Beyond Six Feet Apart  ACCELERATOR

Part of the Beyond Six Feet Apart Accelerator Weekly Webinar Series

Survival Strategies for Food & Bev Businesses  
Thursday, August 27, 5:00-6:30 p.m.

We’re teaming up with Commonwealth Kitchen and experts in the restaurant industry who have the perfect blend of creativity, technology, marketing, and sales tactics that drive results and level the playing field for women and people of color to break into the food economy. We’ll discuss challenges facing food & beverage businesses, and the tools, resources and strategies most needed to navigate through the pandemic and its economic effects. We’ll have a lively discussion and Q&A with our BSFA food & bev business owners to share their insights and stories.

Register Now

We’ll discuss:
• Takeout & delivery
• Online ordering & delivery platforms
• Touchless payment
• Online presence
• Digital marketing
• Managing menus
• And more...

Jen Faigel  
Executive Director & Co-Founder  
Commonwealth Kitchen

Maria Pullin  
Consultant & BSFA Food & Bev Industry Coach  
IXL Center

James Kwon  
CEO and Executive Strategy Chef  
Figmints

Moderator  
Melissa Castro  
Business Dev. Director  
Commonwealth Kitchen

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Instrucciones para escuchar el seminario web en Español desde el Computador

1. Vaya a Interpretación

2. Seleccione Español y “Silenciar Audio Original”
Instrucciones para escuchar el seminario web en Español desde el celular

1. Vaya al Tab “…”
2. Seleccione Interpretación
3. Seleccione Español y “Silenciar Audio Original”
Survival Strategies for Food & Bev Business
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Welcome & Beyond Six Feet Apart Program Description
Tina Petigny, LISC Senior Program Officer

Panel Discussion
Moderated by Melissa Castro, Commonwealth Kitchen; Business Dev. Director

Questions from New Beyond Six Feet Apart Accelerator Participants

Audience Questions submitted through Chat

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About Local Initiatives Support Corporation

LISC is one of the country’s largest community development support organizations, but have deep local roots in Massachusetts, having invested more than $300 million throughout the Commonwealth over 35 years.

We prioritize equity in our investments, from affordable housing and quality schools to growing business and connecting community with financing, technical assistance and resources to build capacity and stability.

LISC’s Response to COVID-19 in Massachusetts

* Emergency Grants,
* Economic Stability and Housing Affordability
* Flexible Financing for Recovery
* Technical Assistance
Beyond Six Feet Apart Accelerator

Our Goals for the Beyond Six Feet Apart Accelerator

We launched the program to assist minority-owned small businesses to get back to work safely and strategically in the wake of COVID-19. More specifically, we set out to do three things.

- Provide a structured, digitally-enabled planning process, supported by consulting teams, to respond safely and strategically to COVID-19.

- Better understand the challenges small businesses and owners of color are facing at this time.

- Develop impactful, responsive tools that can be deployed at scale throughout the small business support ecosystem.

The dining room of Mei Mei in Boston was closed by COVID. Social distancing presents a particular challenge for their small dining space. Mei Mei advanced its reopening strategy through the Beyond Six Feet Apart Accelerator.
A Powerful Partnership with the IXL Center

LISC partnered with the IXL Center to create an innovative, digitally-enabled program with an audit and planning tool that can be scaled for use by other providers. IXL is a global innovation company with unique roots in business consulting and education. MBA students trained and supervised by IXL provide consulting services to clients to create a plan for a safe, strategic reopening.

“This program challenged us to rethink how to make our business safe for our customers.”

Owner of Esteem Hair

IXL Managing Director Hitendra Patel gives a TEDx talk about democratizing innovation.
Each business is paired with an **MBA student consulting team**, trained and supervised by the IXL Center, to work with them throughout the five-week program. The clients and consultants collaborate with other businesses in their sector during **weekly sector-specific workout groups**.

### Participating Businesses

#### Food & Beverage
- Sweet Teez Bakery
- Dockside Delights
- MONUMENTAL MARKET
- **Chef & Daughters**
- MILKSHAKES
- Worcester Regional Food Hub

#### Personal Services
- Shisha Lounge
- Sarahy Beauty Center
- NISSI for BARBERS
- **Tasha’s Tiny Tots**
- Marjeli Family Day Care

#### Professional Services
- Tech Wave Group
- 4 Corners
- **Davida Carta Photography**
- Celeb Massage
- Brazilian Tunes
- LJV
- Your Home Detox

#### Retail
- Davis Sawin Florist
- Gallery Eyecare LLC
- **Just Tee’s**
- OctoVie skincare brush
- Hult International Business School
- Cambridge College
- Suffolk University Boston
- Babson College
- Boston University
- Bentley University
- University of Miami
- Duke University
- Drexel University
- UC San Diego
Engaging Small Business Experts to Build Ecosystem Strength

We invite small business support professionals, technical assistance providers and experts to participate in the program in various ways so that we could benefit from their insights about how to effectively support the business clients and create scalable solutions.

Carlos Espinoza
Director of Small Business Services, JPNDC

Dee Dice
Small Business Development Director, Valley CDC

Janin Duran
Executive Director, EparaTodos

Roz Freeman
Director, Entrepreneurship Programs, Commonwealth Kitchen

Davida Carta
Photography

Chef & Daughters

NISSi FOR BARBERS

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SUKA JOINT ALL AFRICAN CUISINE
A Structured Planning Process

Every business and owner is different and requires different tools and strategies, but each business will go through the same comprehensive planning process with their team.

Alignment & Onboarding
- Onboarding of stakeholders (Cultural Sensitivity module, MCI, Digital Tools)
- Business audit to understand the current state of business (Case For Change)
- CEO Alignment for ‘What’s Next’ strategic focus

Adapt: Make the Business Safe
- Develop key personas for the business
- Map their Journeys and identify unsafe process steps
- Identify beyond six feet apart solutions for making the journey maps safe

Pivot the Business
- Identify Key Trends and Insights for the Business
- Develop BOM with new opportunities to capture the lost demand
- Prioritize new opportunities that have fit with Strategic objectives

Implementation, & Investment Plan
- Develop a communication strategy and plan to activate demand
- Develop a Go-to-market plan for implementing new opportunities
- Include digital capacity building and financial/investment plan with ROI
Weekly Webinars on Reopening Topics

Weekly expert webinars explore practical challenges to be incorporated into the reopening plan. Business owners and experts discuss and devise real solutions in real time. We’ll focus on leveraging digital tools and financing your plan.