

APPENDICES

APPENDIX A – WELCOME LETTER

Welcome to The Common Kitchen @ Southern New Hampshire University

Mission:

The Common Kitchen Culinary Incubator is a project designed to help early stage entrepreneurs get started in the retail food business by providing support systems, resources, and facilities at little or no cost.

Participants:

Possible participants include:

- Anyone who wants to start a catering, baking or specialty food business.
- Caterers who are expanding their businesses or who are cooking out of their homes.
- Restaurant owners who would like to start catering or producing their famous salsa or salad dressing for re-sale.
- Market or bodega owners, who would like to offer their own food products, like baked goods and fresh dishes.
- Specialty food producers who need certified kitchen space and business support for new or expanding sales of their products.

Previous Experience:

No previous business experience is necessary. The Common Kitchen Culinary Incubator seeks to connect individuals to training in small business management and allow aspiring entrepreneurs to realize their dreams.

Kitchen Features:

- A certified commercial kitchen including, six-burner stove, flattop griddle, one convection oven, four deck ovens and microwave.
- Two 20 qt. and two 5 qt. kitchen aid mixers.

- Refrigeration and freezer units.
- Commercial steamer (perfect for canning), large jar fillers.
- Small wares: mixing bowls, measuring cups, stock pots etc.
- A three bay sink and food preparation sink.
- Four stainless steel worktables.

Business Office Features:

- A computer, printer, Internet access, and telephone (local calls).

Business Services: As tenants of The Common Kitchen Incubator, tenants have access to the following free or low cost services:

- Comprehensive technical assistance with all aspects of business planning, including business plan writing, marketing, inventory, loan packaging, health regulations

- New Hampshire Small Business Development Center

Offering free confidential business counseling including business plan development, accessing capital, marketing and sales. (Contact: 603-862-2200 www.nhsbdc.org)

- SCORE, Counselors to America's Small Businesses

Free business counseling including small business workshops.
(Contact: 603 666-7561 www.score-manchester.org)

- Women's Business Center

Free on-on-one counseling, networking opportunities and educational programs. (Contact: 603-623-7383 www.womenbiz.org)

- Micro Credit of New Hampshire

Free assistance with accessing small business loans of up to \$10,000, business training, and networking opportunities. (Contact: 800-769-3482 www.microcreditnh.org)

- Networking with other food entrepreneurs
- Aid with marketing of your business and products

Investment:

The business start-up cost is around \$600 including:

- Insurance of approximately \$300
- State Food Service License \$75 - \$200 (cost varies based on product type)
- State Business License \$100
- \$50 for Servsafe certification (All users of the kitchen must have their food manager's certification before starting work at the kitchen.)

Kitchen Cost:

- The cost of kitchen rental is \$10 per hour
- Secure dry storage units are available at an additional cost of \$30 per month
- The Common Kitchen Incubator will offer convenient bulk food purchasing

Eligibility:

The kitchen is open to all food businesses, with preference given to low and moderate-income residents of New Hampshire with strong food experience and/or business ideas. Applications are available at The Common Kitchen Incubator at Southern New Hampshire University, School of Hospitality, Tourism, and Culinary Management. 2500 North River Road, Manchester, NH 03106.

Contact Information: John Knorr, (603) 629-4618 j.knorr@snhu.edu
Kria Sakakeeny, kria.sakakeeny@snhu.edu
Matthew Blau, matthew.blau@snhu.edu

APPENDIX B – TENANT APPLICATION

THE COMMON KITCHEN

A Culinary Incubator at SNHU School of Hospitality

Tenant Application

This application to The Common Kitchen will allow you to be considered for tenancy in the kitchen at SNHU's School of Hospitality. A complete application also requires proof of insurance, HACCP certification and proof of state license.

Please attach a business plan if you have one. Please also feel free to provide any addition information that will help us better understand your business idea including menus, pictures and potential customers.

