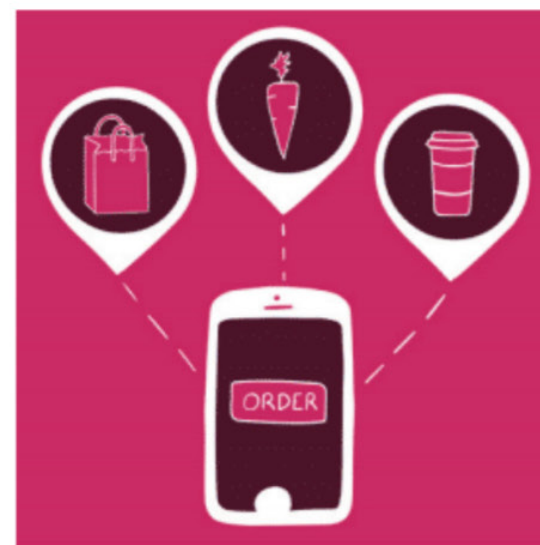




creative startups[®]

*Accelerating the startups creating the future.
Santa Fe LABS for Food Entrepreneurs*





**// IN THIS COURSE I LEARNED
TO NOT BE AFRAID. TO BE
FLEXIBLE AND LISTEN TO
MY CUSTOMER'S NEEDS. //**

-Food LABS Alumni



THE FUTURE OF FOOD

The future of food is being led by innovative startups tackling the world's pressing problems.

Creative Startups 2020 Food LABS, presented in partnership with the City of Santa Fe, drives an asset-based approach to tackling poverty and injustice. LABS empowers underserved and overlooked entrepreneurs as economic catalysts.

Challenges we are excited to tackle with Food LABS:

- Climate change and food waste
- Localizing food production and distribution
- Hunger and nutrition
- Equitable economic opportunities
- Heritage, community, and cultural connections to food



LABS PRE-ACCELERATOR

WEEKLY MEETINGS

- *Review course material*
- *Share challenges and opportunities via peer-to-peer discussions*
- *Visiting mentors and guest faculty*

ONLINE COURSE & WORKBOOK

- *6 modules online*
- *“Assignments” working on your startup*
- *Case study, readings, videos, resources*
- *Workbook*

NETWORKING

- *Access to our global network*
- *Peer to peer connections*
- *Visiting with mentors and guest faculty during Deep Dive*



MARKETING

Promotional efforts included:

- *Grew Creative Startups twitter following to 5,000, Facebook to 4,900, and Instagram following to 3,000 +*
- *Promoted applications via 3 online info sessions and 1 in-person info sessions in Santa Fe*
- *Instagram, FB, Twitter, Linked-In*
Reach = 35,000+ Impressions = 40,000+
- *Promoted at events like the New Mexico Organic Farmers Conference, Young Farmers of America meetings, and the Quivira Coalition 2019 Regenerate conference.*
- *Fliers and posters delivered to 50+ Santa Fe businesses and retailers.*
- *Regular meetings with community partners: Poder Familiar, Santa Fe Food Policy Council, Three Sisters Kitchen, Northern New Mexico College, and more.*

ARE YOU A FOOD FOCUSED
ENTREPRENEUR IN
NORTHERN NEW MEXICO

**LOOKING TO GROW
YOUR BUSINESS?**

creative startups Apply to Creative Startups Santa Fe Food LABS!
Learn more and apply - <http://bit.ly/SFoodLABS>

creative startups NEW MEXICO FOOD LABS

Are you a food focused entrepreneur
in Northern New Mexico looking to
grow your business/idea?

Santa Fe Food LABS pre-accelerator is for entrepreneurs tackling
challenging issues while growing their food biz. Is that you? Learn
more and apply now @ <http://bit.ly/SFoodLABS>



COHORT

11 local companies were selected:

- *Arable Prep & Provisions*
- *Chava AGRI-Vision*
- *Desert Verde Farm*
- *Enchantment Cakes and Cookies*
- *Kate & Adrian's Spicy Hummus*
- *Lettuce, etc.*
- *Otorongo Cacao*
- *Santa Fe Kitchens*
- *Stargazer Kombucha*
- *Tender Fire Kitchen*
- *Trout Springs Bottled Water*
- *Wild Wagon Food Supply*





PROFILE

... of an alumni



Arable Prep & Provisions consists of the Arable Restaurant, offering locally sourced food in upscale fast casual environment, a retail space and food and wine educational classes.

Founder: Rene Fox



PROFILE *... of an alumni*



A recent transplant from NYC to New Mexico, Enchantment Cakes and Cookies provides unique, custom confections to make special events that much sweeter!

Founder: Brad Jarman



PROFILE

... of an alumni



Stargazer Kombucha is distinguished by the complex, subtle flavor notes of single-origin teas and slowly fermented to for a unique and refreshing drink.

Founder: Alison Schmitt



PROFILE *... of an alumni*



tender fire

Tender Fire Kitchen is mobile, wood-fired pizza company offering artisan sourdough pizzas with vegan/gluten free options.

Founder: Ben Crosky



// THE MOST IMPORTANT SKILL I DEVELOPED WAS BECOMING WAY MORE COMFORTABLE TALKING ABOUT MY COMPANY WITH PEOPLE, FROM THE MENTORS TO POTENTIAL CUSTOMERS. //

-Food LABS Alumni



DEEP DIVE 2020

Creative Startups Deep Dive is the culmination and highlight of all of our programs.

Unfortunately, due to the exigencies of COVID-19, we were forced to move the Deep Dive online.

