



**Program Information:**

SEE-LA's **Seasoned Accelerator**, with support from the City of Los Angeles Economic and Workforce Development Department, provides advising and technical assistance to food businesses that are a part of any of SEE-LA's Farmers' Markets (Atwater Village, Central Avenue, Crenshaw, Echo Park, Hollywood) in addition to existing food businesses based in Los Angeles that would like to become vendors at our Farmers' Markets.

Our goal is to support food businesses that are interested in growth and for whom the program's services (listed below) would make the most beneficial impact.

Participants in the program will receive:

- 1:1 Business operations coaching from an experienced Food Entrepreneur
- 1:1 Marketing Advising sessions
- Educational Webinars on the food industry and business development
- Linkage to resources and opportunities including Small Business Development Centre (SBDC) and small business loans
- Images of your work, which will be professionally photographed during the program.

We have a limited number of spaces available for the 8-month program. All services are provided **free of charge**. Candidates for the program should have:

- Been in business for at least 1 year and are currently vending at a SEE-LA farmers' market, and a resident of the City of Los Angeles or with a business address in the City of Los Angeles.

Or

- If not selling at our farmers' markets, intend to apply to sell at one of our farmers' markets, and a resident of the City of Los Angeles or with a business address in the City of Los Angeles.

And

- A desire to grow and scale their food business, including hiring new staff
- A strong vision for their business over the next 1-3 years
- Ability to follow through and strong drive to engage in program activities.

The program asks for the following commitments from participating food entrepreneurs:

- Participation in all of the program services and curriculum for an 8-month period:
  - Regular meetings** with: Food Business Consultant, and Marketing Advisor (approximately 4 to 6 hours of meetings monthly, **not** including time spent working independently on assignments and tasks recommended by your advisors)
  - **Webinars and Zoom meetings** (1 – 2 hours each, 3-4 times per month) (will require computer or smartphone access; recordings will be made available)
  - Monthly **progress check-ins** with program staff (via phone or email)
  - Information sharing (your demographic data, sales figures, etc.) for the program's grant reporting requirements.
  - Use of **Google Classroom** to stay up to date on program announcements and access documents.
- A **commitment to hiring** low to moderate income individuals and/or individuals facing barriers to employment when hiring new staff for your business.

### **Application Process and Requirements:**

Please submit the following with your application:

- Completed application form (incomplete submissions will not be accepted)
- Business plan (highly encouraged but not required)
- Profit and Loss/Financial Statement (highly encouraged but not required)
- Other (please include at least two of the following in jpeg/png, Word or PDF formats):
  - Sample Menu
  - Sample product label
  - Sample marketing collateral (can include promo flyers, customer loyalty cards, product packaging, press clipping, stickers, IG profile snapshot, etc.)
  - Photos of food product

Please submit these materials by Friday January 21, 2022, no later than 11:59pm Pacific Time via email to O'sunkoya Chavon, Program Coordinator: [osunkoya@see-la.org](mailto:osunkoya@see-la.org).

If emailing your application is not an option, in person submissions may be scheduled with O'sunkoya via email.

Promising candidates will be contacted to schedule an interview with the Program Manager, Program Coordinator, and one of our Program Advisors no later than February 1, 2022.

Selected candidates will begin the program in March 2022.

If you have any questions about the application process please call us at (323) 463-3171, or send an email to [valeria@see-la.org](mailto:valeria@see-la.org) or [osunkoya@see-la.org](mailto:osunkoya@see-la.org).

**Confidentiality Policy:**

We will ask you to share some personal information in order to gauge the potential impact this program will have for you, and for the program’s grant reporting requirements. The information you share will remain strictly confidential.

**Application Form (please fill out completely):**

Business Owner Information

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Gender Identity: Male \_\_\_\_\_ Female \_\_\_\_\_ Transgender \_\_\_\_\_  
Non-Binary \_\_\_\_\_ Decline to State \_\_\_\_\_

Race/Ethnicity (Please describe or list your ethnic and/or racial background): \_\_\_\_\_

\_\_\_\_\_

Were you born in the United States (optional\*)? Yes \_\_\_\_\_ No \_\_\_\_\_

If you were born outside the U.S. what is your country of origin (optional\*)?

