



SF WOMEN'S ENTREPRENEURSHIP FUND

WOMEN'S ENTREPRENEURSHIP DAY

NOVEMBER 19, 2018



SF WOMEN'S ENTREPRENEURSHIP FUND PROGRESS REPORT

BACKGROUND

In March 2018, the Office of Economic and Workforce Development (OEWD) through the Invest In Neighborhoods initiative proudly launched the San Francisco Women's Entrepreneurship Fund (SFWEF) in partnership with the Mission Economic Development Agency (MEDA). SFWEF was initiated by our late Mayor Ed Lee with the goal of providing immediate capital support and technical assistance for women entrepreneurs with big ideas to strengthen their operations and increase their visibility. The program is especially interested in supporting low-to-moderate income women entrepreneurs.

Women-owned businesses are vital to San Francisco's thriving economy. They generate jobs, support families, and revitalize neighborhoods. The Fund exists to support the continued operations of these valuable businesses by providing mini-grants of up to \$5,000 for projects and upgrades to help businesses grow. Project proposals can include technology upgrades for operations, visual merchandising supplies, space improvements, and marketing activities. In addition to providing much needed capital, the program provides customized business development services from our community partners free of charge. SFWEF offers participants the opportunity to sharpen their business acumen, while increasing their confidence on the journey to long-term success.

PROGRAM AWARDEES MARCH 2018– NOVEMBER 2018

Businesses	Industry	Nominator & Technical Assistance Providers	Neighborhood
1. Ana's Market	Produce Market	Small Business Development Center (SBDC)	Broad St.
2. Big Mouth Productions	Media Production	SBDC, Renaissance Center Bayview	Bayview
3. Emmy's Spaghetti Shack	Restaurant	Main Street Launch	Mission-Bernal
4. Delia's Little Angels Family Child Care	Day Care	MEDA, Wu Yee Children's Services	Bayview
5. Dinorah Child Care	Day Care	Wu Yee Children's Services	Excelsior
6. Don Bugito	Food Production	La Cocina	Mission-Bernal
7. El Pípila (mother + 2 daughters)	Restaurant	La Cocina, Renaissance Entrepreneurship Center, MEDA	SoMa
8. Jenny Lemons	Retail	Renaissance Entrepreneurship Center, Main Street Launch	Calle 24
9. Karla's Janitorial Services	Cleaning Service	SBDC	Bayview
10. KINKARACO	Clothing	Renaissance Entrepreneurship Center, SFMade, Working Solutions	Mission-Bernal
11. Lamas Kenpo Karate dba FTK Martial Arts (2 women)	Fitness	SBDC, Renaissance Entrepreneurship Center	Bernal Heights

Businesses	Industry	Nominator & Technical Assistance Providers	Neighborhood
12. Manos de Angel Day Care	Day Care	MEDA, Wu Yee Children's Services	Bayview
13. McVicker Pickles	Food Production	Renaissance Entrepreneurship Center, SFMade	Lower Haight
14. Secession Art & Design	Retail	MEDA, Renaissance Entrepreneurship Center	Mission-Bernal
15. Sex For Life, LLC	Coaching	SBDC	Mission
16. Teranga Juice	Food Production	Renaissance Entrepreneurship Center, La Cocina	Mission
Total Amount Awarded			\$80,000

PROGRAM PARTNERS

Partner	Role
Mission Economic Development Agency	Leads the administration of SFWEF in collaboration with community-based technical assistance providers
OEWD	Funds and manages the program on behalf of the City

Small Business Technical Assistance Providers	
1. La Cocina, Inc.	7. San Francisco Lesbian Gay Bisexual Transgender Community Center
2. Main Street Launch	8. San Francisco Small Business Development Center
3. Mission Asset Fund	9. SFMade, Inc.
4. Mission Economic Development Agency	10. Southeast Asian Community Center
5. Pacific Community Ventures, Inc.	11. Working Solutions
6. Renaissance Entrepreneurship Center	12. Wu Yee Children's Services

PROGRAM ACTIVITIES

MEDA accepts SFWEF grant applications on a rolling basis. Qualifying grant applications are invited to pitch project proposals to the SFWEF committee of government, nonprofit, and private sector stakeholders. The SFWEF committee meets monthly to hear pitches and award grants to qualifying applicants. Businesses are evaluated using a comprehensive list of criteria that includes financial need, strength of their business, grant project proposal, and growth potential.

