

Beyond Six Feet Apart *ACCELERATOR*



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
Figmint



Moderator
Melissa Castro
Business Dev. Director
Commonwealth Kitchen

Part of the Beyond Six Feet Apart Accelerator Weekly Webinar Series



Instrucciones para escuchar el seminario web en Español desde el Computador

1. Vaya a Interpretación
2. Seleccione Español y “Silenciar Audio Original”

The screenshot shows a Zoom meeting interface. The main content area displays the 'IXL CENTER' logo in green and blue, and the 'Institute' logo on the right. A dark grey language menu is open, showing options: 'Off', 'English', 'Portuguese', 'Spanish' (with a checkmark), and 'Mute Original Audio'. Two red arrows point from the 'Spanish' option to the 'Mute Original Audio' option. The bottom toolbar includes icons for 'Participants' (4), 'Chat', 'Share Screen', 'Q&A', 'Spanish', and 'More'.

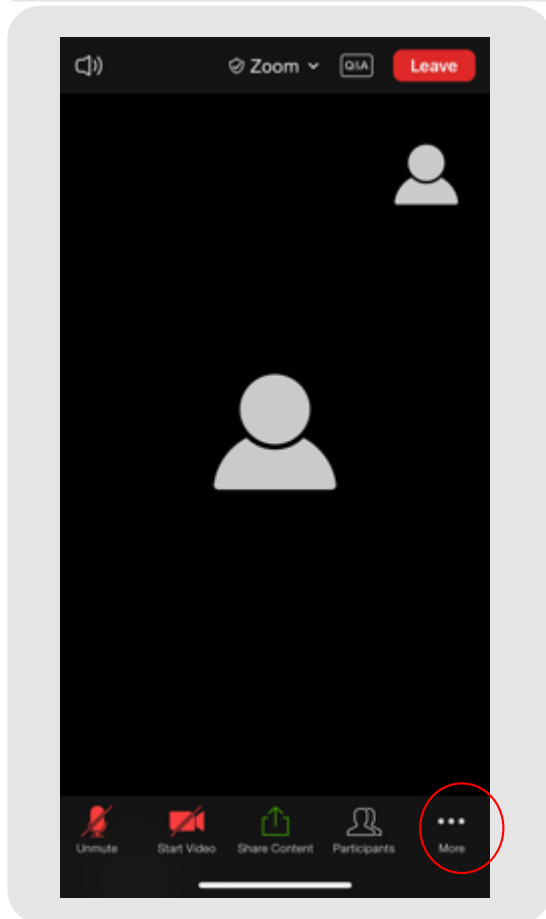




Instrucciones para escuchar el seminario web en Español desde el celular

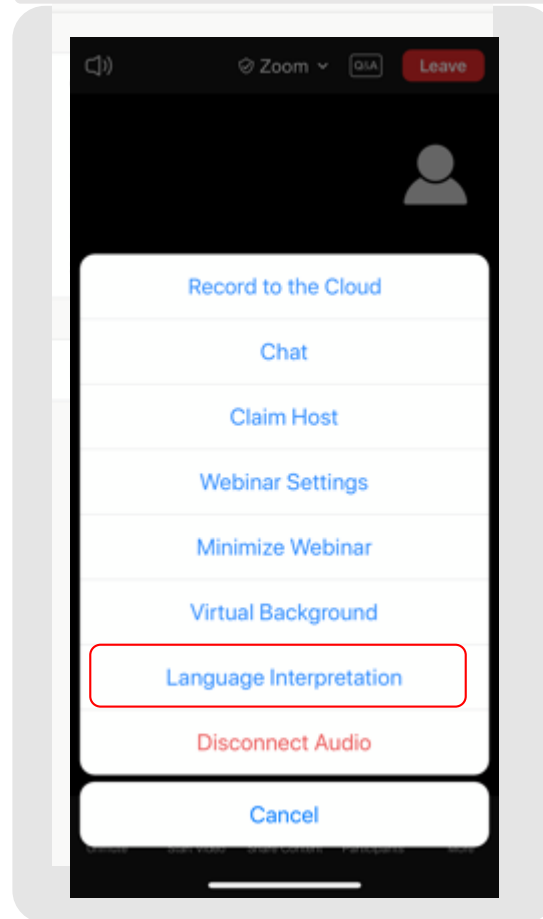
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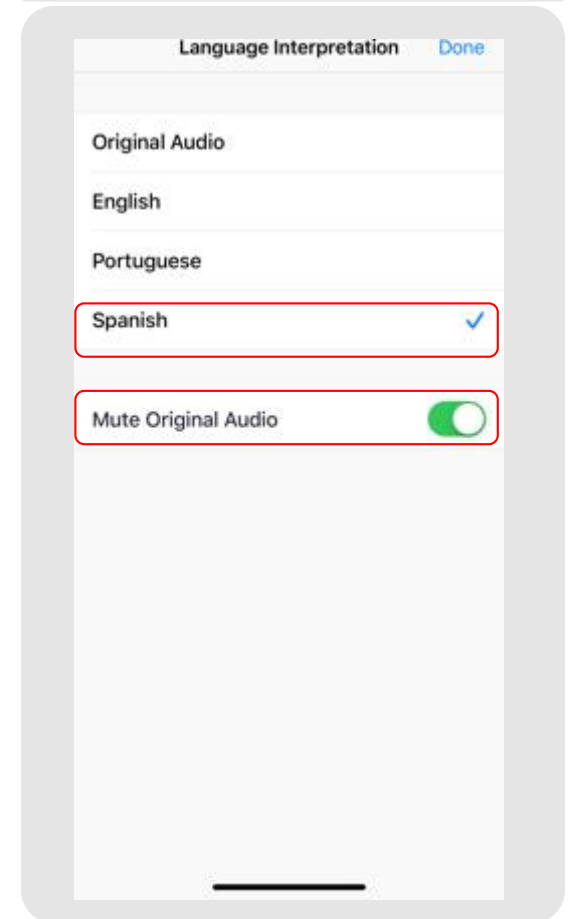
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Seleccione Interpretación



3

Seleccione Español y “Silenciar Audio Original”



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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

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.

