



# Intermediate **F.E.T.A.** Food Entrepreneurship Training Academy

## Intermediate Food Entrepreneurship Training Academy

Prepare a business plan to implement your Dream food business idea!

Assignment each week to plan your food business!

An Advisor assigned to each participant to guide!

Cash awards for top business plan winner!

Register at <https://nc.ecenterdirect.com/events/52880>

Zoom Link for FETA Classes: [Intermediate FETA II](#)

### Intermediate FETA Series Workshop Schedule:

Classes will be held Tuesdays, April 1, 2025 – June 10, 2025, from 6:00 to 8:00 PM

Course Number	Date	Days	Topic	Instructor	Title
1	4/1/2025	Tuesday	Business Legal and Ownership Structure and Taxation	Nancy Mangold	Executive Director East Bay SBDC
2	4/8/2025	Tuesday	Market Research, Competitor Analysis, Target Markets and Customer Segments	Vincent McCoy	Luvicent Inc.
3	4/15/2025	Tuesday	Marketing Strategy – Positioning, Differentiation, & Distribution Strategies	Sneha Lundia	Advisor East Bay SBDC
4	4/22/2025	Tuesday	Website, Social Media, and Email Marketing Tactics	Sneha Lundia	Advisor East Bay SBDC
5	4/29/2025	Tuesday	Pricing, Costing, Break Even Analysis, Budgeting for Food Business	Pablo Gomez	Advisor East Bay SBDC
6	5/6/2025	Tuesday	Financial Plan - Project Profit and Loss Statement, Balance Sheet, and Cash Flows Statement	Pablo Gomez	Advisor East Bay SBDC
7	5/13/2025	Tuesday	Financing Small or Start Up Business	Invited Lenders	
8	5/20/2025	Tuesday	POS System, Food Labels & Nutrition Facts	Shawn Walker-Smith	Advisor East Bay SBDC
9	5/27/2025	Tuesday	Marketplace, Farmers Markets, Commercial Kitchen	Invited Guests	
10	6/10/2025 (In Person)	Tuesday	Business Plan Presentation, Awards, & Certificates	Nancy Mangold	Exec. Director, East Bay SBDC

The Norcal Small Business Development Center (SBDC) welcomes all entrepreneurs and business owners. Our events and services are open to anyone interested in small business development.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, and grants with the California Office of the Small Business Advocate. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA, the California Office of the Small Business Advocate, or Cal Poly Humboldt Sponsored Programs Foundation.



Reasonable accommodations for persons with disabilities will be made if requested at least 72 hours in advance. Contact: East Bay SBDC at [ebinfo@eastbaysbdc.org](mailto:ebinfo@eastbaysbdc.org) or 510-885-4801.