Upon project approval by the SFWEF committee, awardees receive their grant funds combined with business development support from their nominating technical assistance provider for an additional 6 months to ensure the completion of the proposed project.

A total of 16 businesses were awarded a SFWEF grant since the pilot program launched in March 2018. Together, the businesses generated \$3,048,836.00 in revenue in 2017, supported 68 of jobs, and have been in business on average for 9 years.

SFWEF COMMITTEE MEMBERS

Beth Pride - Owner of BPE Global
Holly Lung - Program Manager, Office of Economic and Workforce Development
Kate Ganim - Co-Director, KIDmob; LNMOP-Design
Gwendolyn Wright - Business Consultant
Viridiana Ponce - Business Consultant
Zenaida Merlin - Owner of D'Maize Restaurant

PROGRAM FACTS

Data For Participating Businesses March 2018 - November 2018	
Total number of businesses awarded	16
Collective sales in 2017	\$3,048,836
12-Month Projections	\$3,726,836
Collective number of jobs supported	68 jobs
Avg. number of years in business	9 years
Number of immigrants	8/19 entrepreneurs = 42%
Number of women of color	14/19 entrepreneurs = 73%

WHAT WE'VE LEARNED SO FAR

Our program has captured rich feedback from participating entrepreneurs. The most common challenges to success for participants are:

- Access to financial capital;
- Affordable commercial leases; and
- Business skills development.

SFWEF's community partners are committed to helping participants overcome these challenges.

NEXT STEPS

OEWD is committed to investing in impactful programs that increase the success and retention of San Francisco's small businesses. OEWD will provide increased funding in the amount of \$175,000 to continue SFWEF's successful approach to women's economic empowerment with MEDA through Spring 2020.

SFWEF GRANTEE PROFILES

ANA'S MARKET

105 Broad St.

San Francisco, CA 94112

A healthy neighborhood grocery store owned by Thelma Orozco since 2001. Ana's Market is also a participant of the Healthy Retail SF program. Ana's Market was able to purchase a more efficient refrigerated produce open merchandiser with a SFWEF grant paired with a KIVA loan.



BIG MOUTH PRODUCTIONS

bigmouthproductionssf.com

888-694-6446 ext. 2

Karwanna Dyson grew up in the 94124 and is a 1st generation college graduate. In 2008, she established Big Mouth Productions, a multi-media production company that provides video, photo, web & graphic design services with a special niche in Construction Photography. She has worked on key projects in San Francisco including the historical Transbay Transit Terminal, the Van Ness & Geary Campus Hospital, and the new St. Luke's CPMC location. Karwanna was able to upgrade her video and photography equipment with a SFWEF grant.



"The assistance I received through this program was right on time with where I was in my business journey. When I started the program I had a business and an idea of who my target clients were, but I had no focus and no system on how to strategically position my business to be effective in outreach, marketing and I had no clearly defined business brand. What this program helped me to do was integrate the right tools and technology to help me capture the attention of potential clients, clearly define my brand and services and position my business in groups and organizations that my potential clients were a part of. Although I have a long way to go, I've achieved some huge milestones and now have a system in place to be successful." - Karwanna Dyson, owner of Big Mouth Productions

DELIA'S LITTLE ANGELS DAY CARE

1457 Revere Ave.

San Francisco, CA 94124

A licensed home-based family child care operating since 2001 by Delia Suarez, an immigrant from El Salvador. Delia's Little Angels provides affordable childcare in the Bayview District. The center focuses on a *Healthy Roots* philosophy that engages children in learning through gardening. Delia's Little Angels is a member of Children's Council San Francisco and the Family Child Care Quality Network, an initiative of the San Francisco Office of Early Care and Education and the Department of Children Youth, and their Families. Delia implemented improvements to her day care's sensory garden and curriculum with her SFWEF grant.



DINORAH CHILD CARE

932 Madrid St.

San Francisco, CA 94122

Dinorah Osorio has been providing exceptional childcare for children of all ages for over 20 years. She strives to offer excellent child care through an approach that supports the emotional, social, physical, and intellectual growth of each child. Dinorah upgraded her outdoor play area with high quality safe-play rubber tiles with the SFWEF grant. Her outdoor play area expansion will allow her to accept more children for day care services.