Housing



Health and Resiliency



Economic Opportunity



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.

Capacity Building



LISC’s Response to COVID-19 in Massachusetts

- * Emergency Grants,
- * Economic Stability and Housing Affordability
- * Flexible Financing for Recovery
- * Technical Assistance

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

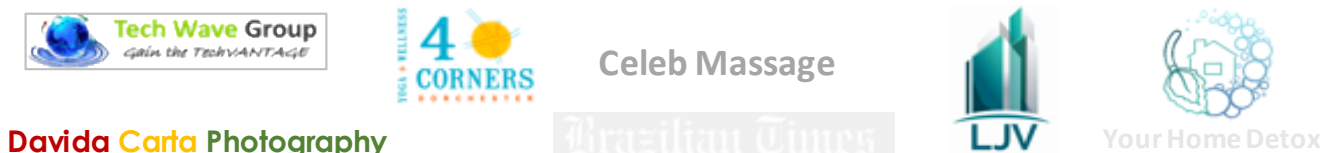
Food & Beverage



Personal Services



Professional Services













Retail



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.

 <p>Carlos Espinoza Director of Small Business Services, JPNDC</p> 	 <p>Dee Dice Small Business Development Director, Valley CDC</p> <p>Davida Carta Photography</p>	 <p>Janin Duran Executive Director, EparaTodos</p> 	 <p>Roz Freeman Director, Entrepreneurship Programs Commonwealth</p>    
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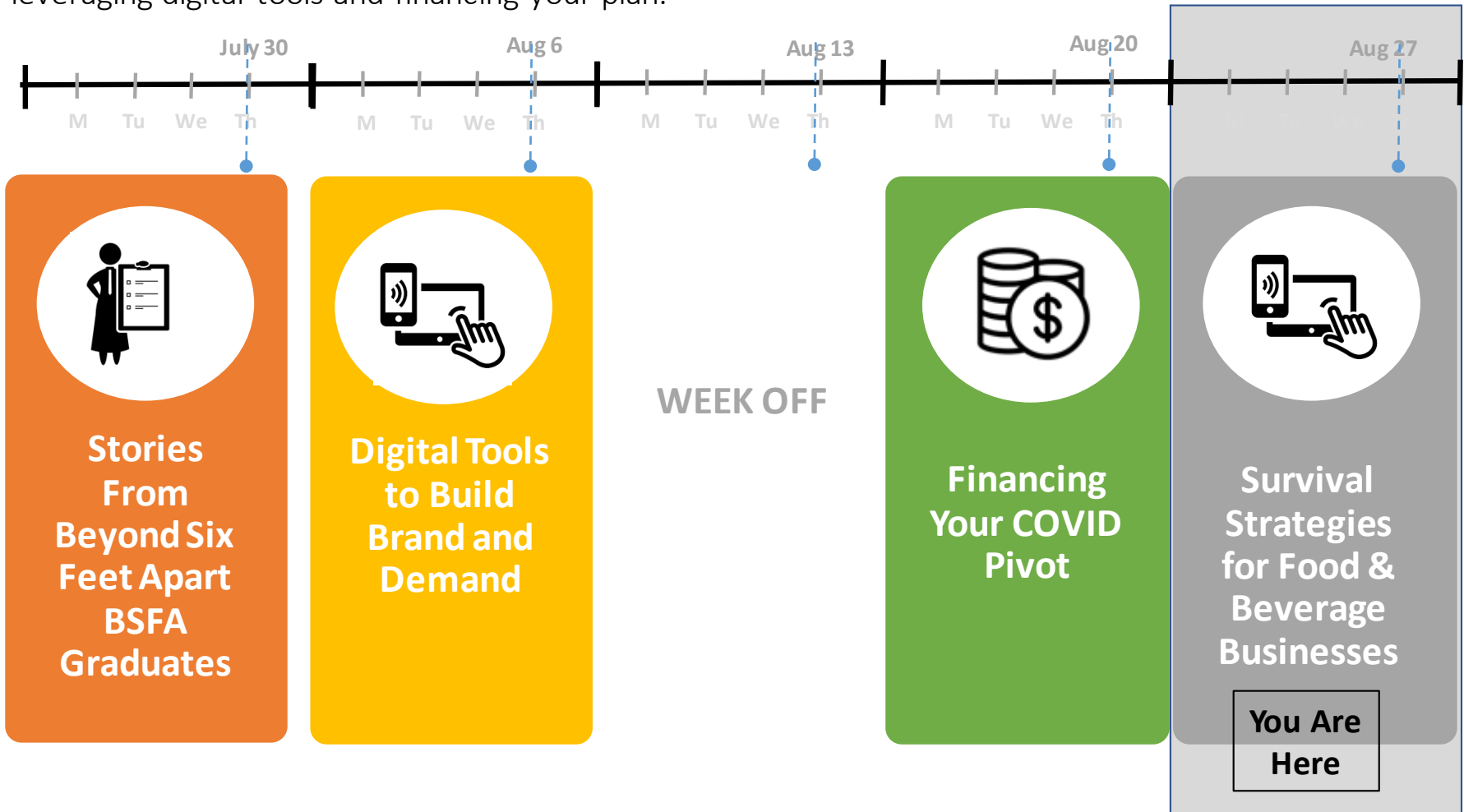
A Structured Planning Process

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.



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.



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