Please mail or drop off application to:

The Common Kitchen

School of Hospitality, Tourism and Culinary Management

2500 North River Road

Manchester, NH 03106-1045

Personal Information

Date: _____

Name: _____

Ethnicity: _____

Phone: (day/work) _____ (cell) _____

Email: _____ (website) _____

Home Street Address:

City/State/Zip:

How did you learn about The Common Kitchen? _____

Business Information

Business Name (if any): _____

Business Status:

☐ Start-Up Projected Start Date: _____

☐ New (1 year) Date Started: _____

☐ Existing

Type of Business:

☐ Specialty Food Producer

☐ Caterer

Briefly describe your business or your business idea and/or attach business plan.

Who will be your "target customer"? How will you encourage repeat business?

Briefly describe any experience you have that would help you manage a food business. For example, have you ever worked in the food industry, in a customer service position, and/or managerial position?

Do you have food certification?

Have you taken any small business training classes? If so, when and where?

How will you package/present your product?

Please describe your ideas for marketing your product/services.

How much will you sell your product/catering services for? How did you arrive at this?

Do you plan to purchase raw ingredients through The Common Kitchen or individually?

Do you anticipate hiring people or bringing people to assist you? If so, how many and what responsibilities will they have?

How much time do you plan to spend with the business yourself?

Will you maintain employment in addition to your culinary business?

What is your household income?

How many people in your household?

Does your business have adequate financing?

How are you planning to finance your start-up costs? Would you need a small business loan? If yes, how much? (TCK can help you obtain loans.)

What equipment do you need to prepare and package your product?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

f. _____

Which of the following would be of service to you?

___ Business Training

___ Culinary Training

___ Food Business Networking

What days of the week and times of the day do you plan on using the kitchen
(Saturday afternoons, Wednesday mornings, etc.)?

Signature: _____ Date: _____

Thank you for taking the time to complete The Common Kitchen application!!!

APPENDIX C – THE COMMON KITCHEN POSTCARD



***Do you have a great idea
for a new food business?***

***Do you need help growing
your small food business?***



THE COMMON KITCHEN
culinary incubator

at **Southern New Hampshire University**

THE COMMON KITCHEN

SNHU - The Common Kitchen
2500 River Road • Manchester, NH 03106



The Common Kitchen Provides

- *A well-equipped commercial kitchen*
- *Wholesale ordering and purchasing*
- *Help with product development and marketing*
- *Assistance with the licensing process*
- *Connections funding sources*

For more information please contact:

John Knorr

Phone: 603.629.4618

Email: commonkitchen@snhu.com

address area

APPENDIX D –INFORMATIONAL QUESTIONNAIRE FOR INCOMING PARTICIPANTS

The Common Kitchen Culinary Incubator

Dear participant,

Our most sincere welcome to The Common Kitchen. TCK is very excited about having the opportunity to do whatever it can to help you make your food business a lasting success!

TCK would very much appreciate if you would take a moment to fill out this questionnaire so that TCK can effectively monitor the services TCK provides to find out what is working and what isn't. In addition to this questionnaire, TCK always welcomes and encourages your continued input and feedback, either by phone, email, or in person. This is the most valuable tool TCK has in our goal to continually improve The Common Kitchen and to make your business as successful as possible. Thank you taking the time to fill out this questionnaire and for being a part of The Common Kitchen.

Best of luck in your business!

John Knorr, Kria Sakakeeny and Matthew Blau

Directors

Questionnaire

Name: _____

Age _____ Sex ☐ M ☐ F

1. Estimated Annual Income Level:

- ☐ Below \$5,000
- ☐ \$5,001-\$9,999
- ☐ \$10,000-\$14,999
- ☐ \$15,000-\$19,999
- ☐ \$20,000-\$24,999
- ☐ \$25,000-\$30,000
- ☐ Over \$30,000

2. Highest educational Level attained:

- ☐ Didn't graduate high school
- ☐ Graduated high school
- ☐ Some college but didn't complete
- ☐ Associates degree
- ☐ Bachelor's degree
- ☐ Masters degree
- ☐ Doctoral degree

3. Approximate date at which you started (or plan to start) using the facilities at the incubator. _____ (month and week number, e.g., 3rd week of October?)

4. How did you hear about the incubator?

5. How would you rate the introduction/orientation to the incubator in terms of the understanding you gained about how the incubator works and the general appeal of joining the incubator?