DON BUGITO

DonBugito.com

Don Bugito is a San Francisco based food company that offers tasty edible insect snacks. In 2011, Monica Martinez founded the *pre-hispanic snackeria* with a mission to feature and share the amazing quality of food native to the American continent, while educating people about sustainable food practices. The SFWEF funded Don Bugito's new vibrant brand packaging costs.



EMMY'S SPAGHETTI SHACK

3230 Mission St

San Francisco, CA 94110

emmysspaghettishack.com

Emmy's Spaghetti Shack is a family friendly restaurant owned by Emily Kaplan since 2001. Emmy's Spaghetti Shack is all about Love, Food, Music and having a good time. Emmy's Spaghetti Shack upgraded their point of sale system and focused on marketing activities with their grant.



EL PIPILA

879 Brannan St.

San Francisco, CA 94103

elpipila.com

El Pípila is led by a trio of women, mother Guadalupe Guerrero and her two daughters Brenda & Alejandra. El Pípila serves authentic Guanajuato artisanal cuisine. Dishes are created from traditional recipes passed from generation to generation, offering an original taste of Guanajuato, the heart of Mexico. The SFWEF grant funded plateware and supplies for their new 879 Brannan location.



"Thank you to the San Francisco Women's Entrepreneurship Fund for believing and supporting a Latina Women Owned Business! My daughters and I are grateful and humbled."

- Guadalupe Guerrero, owner El Pípila

JENNY LEMONS

3043 24th Street

San Francisco, CA 94110

jennylemons.com

Artist Jennie Lennick established Jenny Lemons in 2015. Located in the heart of the mission, Jenny Lemons studio and storefront serves as a place to manufacture and sell their line of hand printed clothing alongside the work of other local artists and makers. Jenny Lemons also offers fun DIY workshops and sells a curated selection of art supplies. Jennie will utilize her SFWEF grant to increase her brand awareness to drive up sales and will upgrade her business technology.



"I'm humbled and honored to receive a grant. With this money, I hope to drive more business to my retail storefront, my website and my wholesale accounts. It energizes me to think that this is only the beginning for Jenny Lemons." – Jennie Lennick, owner of Jenny Lemons

KARLA'S JANITORIAL SERVICES

karlasmajds.com

Karla Mejia established Karla's Janitorial Services in 2008. Through her hard work and strategic business planning, Karla's business has grown over 60% and employs 20 people. Karla's Janitorial has consistently delivered outstanding results to their local clients including SFMTA and UCSF. The company has never defaulted on a contract and guarantees the highest quality possible of true cleanliness. Karla purchased more equipment with her SFWEF grant, which enabled her company to pursue larger contracts.



KINKARACO

kinkaraco.com

In 2004, Esmerelda Kent left her career as a costume designer at Industrial Light & Magic and founded KINKARACO. KINKARACO is devoted to preserving our natural resources, communities, and our economy while cherishing loved ones at the end of life. Esmerelda manufactures beautiful and 100% natural biodegradable burial shrouds. Her innovative business has been recognized by Business Week Magazine and received an EILEEN FISHER Women-Owned Business Grant in 2010.



LAMAS KENPO KARATE DBA FTK MARTIAL ARTS

461 Cortland Ave.

San Francisco, CA 94110

ftkmartialarts.com

Liza Fernandez and Diandra Thompson began karate training at the ages of 5 and 8 respectively under the instruction of Professor Mauricio Lama until his retirement in 2015. Since then, Liza and Diandra have continued to uphold Professor Lama's legacy of strong values of community, responsibility, discipline, and self-respect in their karate classes at their school FTK Martial Arts. They used the SFWEF grant to improve their facility, increase marketing activities, and upgraded their billing system.

"Everyone has been very positive about the changes and the studio is more inviting now."
– Liza Fernandez co-owner of FTK Martial Arts



"When we branched out our own (studio), we knew we wanted to continue Professor Lama's legacy, but we had no idea how to build a business or a brand. Working with Molly O'Kane (SBDC advisor), we gained new tools and knowledge. We feel confident now and more capable - Just like how we want our students to feel!" – Diandra Thompson co-owner of FTK Martial Arts

MANOS DE ANGEL DAY CARE

1252 Hollister Ave.

San Francisco, CA 94124

415-695-1545

Leticia Ornelas, an immigrant from Mexico, founded Manos de Angel after 10 years of working in the industry. She provides affordable childcare in the Bayview District. Manos de Angel is a member of the SF Family Child Care Quality Network and Children's Council San Francisco. Leticia used the SFWEF grant to upgrade her playground equipment, which will help her secure the highest rating on The Family Child Care environment Rating Scale (FCCERS).