What was originally planned as a week-long celebration of food entrepreneurship in Santa Fe was transformed rapidly into a “Digital Deep Dive,” featuring two half-day online cash-flow workshops and sessions with mentors from around the world.

Our Deep Dive and our “Unearthed” speaker series event was subsequently re-scheduled for September 2020; all mentors are committed to attending in September.



GUEST MENTORS



Betsy Fox
Founder: Forklift Foods
NYC



Brian Lock
Owner: Santa Fe Brewing
Santa Fe



Justin Harter
Founder: City Sticks
NYC



Ozlem Soydaner
Founder: Sprout UAE
Dubai, UAE



Steve Prickett
Founder: Eldora
ABQ



OUTCOMES

As reported by entrepreneurs

80%

• INCREASED
• KEY BUSINESS
• KNOWLEDGE

60%

• INCREASED
• BUSINESS
• NETWORKS

40%

• INCREASED
• SELF -
• CONFIDENCE





COURSE EXPERIENCE

As reported by entrepreneurs

Communication with Creative Startups has been...

90%

EXCELLENT!

Experience with a fully digital program...

80%

**POSITIVE
DIGITAL
EXPERIENCE**



STARTUP SUCCESS



*Kate Fino
Kate & Adrian's Spicy
Hummus*

Successfully refining their product and business model to include more locally-sourced ingredients and finding new revenue streams that help give back to their community at the same time.



*Nate Downey
Lettuce, etc.*

Rapidly and successfully pivoted his business model and packaging design to better respond to his customer's needs, and to reduce waste and delivery costs.



*Alima Lopez
Wild Wagon
Food Supply*

Successfully redesigned her sauerkraut packaging to be more sustainable and safe for mobile delivery, and found new ways to emphasize on customer experience of the brand.



// **THE CREATIVE STARTUPS TEAM AND FACULTY DID A FANTASTIC JOB SWITCHING GEARS DURING THIS CRISIS. I REALLY APPRECIATE THE FOLLOW UP AND THE RESOURCES THEY MADE AVAILABLE BEYOND THE ACTUAL COURSE.** //

-Food LABS Alumni



CHALLENGES

The unforeseen outbreak of COVID-19 posed immediate challenges to the LABS course and to our startup's success individually and in their businesses. We had just two weeks to move the entire program online and reschedule our Deep Dive week.

ONLINE ONLY FORMAT:

Not being able to meet in person impacted program outcomes and reduced participant's ability to build strong relationships with mentors.

TIME-SENSITIVE CONTENT:

In addition to the curriculum entrepreneurs needed more time-sensitive content to address in the moment challenges, like rapidly pivoting their business online.

LOWER OUTCOMES:

The confidence and network outcomes of this course are lower than average. LABS participants were deeply impacted by the challenges posed by COVID-19 as they struggled to balance unemployment, family commitments, health concerns, and growing their business.

ONLINE ONLY FORMAT:

While we couldn't have met in person we are actively strategizing on how to make digital classes more engaging, adding 1-1 time with Lead Faculty, and revising our approach to course management.

TIME-SENSITIVE CONTENT:

We have already re-vamped the online learning platform to be more interactive and relevant to the moment, to have more robust content, and to better complement the workbook.

LOWER OUTCOMES:

We have already revised our online learning platform to have more robust content. We are hosting once-monthly cohort meetings May - September to provide support and content, and our Lead Faculty still hosts weekly 1-1 calls with over half of the participants.



// **ALL OF THE CREATIVE STARTUPS TEAM HAVE BEEN EXTREMELY ENGAGED AND COMMUNICATIVE. THIS WAS ESPECIALLY APPRECIATED SINCE WE HAD TO TAKE THE COURSE ONLINE RATHER THAN IN PERSON. I DON'T FEEL LIKE I MISSED OUT BECAUSE OF THAT.** //

-Food LABS Alumni



NEXT STEPS

In preparation for the 2021 LABS for Food Entrepreneurs we are:

- Rescheduling our spring and summer “Unearthed” speaker series events, and Deep Dive, for the fall. All original mentors are committed to attending in the fall;
- Continuing to host once-a-month cohort meetings May - September to continue building community and strengthen knowledge;
- Working with participants to navigate challenges in the moment, like permitting, cash flow crunches, and pivoting their business model during COVID;
- Completing strategic planning for marketing, outreach, and applications for 2021 program;
- Continuing to develop new community partners.



ONE WORD TO DESCRIBE YOUR EXPERIENCE WITH CREATIVE STARTUPS



“ILLUMINATING!”

“EYE-OPENING”

“INVIGORATING!”

“FRUITFUL!”

“DELIGHT!”

“INVALUABLE”

“REFOCUSING”

“PROPELLING!”

“ENLIGHTENING!”



**// I GAINED THE SKILLS I
NEEDED TO ANALYZE AND
DREAM UP THE SHAPE OF MY
COMPANY. I FEEL LIKE I NOW
HAVE THE TOOLS I NEED. //**

-Food LABS Alumni



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form & concept



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P.6: Creative Startups

P.7: Arable Restaurant

P.8: Innovative Sugarworks, www.sugarworks.com

P.9: (L to R): Stargazer Kombucha, Gabriela Campos for the New Mexican, Stargazer Kombucha

P.10: (L to R): Tender Fire Kitchen, Marble Rye Photography, Tender Fire Kitchen

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P.13: (L to R) Top row: Betsy Fox, Greg Sorber for the ABQ Journal, Justin Harter / Bottom row: Ozlem Soydaner, Eldora Chocolate

P.14: Tender Fire Kitchen

P.15: Nadine Primeau via Unsplash

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