

Capital One
Culinary Incubator Foodservice Entrepreneurial Training Program

How to be Profitable- Learn the Business Side of Food
10 Lessons Critical to Your Success

An Early Stage Entrepreneurial Training Program for Culinary Arts Businesses

About the Program

On August 1, Capital One Bank, the Louisiana Small Business Development Center (LSBDC), Goodwork Network, Harmony, will launch their 3rd foodservice business entrepreneurial training program for local foodservice businesses and hosted by Southern Food and Beverage Museum (SOFAB.) The Capital One Culinary Incubator Training Program is designed for beginning stage food related businesses such as farmer's market vendors, food trucks, pop-ups, and restaurant owners that would like a good foundation to strengthen and expand their businesses. The course will include the many aspects critical to operating a successful food business. The ServSafe Management Course will be included in the training. Dianne F. Sclafani, Culinary & Foodservice Business Development Consultant for the LSBDC will be the lead instructor along with other guest culinary and business experts.

The classes will be August 1-October 3 on most Mondays and a few other weekdays from 1:30pm to 4:30pm at the Southern Food and Beverage Museum (SOFAB) located at 1504 Oretha Castle Haley Blvd, New Orleans, LA 70113. Participants must be able to attend all sessions in person.

Courses will include:

- Developing a business growth plan and pitch
- Finance, credit and managing debt
- Business structures
- Accounting and record keeping
- Sales, marketing and customer service
- Marketing and social media
- Human resources
- Food safety and health
- Customer development and retention
- Menu development

Those who successfully complete all aspects of the Capital One training program will receive the 8 hour intensive training in the safe food handling ServSafe Course and exam.

Dates to Attend:

Monday, August 1, 2016 1:30pm-4:30pm

Monday, August 8, 2016 1:30pm-4:30pm

Monday, August 15, 2016 1:30pm-4:30pm

Monday, August 22, 2016 1:30pm-4:30pm

➡ Thursday, August 25, 2016 1:30pm-3:30pm Special Money Management Clinic

Monday, August 29, 2016 1:30pm-4:30pm

➡ Thursday, September 1, 2016 1:30pm-4:30pm (Labor Day is Monday, Sept. 5)

Monday, September 12, 2016 1:30pm-4:30pm

Monday, September 19, 2016 1:30pm-4:30pm

➡ Thursday, September 29, 2016 1:30pm-4:30pm (Monday, Sept 26 Saints vs. Atlanta Home Game)

Monday, October 3, 2016 9:00am-5:00pm (ServSafe Day)

Class dates are subject to change.

Applicant Requirements

You should apply if you meet ALL of the following criteria:

- You are a small culinary arts business in Louisiana (including restaurants, food trucks, chefs, caterers, food product manufacturers, cooking schools, and others filling a niche in their local market)
- Your business has gross annual revenues less than \$500,000 (startups and seasoned businesses alike are welcomed)
- You need training and best business practices
- You need to learn how to write a business plan
- You need access to funding
- You are willing to commit to a 10 session training program plus a credit management clinic over a 2 month period in New Orleans

All applications will be reviewed. Final selection for the class will be based on your application and a personal interview. If you are selected for an interview, please be prepared to interview on Friday, July 22, 2016.

APPLICATION DEADLINE: Tuesday, July 19, 2016 11:59 p.m.

Click here for the Application:

Please email completed application to: dsclafani@lsbdc.org