

Feeding Innovation: Developing Healthy Food Retail Businesses

ABOUT

Feeding Innovation is a comprehensive technical assistance program designed to support entrepreneurs interested in developing or expanding healthy food businesses in underserved areas of the state. Examples of these types of businesses include farmers' markets, mobile markets, corner stores, and CSAs. The goal of the program is to increase access to healthy food while supporting the development of strong, local entrepreneurs and community-based businesses.

WHAT YOU CAN EXPECT

Participants will engage in an 8-week entrepreneurial training program with NxLevel Courses, offered through Clemson Extension, and work one-on-one with a business mentor that will help and support you outside of weekly classes. The program culminates with a live pitch to a panel of judges, with each business plan 1) proposing an innovative, market-based, business-oriented solution to the issue of local, healthy food access; 2) targeting a community with limited access to healthy food; and 3) incorporating community engagement to ensure local needs are met. The entrepreneur with the strongest business plan receives \$10,000 in seed capital for their business. At the end of the program, all participants should know what steps to take to grow their business and how they need to execute those steps. The only cost of the program is your time and commitment.

WHEN YOU CAN EXPECT IT

August 14	Orientation
September 8 –October 27	NxLevel Courses
November 13	Presentations

PROGRAM PARTNERS

Clemson University
Greenville County



**Feeding
Innovation**

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Creating Access to Healthy, Affordable Food