



THE
ACCELERATION
PROJECT



SAMCEDA
San Mateo County Economic Development Association

TAP & SAMCEDA
present
WOMEN IN FOOD
BOOT CAMP
PROGRAM



COUNTY OF SAN MATEO FOCUS

RESTAURANT AND FOOD INDUSTRY-FOCUSED PANDEMIC RESPONSE

- **Restaurant, Winery & Brewery Grants**
- **Microenterprise Home Kitchen Operation (MEHKO)**
- **Micro Food Business Grants:**
 - **Cottage food operators**
 - **Caterers, food trucks and food carts**
 - **Commissaries or incubator kitchens**

SAN MATEO COUNTY

STRONG





WHAT IS TAP?

FEMALE-FOUNDED, FEMALE-LED NONPROFIT

VISION:

All small businesses have equal opportunity to grow and thrive, contributing to vibrant communities and an inclusive economy for small business owners, entrepreneurs and their families



MISSION:

To empower under-resourced small business owners and accelerate their success by providing high-impact and customized strategic, financial, operational and marketing support



WHY FOCUS ON SMALL BUSINESS?

BRIDGING THE EQUITY GAP

- Heart and backbone of communities
- Source of livelihood and wealth
- At risk due to online platforms and national chains
- Face hurdles accessing resources, particularly women and People of Color
- Disproportionately impacted by COVID-19





OUR FOCUS AREAS

SMALL BUSINESS STATISTICS

SMALL / MICRO BUSINESSES

Micro businesses make up **90% of all businesses**
50% fail in their first 5 years
82% of failures due to cash flow problems

WOMEN

12.3 M women-owned businesses in the U.S.
88% generate < **\$100,000 in revenue**
21% less likely to feel **optimistic** about performance

POC

1.1 M POC-owned businesses in the U.S.
99.9% are small businesses, generating **8.7M** jobs
66.4% receive financing, vs. 80.2% white-owned



WHO WE SERVE

SMALL BUSINESS OWNERS ACROSS THE COUNTRY

Owned by People of Color 63%



Women-owned 95%

Served in Spanish 8%

< 5 employees 86%



Self Employed 60%

Average Revenues



Less than \$50,000 44%

\$50,000 - \$250,000 31%

Years in Business

More than 3 yrs 62%

< 1 yr 15%



TOP INDUSTRIES



RESTAURANT &
FOOD SERVICE



PACKAGED
FOOD,
BEVERAGE
& DESSERTS



RETAIL



HEALTH &
BEAUTY



EDUCATION &
AFTER SCHOOL
PROGRAMS



BUSINESS &
CONSULTING



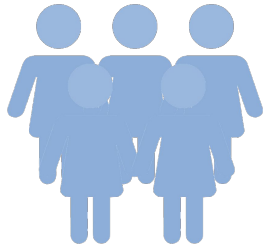
EXERCISE &
WELLNESS



MAINTENANCE,
REPAIR &
CLEANING



HOW DO WE WORK?

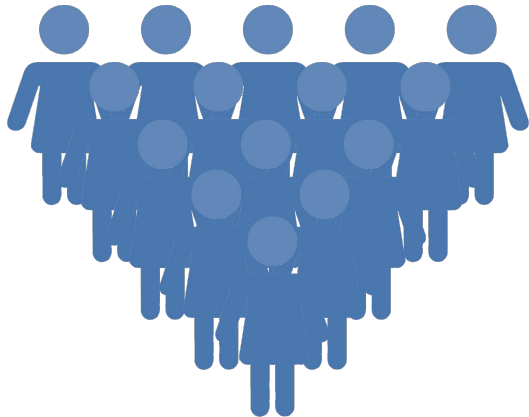


OUR MANAGEMENT TEAM:

Oversees service delivery and unlocks the potential of a **larger pool of pro-bono consultants.**

OUR CONSULTANTS:

- **Recruited** through **reliable sources** (alumni networks, affinity groups, universities, economic development organizations)
- **Provided** with **ongoing intensive training** on small-business mindset
- **Equipped** with **proprietary tools and templates** designed to adapt to each business's unique needs
- **Paired** with clients **based on language proficiency & individual expertise** (e.g. marketing, finance)





WHAT MAKES TAP DIFFERENT?

OUR PEOPLE

Business acumen & broad experience

Multilingual

Trained in cultural competencies

OUR CULTURE

Compassion & empathy

Collaboration & trust

Flexibility

OUR SERVICE DELIVERY

Customization

Oversight

Adaptability

Impact measurement



ADVISORY PROGRAM IMPACT

250 SMALL BUSINESS CLIENTS SERVED IN CUSTOMIZED PROJECTS

Immediate Impact

BETTER EQUIPPED TO MANAGE THEIR
BUSINESS - CONFIDENCE

98%

WOULD RECOMMEND
US TO A COLLEAGUE

94%

SATISFIED WITH TAP'S
ADVISORY

95%

INCREASED
SALES & PROFITABILITY

55%

Impact after

3, 6, 12 months

REMAINED VIABLE AFTER 12
MONTHS OF TAP

85%



TAP SERVICE PORTFOLIO

CUSTOMIZED



Advisory Program

- 2 consultants per business
- 2-session (Capsule): driven by clients challenges, one topic, pre-work
- 4,6-sessions (Boot Camps): multiple topics covered, holistic view
- Customized tools/templates and actionable recommendations
- DSD provides oversight



Customized Coaching

- One consultant per business or small group
- Focused on predetermined topics
- Client provided w/optional pre-work
- Recommendations/actionable solutions unique to client
- Training, script and tips sessions for consultants



Webinar and 1:1

- Consultants create and deliver content with oversight by DSD
- One predetermined functional topic
- Selected participants receive 1:1 coaching on webinar topic customized to their business challenges



TAP SERVICE PORTFOLIO

SCALABLE



Webinar

- One topic chosen for all businesses
- 45-minute educational sessions on topics relevant for small business owners
- Stand-alone or series
- Approximately 15 min Q&A session



Microsite

- A landing page or dedicated website for small business owners
- Focused on one topic
- Educational interactive content with real case studies and tools



PARTNERSHIP SPOTLIGHT



Overview: WART is a nationwide collective formed to support the economic mobility of Black and Brown communities. Partnership supports POC-owned small businesses via TAP's Strategic Advisory Program.