"I can grow professionally and I can continue providing quality services to low income families and their children in San Francisco."
– Leticia Ornelas owner of Manos de Angel

MCVICKER PICKLES

mcvickerpickles.com

McVicker Pickles is a small batch preserving and pickling business based in San Francisco. Since launching the business in 2012, owner Kelly McVicker has established a solid local brand presence in stores like Bi-Rite, The Epicurean Trader, Salumeria, and Good Eggs. Kelly has been a featured presenter at events such as the San Francisco Street Food Festival, TEDx, Eat Real Festival, and Maker Faire Bay Area.



"The [SFWEF] grant is extremely valuable especially given its timing toward the holiday season. More so winning the grant is very encouraging and will increase my business visibility to people since it's been endorsed by credible organizations." – Kelly McVicker, owner of McVicker Pickles

SECESSION ART & DESIGN

3235 Mission St.

San Francisco, CA 94110

secessionsf.com

Secession Art & Design operates as a gallery, boutique, and workspace for local artists. Over the past 11 years the business has grown to represent over 70 independent local artists and designers. In 2014, Secession lost their original lease (3361 Mission St.) and relocated to its current location. Secession is also utilized as a valuable community space to mobilize residents especially during disasters.



"I am over the moon that I now have the funding to grow my business and set myself up to be a multi-use space that can support art, fashion, film, and music." – Eden Stein, owner Secession Art & Design

SEX FOR LIFE, LLC

myishabattle.com

Established in 2016, Sex for Life, LLC is home to Myisha Battle's sex coaching practice and podcast. The mission of Sex for Life is to enhance the world's understanding of the multitude of ways in which gender and sexuality are expressed in order to empower people to live authentically and free from guilt and shame. Myisha has a Bachelor's in Health Education from San Francisco State University, a certificate in Gender & Sexuality from the University of Amsterdam, and a Master's in Psychology from The New School in New York City. Myisha is a certified member of the World Association of Sex Coaching and of the Holistic Women's Network in San Francisco.



"The SFWEF will help me grow my business by allowing me to invest in services to help get me in front of my target audience and increase my client load." -Myisha Battle, owner of Sex for Life, LLC.

TERANGA JUICE

terangajuce.com

Terganga Juice, founded by Nafy Flatley in 2016, uses family recipes passed down from generation to generation to create refreshing, invigorating and nutritious beverages. Teranga Juice offers refreshing and healthy drinks handcrafted in small batches using the baobab superfood as its base. The baobab tree, also known as the tree of life, grows throughout most of Africa and is an essential part of African cuisine, natural medicine, and culture.

"I am a very happy winner to be awarded a grant. With the money I was able to pay an accountant on a temporary basis that helped to improve my accounting practices and also I have managed to pay for marketing."

-Nafy Flatley, owner of Teranga Juice.



SMALL BUSINESS TECHNICAL ASSISTANCE PROVIDERS CONTACT LIST

1. La Cocina - Cultivates low-to-moderate income food entrepreneurs. lacocinasf.org
2. Lawyers' Committee for Civil Rights - Provides free legal assistance and representation. lccr.com
3. Main Street Launch - Offers equal opportunity lending strategies. mainstreetlaunch.org
4. Mission Asset Fund - Offers credit building opportunities. missionassetfund.org
5. Mission Economic Development Agency - Supports small business development. medasf.org
6. Pacific Community Ventures - Supports small business development. pacificcommunityventures.org
7. Renaissance Entrepreneurship Center - Supports small business development. rencenter.org
8. San Francisco LGBT Community Center - Supports LGBTQI-owned small business. sfcenter.org
9. San Francisco Small Business Development Center - Supports small business development. sfsbdc.org
10. SFMade - Supports manufacturing businesses. sfmade.org
11. Southeast Asian Community Center - Supports Southeast Asian business development. seaccusa.org
12. Wu Yee Children's Service – Supports family child care businesses. wuyee.org

Questions?

Contact the Office of Economic
and Workforce Development
Communications team.

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