

2024 Nourish DC Packaged Food Business Cohort

The Nourish DC Packaged Food Business Cohort will consist of 10-15 Washington, D.C.-based food or non-alcoholic beverage businesses interested in growing and scaling their businesses. Eligible businesses should be producing and selling food or non-alcoholic beverage consumer packaged goods including frozen or shelf-stable food products, perishable packaged goods (e.g. grab-and-go meals), or bottled, non-alcoholic beverages.

The first session of this 10-week learning cohort will be held in person followed by weekly 90-minute virtual workshops, video modules, and homework assignments. All virtual workshops will be on the Zoom platform. Topics will include supply chain management, building a brand, business-to-consumer and business-to-business growth opportunities, tips to win over retail buyers, cash flow management, research and development, and more! A \$5,000 cash prize will be awarded to one participant at the capstone event in June.

Cohort graduates will be offered 1:1 Cureate coaching services post-program to continue working toward their growth goals. When the program ends, graduates will be able to schedule office hours with a Cureate coach based on the area of need (e.g. social media marketing, operations, bookkeeping, etc.).

COHORT PARTICIPATION EXPECTATIONS

The same person (either an owner or staff member) from each business will:

- Attend all weekly 90-minute in-person or virtual instructional sessions (missing three sessions will result in un-enrollment from the program)
- Watch all video modules, complete homework assignments, and participate in peer review sessions totaling three to four hours per week
- Collaborate with other participants for breakout sessions and homework assignments
- Be respectful, uphold confidentiality, and abide by cohort-designed agreements throughout all in-person, virtual, and written interactions
- Complete post-program surveys

TIMELINE

- Application opens on February 13, 2024
- Application closes on March 17, 2024 at 11:59pm ET
- Applicants will be notified if they are accepted into the cohort by March 25, 2024
- Cohort instruction begins the week of April 15, 2024
- Cohort instruction ends with a capstone event the week of June 17, 2024, with one business receiving a \$5,000 cash award
- One-on-one Cureate coaching is available after 10-week instructional program ends

ELIGIBILITY

To be eligible for this program, a business must:

- Be a Washington, D.C. food or beverage business processing and selling food or non-alcoholic beverage consumer packaged goods including shelf-stable and perishable items
- Have a physical location in Washington, D.C.

- Be a registered business in Washington, D.C. for six months or more
- Have generated \$10,000 or more of gross revenue from sales of consumer packaged goods from January 1, 2023 to December 31, 2023

Preference will be given to businesses:

- Processing and selling healthy food or healthy, non-alcoholic beverage consumer packaged goods
- Located in or serving customers in Wards 5, 7, or 8

REQUIRED DOCUMENTATION

- Income and Expense Statement from January 1, 2023 to December 31, 2023

QUESTIONS

- Contact Alison Powers, Director, Economic Opportunities, Capital Impact Partners, apowers@capitalimpact.org, (703) 647-2369

Nourish DC Collaborative: The Nourish DC Collaborative was created in 2021 in partnership with the Government of the District of Columbia. Nourish DC provides loans, grants, and technical assistance to emerging and existing food businesses in the District of Columbia, with a preference for businesses located in or owned by residents in neighborhoods underserved by grocery stores and other food businesses. Collaborative partners include: Capital Impact Partners, program administrator; CDC Small Business Finance; Washington Area Community Investment Fund; Latino Economic Development Center; City First Enterprises; Dreaming Out Loud; and EatsPlace. More Information can be found at the Nourish DC website, <https://www.capitalimpact.org/programs/nourish-dc-collaborative/>.

Trainer: Cureate is providing instruction for the cohort through its Cureate Courses curriculum. Cureate, is a mission-driven business building an empowered food and beverage supply chain with a vision of building more interconnected, economically vibrant communities, <https://www.cureate.co/>.

Funders: Nourish DC is made possible through partnership and investment from DC's Office of the Deputy Mayor for Planning and Economic Development (DMPED). Funding is also provided by the Bainum Family Foundation, Prince Charitable Trust, The Morningstar Foundation, and the Wells Fargo Foundation.



Thank you to the Nourish DC Collaborative Funders!

