

Flip Kitchens Business Incubator Program

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Flip Kitchens Business Incubator Program



FLIP Incubator(Training for 6 months at Food Kiosk)



Food Station Incubator Program (training and mentorship of 1 year at food kiosk)



Business Set-up

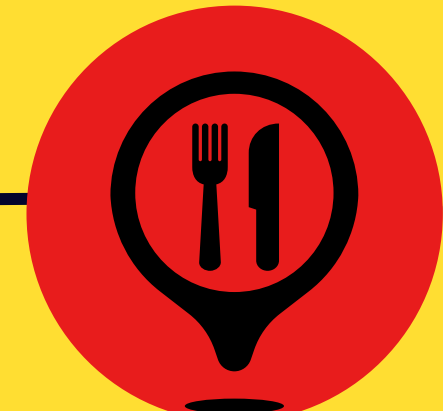


Flip Business Incubator

Selection of students

Training of students

Top 4 students will build business



6MONTHS

6MONTHS

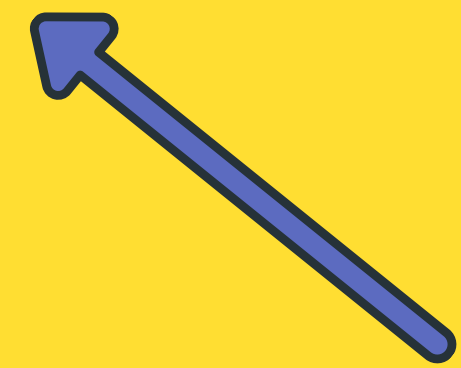
6MONTHS

6MONTHS



Selection of students

Training of students



Program Outline



Participant Profile

The students of this program will:
represent youth from equity seeking communities
have a strong desire to open their own food service business
bring a range of culinary interest



Introduction to Startup Scarborough

In our **START** course, our first class is all about introductions and building a vibrant learning environment as we begin this exciting journey together. We will cover fundamental principles and concepts of business, such as marketing, finance, operations, and entrepreneurship, through interactive activities and discussions. This will lay the groundwork for an engaging and enriching learning experience. Prepare to explore the world of business and unlock your potential!



Diversity, Equity, Inclusion

This module will focus on DEI topics including but not limited to;
Diversity, Equity and Inclusion;
Intersectionality;
Unconscious Bias, Microaggressions,
and Bias Awareness;
Power, Privilege, and Allyship;
Cross-Cultural Communication
Etc.



To Get Started

This module will explore what a food business needs before it starts and empower students to

before it starts and empower students to

start engaging in this process:

Business number registration

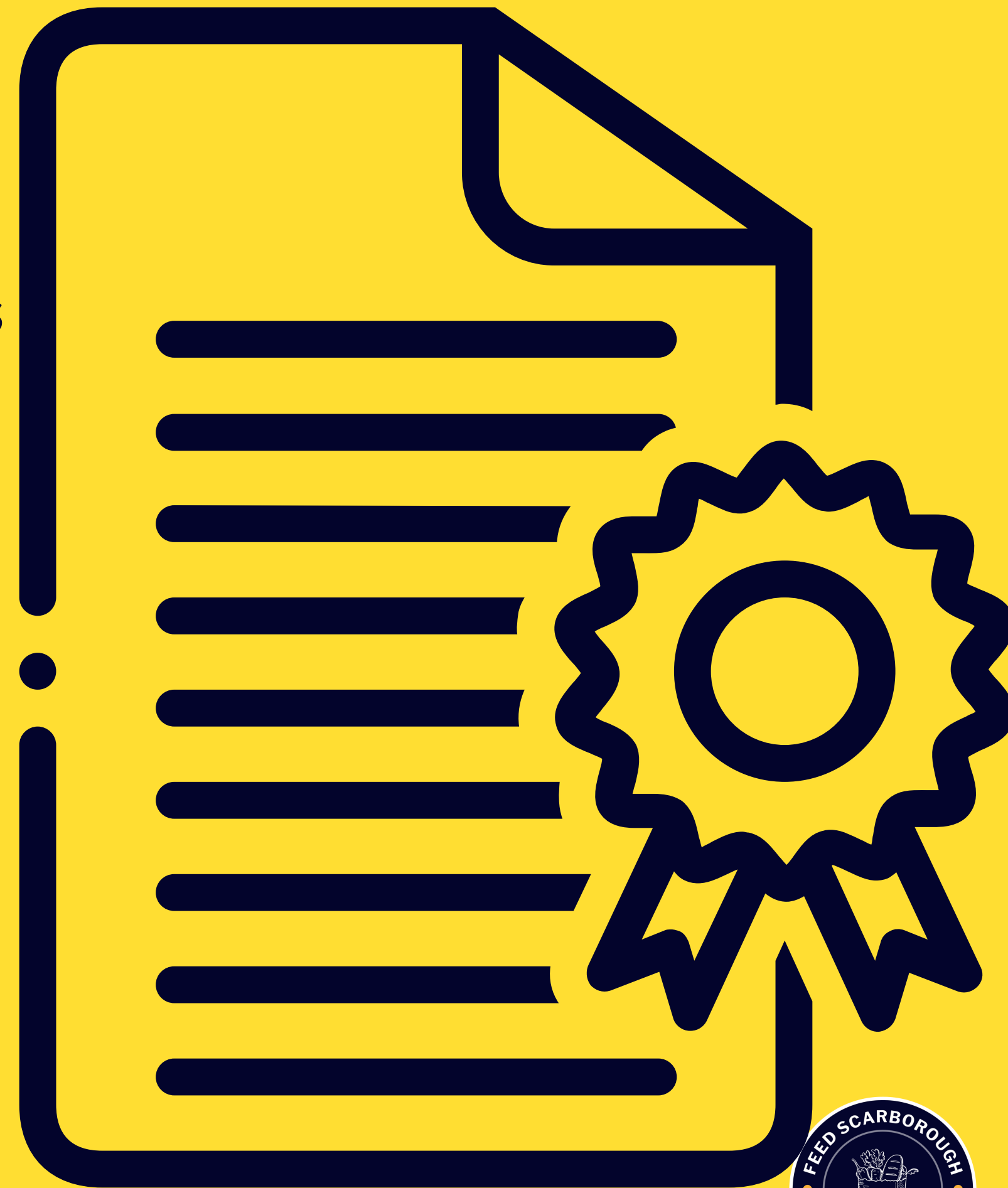
Business License - Eating Establishment

Liquor License (If selling any alcohol)

Liquor Sale License

Food Handler certification

Etc.



Food safety

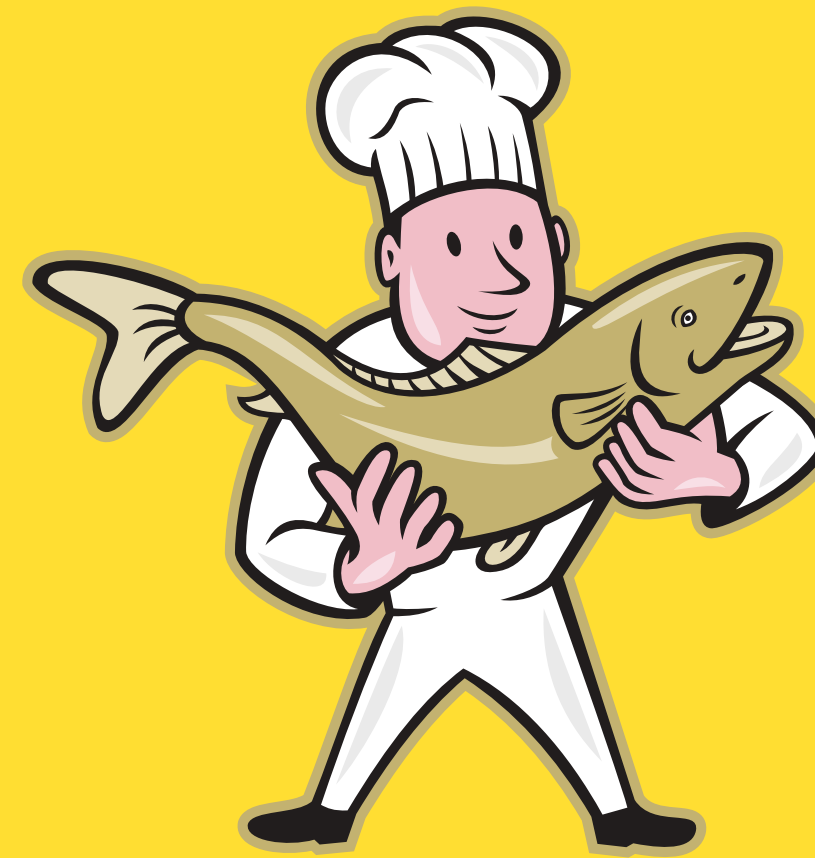
Food safety refers to the proper food handling procedures applied during food preparation, processing, storage, and distribution of the products you deal with in your food business.

