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# FOOD & BEVERAGE MASTERING YOUR SALES PITCH

**SPONSORED BY WELLS FARGO AND THE MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA) - TACOMA BUSINESS CENTER**

Enhance your business knowledge within the food and beverage industry! The goal of this program is to ensure that your business has the tools necessary to build unique access to new market channels and understand how your business can be more efficient as you grow. Learn how to gain access to markets such as corporations and distribution companies, create efficient uses of technology within your firm, and how to pitch your products! Test your pitching skills out during the culmination of the program where 5 firms will receive \$1,000 in cash prizes to support marketing and promotion efforts!

## THE ART OF THE PITCH

WEDNESDAY, OCTOBER 6, 2021  
8 AM - 10 AM PST | ZOOM MTG

## COMMUNICATING YOUR VALUE PROPOSITION

WEDNESDAY, OCTOBER 13, 2021  
8 AM - 10 AM PST | ZOOM MTG

## MARKET TRENDS & NEW CUSTOMER GENERATION

WEDNESDAY, OCTOBER 20, 2021  
8 AM - 10 AM PST | ZOOM MTG

## CAPABILITY STATEMENT SUBMISSION

**CAPABILITY STATEMENT DEADLINE:**  
MONDAY, OCTOBER 25, 2021

**FINAL ROUND SELECTED & NOTIFIED:**  
FRIDAY, NOVEMBER 5, 2021

## PITCH COMPETITION

**PITCH COACHING SESSION:**  
NOVEMBER, 2021

**FINAL PITCH COMPETITION:**  
FRIDAY, NOVEMBER 19, 2021  
8 AM - 10 AM PST | ZOOM MTG

## PROGRAM HIGHLIGHTS

*Participation in this program does not guarantee contracts.*

**COST TO PARTICIPATE**  
FREE

**START DATE**  
October 6th, 2021

**END DATE**  
November 19, 2021

**PRIZES**  
Top 5 winners will receive \$1,000 each

**CONTACT:**  
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# ACCESSING MARKETS

## THE ART OF THE PITCH

The kickoff to the program, this session will provide businesses a better understanding of the business's value proposition and how to communicate this to potential customers. Learn how to develop a pitch deck and the tool of persuasion to generate new customers. Businesses will learn how to showcase the benefits of their products and how they will benefit new customers.

## COMMUNICATING YOUR VALUE PROPOSITION

Learn how to build a capability statement and how digital marketing can help within your firms strategic planning. Learn how to better communicate and market your firm's products to potential buyers. Business owners will learn about the specific needs for these buyers including product quality, and packaging.

## MARKET TRENDS & NEW CUSTOMER GENERATION

Hear from industry experts on what the trends and opportunities are in the market. Learn how to dynamically shape your business to fit the needs of the consumer. Learn how to navigate the industry during time of uncertainty and how to prepare your firm for growth and expansion.

# THE PITCH

## ROUND 1 SUBMIT CAPABILITY STATEMENT

Each participant will submit their capability statement highlighting the value proposition that their products and company offers. Judges from UW Housing and Food Services, US Foods, Compass Partners USA, and others will select the 10 companies that will move to the final round to conduct live pitches. *Participation in this program does not guarantee contracts.*

## FINAL ROUND LIVE VIRTUAL PITCH COMPETITION

10 finalist companies will participate in a pitch competition where they showcase their products to buyers from wholesale and distribution companies, and concessionaires, giving business owners direct access to potential customers. These buyers, as judges for the competition, will select five winning companies that will each receive a \$1,000 prize to improve their product packaging, enhance their marketing collateral, attend industry trade shows, or other activities to increase their sales. *Participation in this program does not guarantee contracts.*

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**The Minority Business Development Agency (MBDA) - Tacoma Business Center** is a leader in helping connect small minority-owned businesses with resources that are needed most to succeed. A market access partner of the CBDC, the MBDA offers resources such as legal and accounting advice, business workshops, capability statements, and much more.



**Wells Fargo** has supported the CBDC since 2005. Wells Fargo's continued investments have enabled the CBDC to provide access to small businesses in the Seattle area. Thanks to the generous support of Wells Fargo, this program is able to offer cash prizes to top firms.

### CONTACT US:

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