following data reflects the demographics of those 30 applicants and the change in demographics from the 53 applicants who were evaluated at the interview stage.

Total Applicants:		30		
		#	%	% Change
Female		19	63%	0%
First-generation Immigrant		10	33%*	+5%
Race^				
American Indian or Alaskan Native		2	7%	+3%
Asian		8	27%	+12%
Black or African-American		10	33%	-1%
Hispanic or Latino		8	27%	+4%
White		5	17%	-14%
Other/Prefer not to disclose		0	0%	-2%

Types of Businesses:+

Food Business:	23
Textiles:	3
Arts/Crafts:	4
Body Care Products:	2
Services:	3

Profile of Some Businesses:

- Juices and smoothies with sprouts and greens grown across the street from the Public Market
- Nigerian/ Caribbean/ Soul Food frozen and fresh meals
- A retail shop for selling locally food and crafts
- Youth training program making pizzas

* The percent of applicants identifying as a first-generation immigrant do not sum to 100 when added to the percent of applicants identifying as non-immigrants because some applicants chose not to disclose this information.

^The percentages will sum to greater than 100 because some applicants identify as bi-racial.

+Some of the businesses offer multiple types of products/services, so this sums to 35 rather than 30.