The concern for the integrity of food safety remains within all parts of a food supply chain. The food safety production life cycle starts from agriculture to the packaging of finished products and delivery to the consumer's table.



Food Handling

Food handling is the process of preparing food that is safe for public consumption. Essential to implementing safe food handling is that food handlers receive training on personal hygiene and sanitation, cooking and storing food at appropriate temperatures, and other safe food handling practices.



Sharing of Business Ideas and Feedback

In this business module, students will present business ideas and get feedback in a supportive and collaborative environment where students share their entrepreneurial visions. Through discussions, we'll improve our concepts, find strengths and areas to work on, and learn from our peers. This module will help us improve our presentation skills and foster innovative thinking as we get ready to make our business ideas a reality.



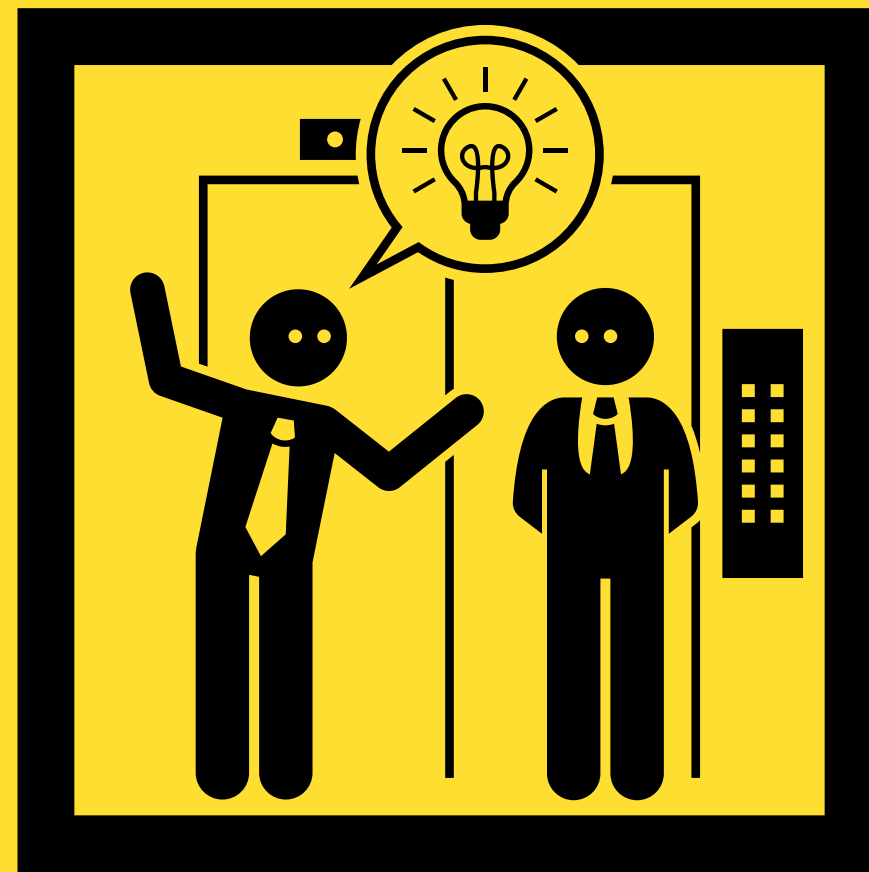
Finding your Unique Selling Point (USP)

In this business module, students will learn about the importance of a unique selling point (USP) and how it affects the market. We'll use discussions and case studies to understand how to find and create a strong USP for a business. For our assignment, students will analyze different companies' USPs and create their own, making sure it sets their menu apart. This module will teach the skills to position our businesses strategically for success.