2021: 12 POC-owned businesses served



NEW ROCHELLE
IDEALLY YOURS

Overview: Provide support to New Rochelle businesses during economic transition and downtown development via TAP's Strategic Advisory Program.

2019-2021: 16 businesses served (4 received service in multiple years)



WOMEN IN FOOD BOOT CAMP PROGRAM



**THE
ACCELERATION
PROJECT**



SAMCEDA
San Mateo County Economic Development Association

DESCRIPTION

TAP and SAMCEDA are teaming together to award 10 Women in Food small business owners with valuable business advisory services to achieve growth and success. TAP will provide selected businesses with their proven Boot Camp, a customized advisory service focused on positioning the business for growth and thereby strengthening the local San Mateo County economy.

WHY WOMEN IN FOOD

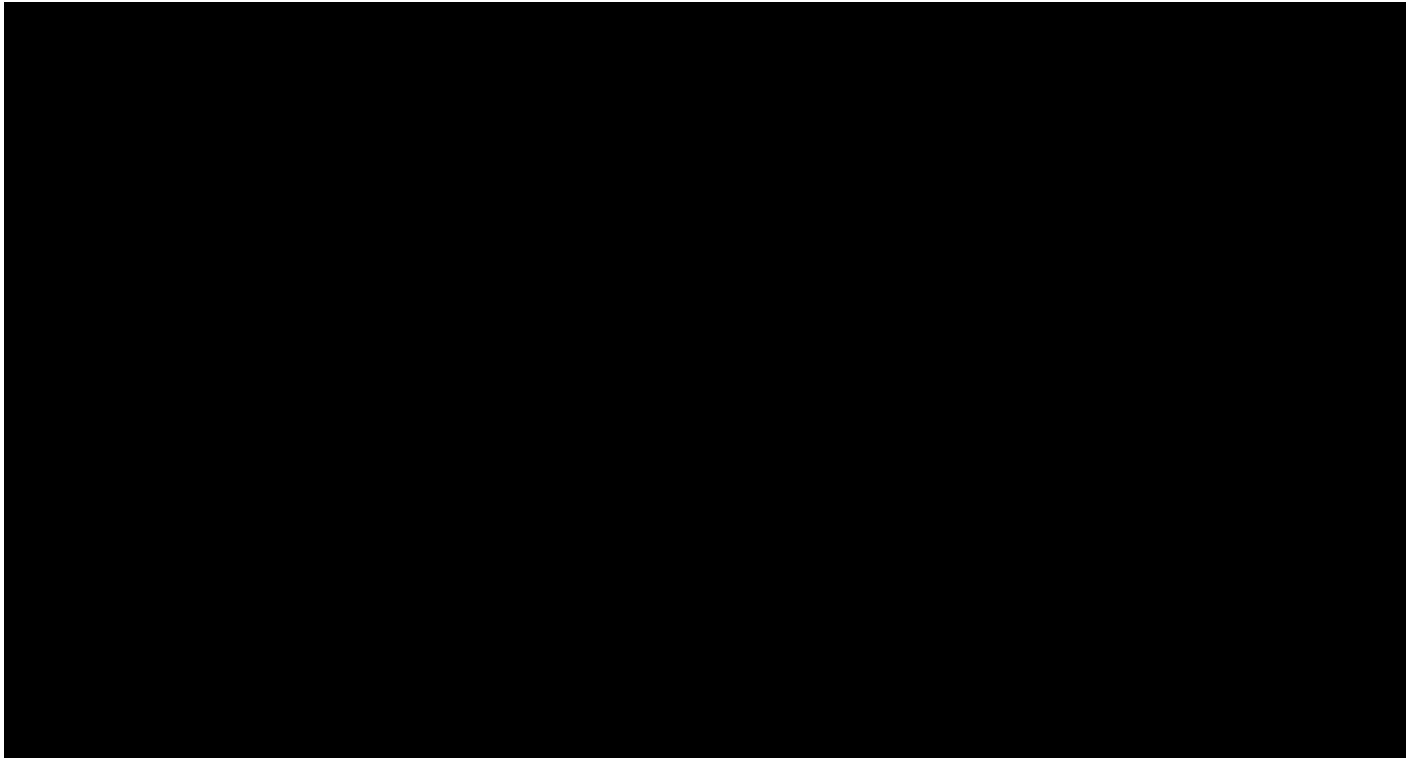
- Female job loss rates due to COVID-19 are about 1.8 times higher than male job loss rates. Women represent 54 percent of jobs in accommodations and food service, among the sectors worst affected by the crisis¹
- More than half of culinary graduates are women, but <20% percent of working chefs are women. Women comprise just 7 percent of head chefs and restaurateurs in the U.S.²

PROCESS

- WIF applications opened May 12, 2022
- A committee of SAMCEDA and TAP consultants will review your application and will contact high-potential applicants to schedule an interview. Preference may be given to female business owners with low to moderate income.
- Boot camps will be awarded throughout 2022 on a rolling basis



SMALL BUSINESS TESTIMONIALS



Post-pandemic, we believe women are likely to play a key role in determining how the food industry rebuilds and how quickly it can rebound from the recent significant socio-economic impacts