☐ Poor

☐ Below average

☐ Average

☐ Above average

☐ Excellent

6. Were you already engaged in a food business when you became a participant in the incubator? ☐ Yes ☐ No

7. What is the name of your business?

8. Please provide a brief description of your business. (*eg. type of product(s), unique features of the product(s), Production inputs (including labor), the nature of the market for your product, competition, how long has the business been running, is it profitable etc.*) Please use reverse side if not enough space provided _____

9. What are the current factors impeding your growth/expansion, or making your current situation unsatisfactory? (e.g., lack of sufficient equipment, not enough

space, insufficient capital, lack of sufficient knowledge and skills in business, marketing or others, simply saw The Common Kitchen as a good business development opportunity, etc.) What expectations/hopes do you have for the incubator and its effect on your business/income? What is the financial standing of your business presently and what do you hope for it in the future? *Please use reverse side if not enough space provided.*

10. What expectations to you have for the incubator and your new/existing business?

11. Which of the following services that The Common Kitchen offers do you plan to take advantage of or believe would be helpful to you?

- ☐ Wholesale food ordering
- ☐ Business assistance (writing business plans, accounting, business assessment)
- ☐ Culinary consultation and product development assistance
- ☐ Advertising consultation, marketing strategies and promotional assistance

Others? Specify.

12. Were you informed of all these offered services at your orientation?

☐ Yes ☐ No

13. Roughly how many hours per week do you plan to use incubator kitchen?

14. What times of day and what days of the week would work best for you to use the incubator kitchen?

16. Do you have business development needs or other needs services or facilities that are not offered by the incubator? If so, what are they?

17. Is there anything else that you would like us to know about you, or ways TCK could improve the services at the incubator?

THANK YOU SO MUCH FOR TAKING THE TIME TO FILL OUT THIS
QUESTIONNAIRE. WE LOOK FORWARD TO WORKING WITH YOU!

APPENDIX E – THE COMMON KITCHEN TIME SLOT SIGN UP SHEET

Date _____

First to sign in is tenant A -Tenant A gets priority.

Tenant A		Tenant B	
Name: _____		Name: _____	
Start Time	Finish Time	Start Time	Finish Time
<input type="checkbox"/> 6:00 am	<input type="checkbox"/> 6:00 am	<input type="checkbox"/> 6:00 am	<input type="checkbox"/> 6:00 am
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<input type="checkbox"/> 10:00 pm	<input type="checkbox"/> 10:00 pm	<input type="checkbox"/> 10:00 pm	<input type="checkbox"/> 10:00 pm
What equipment will you need to use? <input type="checkbox"/> 20 quart mixer #1 #2 <input type="checkbox"/> 5 quart mixer #1 #2 <input type="checkbox"/> Stovetop <input type="checkbox"/> Flat Top Griddle <input type="checkbox"/> Convection Oven <input type="checkbox"/> Deck Oven #1 #2 <input type="checkbox"/> Microwave <input type="checkbox"/> Steamer <input type="checkbox"/> Jar Fillers <input type="checkbox"/> Work Tables / How Many? _____ <input type="checkbox"/> Refrigeration Space _____ <input type="checkbox"/> Freezer Space _____ <input type="checkbox"/> Stock Pots/ How Many? _____ <input type="checkbox"/> Other: _____		What equipment will you need to use? <input type="checkbox"/> 20 quart mixer #1 #2 <input type="checkbox"/> 5 quart mixer #1 #2 <input type="checkbox"/> Stovetop <input type="checkbox"/> Flat Top Griddle <input type="checkbox"/> Convection Oven <input type="checkbox"/> Deck Oven #1 #2 <input type="checkbox"/> Microwave <input type="checkbox"/> Steamer <input type="checkbox"/> Jar Fillers <input type="checkbox"/> Work Tables / How Many? _____ <input type="checkbox"/> Refrigeration Space _____ <input type="checkbox"/> Freezer Space _____ <input type="checkbox"/> Stock Pots/ How Many? _____ Other: _____	
COMMENTS:		COMMENTS:	

APPENDIX F – PHOTOS







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