Elevator Pitch

In this business module, students will learn to make a great elevator pitch. Students will practice presenting their business ideas concisely and persuasively through interactive workshops and feedback. There will be an assignment meant to create and deliver elevator pitches to showcase unique value. This module will equip students with a powerful tool to engage potential investors, customers, and collaborators in a brief and impactful way.



Customer Experience

In this module students will learn the best practices of hospitality. They will learn the difference between service and sales and understand the necessary skills that will keep customers coming back for more. Students will engage in representing the brand from every corner of the business, from interactions with customers, price point, seating and colour to ensure that all things connected to the business create the most desirable experience for each and every customer.



Menu Building and Design

In this module students will work on their menu items. They will also learn about food circulation, inventory management, pairings, and sustainability. Students will engage in the balance of nutrient quality, calorie control and feature items. In this module students will learn about attractive menu design, pricing strategies, food categories and ensure that the branding is consistent. This will be a fun, creative and collaborative process with a focus group component to gauge effectiveness.

Students will also begin to understand how to track sales of menu items to identify trends that indicate the need for change.



Market Research, Customer Base and Competition Analysis

In this business module, students will focus on key areas like market research, understanding customer base and studying competitors. Students will use hands-on assignments to learn how to collect and analyze data to grasp customer needs, preferences, and behaviors. They will also look at strategies to find and assess market rivals. This module's assignment will include conducting market research surveys and creating detailed customer and competitor profiles. This will give us valuable insights for creating successful business strategies.