\_\_\_\_\_

Educational Background:

What type of education have you completed?

No High School \_\_\_\_\_ Some High School \_\_\_\_\_ High School Diploma or GED \_\_\_\_\_  
Associate Degree or Trade Certificate \_\_\_\_\_

Undergraduate Degree \_\_\_\_\_

Graduate Degree \_\_\_\_\_

Culinary Background:

Did you have any professional food industry experience prior to starting your business?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please describe:

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Do you have any formal culinary training? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please describe:

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If not, please share when and from whom you learned how to cook, bake or prepare foods.

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Business Information:

Business Name: -----

Website or social media handle:

----- Type of Business (check all that

apply):            Coffee/Tea \_\_\_\_\_ Juices/Smoothies \_\_\_\_\_ Catering \_\_\_\_\_

Pastries/Bread/Baked Goods \_\_\_\_\_ Pre-packaged \_\_\_\_\_

Prepared hot or cold Foods \_\_\_\_\_

Condiments/Dips/Spreads \_\_\_\_\_ Confections/Chocolates/Candied Nuts \_\_\_\_\_

Specialty Foods \_\_\_\_\_

\_\_\_ Other (specify) -----

Do you use your business or brand to earn money outside of making food products to sell at the farmers' market or other pop-up/event?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, check all that apply:

Consulting \_\_\_\_\_ Private Chef \_\_\_\_\_ Social Media Influencer \_\_\_\_\_

Food Blogger \_\_\_\_\_ Instructor \_\_\_\_\_ Brick & Mortar Restaurant \_\_\_\_\_

Wholesale to stores and restaurants \_\_\_\_\_ Food Truck \_\_\_\_\_

\_\_\_ Other (specify) -----

Is this the first business you've owned? Yes \_\_\_\_\_ No \_\_\_\_\_

If not, describe the previous business and why it may no longer be open.

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If you currently have another job in addition to your food business, please describe (part-time/full-time/gig-based, etc.)

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Business History & Status

Briefly describe how you began your current food business. What inspired or motivated you?

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How many years has your business been operating? -----

Where do you cook or do food prep for your business now?

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What are the main challenges facing your business?

1) -----

2) -----

3) -----

What do you enjoy most about your business?

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Business Financials & Operations:

Do you have any financial or profit/loss statements?

Yes \_\_\_\_\_ No \_\_\_\_\_

(if yes, please include with application. If not, please answer the questions below.)

Monthly average sales: \$-----

Monthly overhead costs: \$-----

Do you have a written business plan (full or partial)?

Yes \_\_\_\_\_ No \_\_\_\_\_

(if yes, please include with application. **If not, please answer questions on page 7.**)

Please note any types of technical assistance or business training you've received in the past (check all that apply):

Coaching or Mentoring \_\_\_\_\_ Webinars/Workshops \_\_\_\_\_

Business Classes \_\_\_\_\_ \_\_\_\_\_ Other (please describe): \_\_\_\_\_

Why is participation in the Seasoned Accelerator program the best next step for you and your business?

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**Please answer the following questions only if you are NOT including a business plan with your application:**

Please share your business's mission statement and briefly describe what your business offers:

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Can you identify your major competitors? Tell us what you know about them.

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What is your competitive advantage - what makes you stand out from the crowd?

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How many other food businesses in the L.A. area sell a product similar to yours? What type of research have you done on this?

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What is the average price point for your product? How does it compare to similar food products?

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Describe your ideal customer:

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What strategies do you use to reach your customers?

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What practices, if any, do you use to be both cost-effective and stay true to any priorities relating to sustainability or ethical sourcing?

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Describe your main business priorities for this year:

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Describe how you would like your business to grow or develop within the next 3 years:

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How will you measure success for your business, both personally and financially?

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How has COVID-19 impacted your business this year and how have you adjusted your business to address this?

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**Thank you for completing this application! Please remember to include the following when submitting:**

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