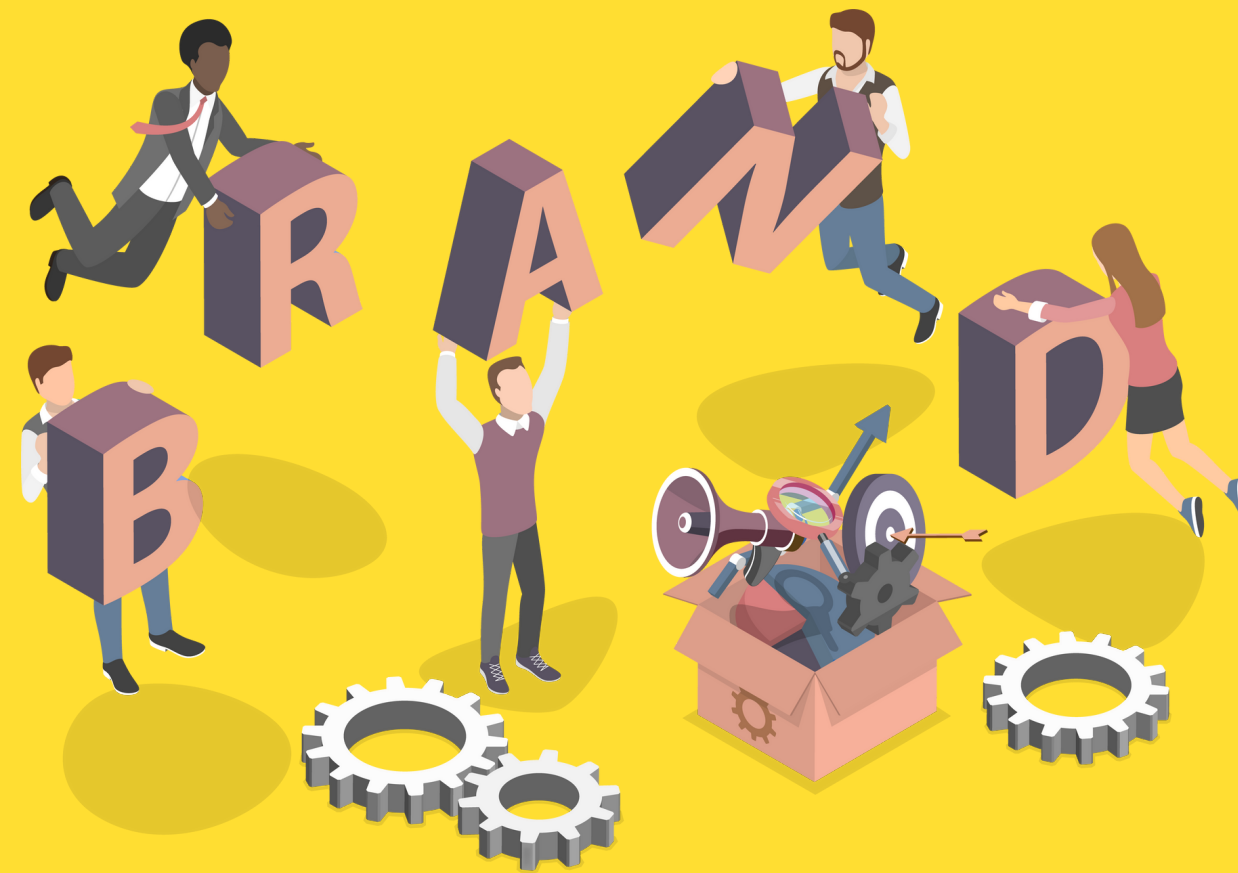
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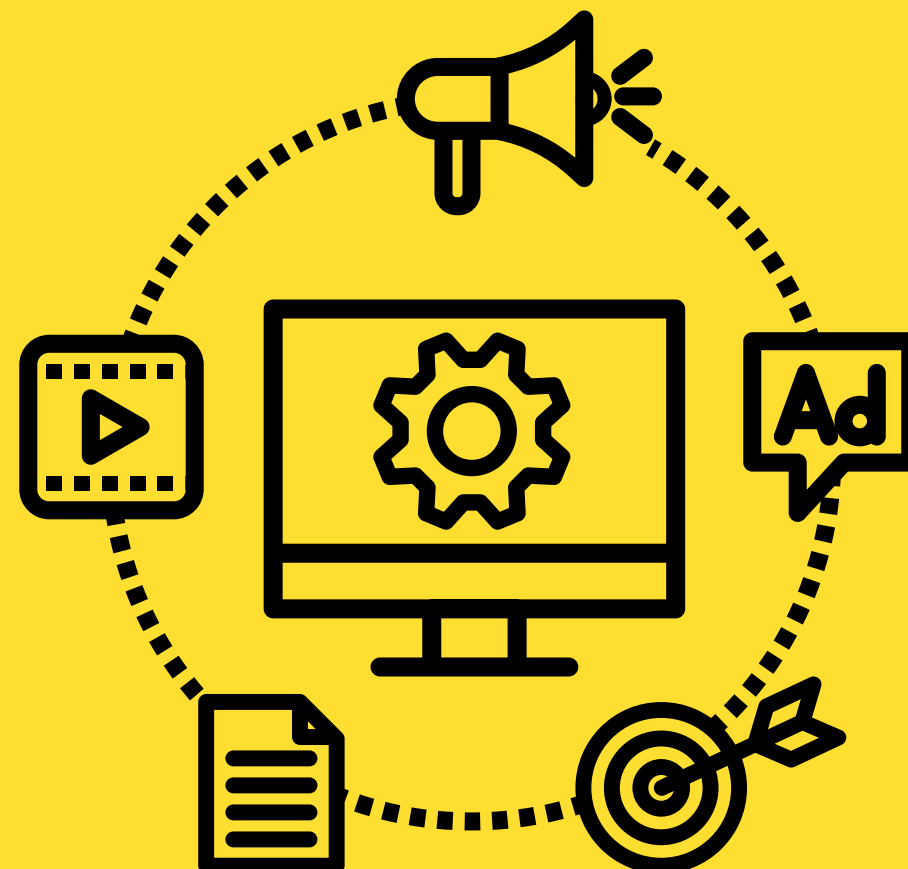
Marketing and Branding

In this module, students will learn about establishing a brand identity will equip them with essential skills to effectively reach and engage target audiences from a diversity perspective, strengthen their online presence, and establish a strong and recognizable brand in the market



Developing Marketing Strategy

In this business module, they will learn about marketing. Students will cover different marketing strategies, such as online platforms, social media, branding and content creation. Through practical assignments, they will create marketing campaigns, engaging digital content, and establish brand identity.



Capital and operational expenses

In this business module, students will learn about budgeting and managing resources efficiently. Students create and analyze budgets, make informed financial decisions, and explore sources of capital for business projects through practical assignments. This module will equip them with the skills to handle finances effectively, allocate resources wisely, and ensure long-term financial sustainability for their businesses



Financing, Loan and Grants

In this business module, students explore how to secure funding for entrepreneurial ventures. Students learn about different funding options, like loans, grants, and crowdfunding. Through case studies and interactive discussions, they will understand how to apply for funding, who's eligible, and how to increase their chances of success. This module will provide insights into financial planning and help them access the funding needed to grow their businesses.



Accounting and Bookkeeping

In this business module, students concentrate on the basics of accounting and bookkeeping. They will learn how to record financial transactions, create financial statements, and analyze financial data. Through practical exercises and assignments, they will develop skills in keeping accurate records, monitoring expenses, and managing cash flow. This module will establish a strong foundation in accounting principles, helping them make informed financial decisions, assess business performance, and comply with accounting standards.



Risk identification

In this business module, students will focus on understanding and managing risks in business. They will learn to identify, assess, and reduce various types of risks, like financial, operational, and market risks. Using practical activities and real-world examples, develop strategies and backup plans. For the assignment, they will assess risks for a specific business and suggest ways to minimize them. This module will help them handle uncertainty and make informed decisions in dynamic business environments.



Risk Management

In this business module, students will focus on understanding and managing risks in business. They will learn to identify, assess, and reduce various types of risks, like financial, operational, and market risks. Using practical activities and real-world examples, they will develop strategies and backup plans. For the assignment, they will assess risks for a specific business and suggest ways to minimize them. This module will help them handle uncertainty and make informed decisions in dynamic business environments.



How to write a Business Plan

In this business module, students learn to create a powerful business plan. They will cover the main sections, like the executive summary, market analysis, financial projections, and operational strategies. Through interactive workshops and assignments, they will learn how to structure and present an attractive business plan. This module will help them effectively convey our business ideas, attract potential investors, and establish a strong foundation for entrepreneurial efforts.



Business Law

In this business module, students will study business structures and HR laws. They will learn about different ways to set up a business, like sole proprietorship, partnership, and corporation, and how they impact liability, taxes, and ownership



HR Laws

In this module, students will explore HR laws related to employment contracts, discrimination, DEI and workplace safety. This module will help them make informed decisions about business structure and ensure compliance with HR laws for effective workforce management.



Needs Evaluation

Through practical exercises and case studies, students identify other businesses' specific requirements, evaluate how well things are working, and suggest improvements. This module will help students learn how to make operations more efficient, use resources wisely, and ensure businesses run smoothly and effectively.



Business Operations

In this business module, students look at their own projected business operations and be proactive in identifying what their businesses might need. Students will investigate POS, how to track sales and run reports. They will learn inventory management, ingredient measurement, and how to quote and manage third party service providers.



Feedback and Development of Business Plan

During this module students will work together and with collaborators to critically critique and modify business plans.



Community Outreach

In this business module, students will concentrate on reaching out to the community and promoting their brand. They will learn how to connect with local communities, build relationships, and create brand awareness through community initiatives. For the assignment, they will design and run a community outreach campaign, create promotional materials, and evaluate the impact of various marketing strategies. This module will give them the skills to engage with the community, enhance brand image, and build a loyal customer base through effective outreach and promotion.



Sessions with Mentors

In this business module, each entrepreneur will be paired with a mentor for guidance, industry insights, and advice. Through regular meetings and discussions, they will learn from their experiences, deepen industry knowledge, and receive personalized feedback to help their entrepreneurial journeys. This mentorship program will foster growth and professional development.



Finalize business plan and food hall selection

Students will finalize preparation for business plan presentation.



Thank you

