



Feasibility Study of La Cocina Incubator at Yolo County Food Bank

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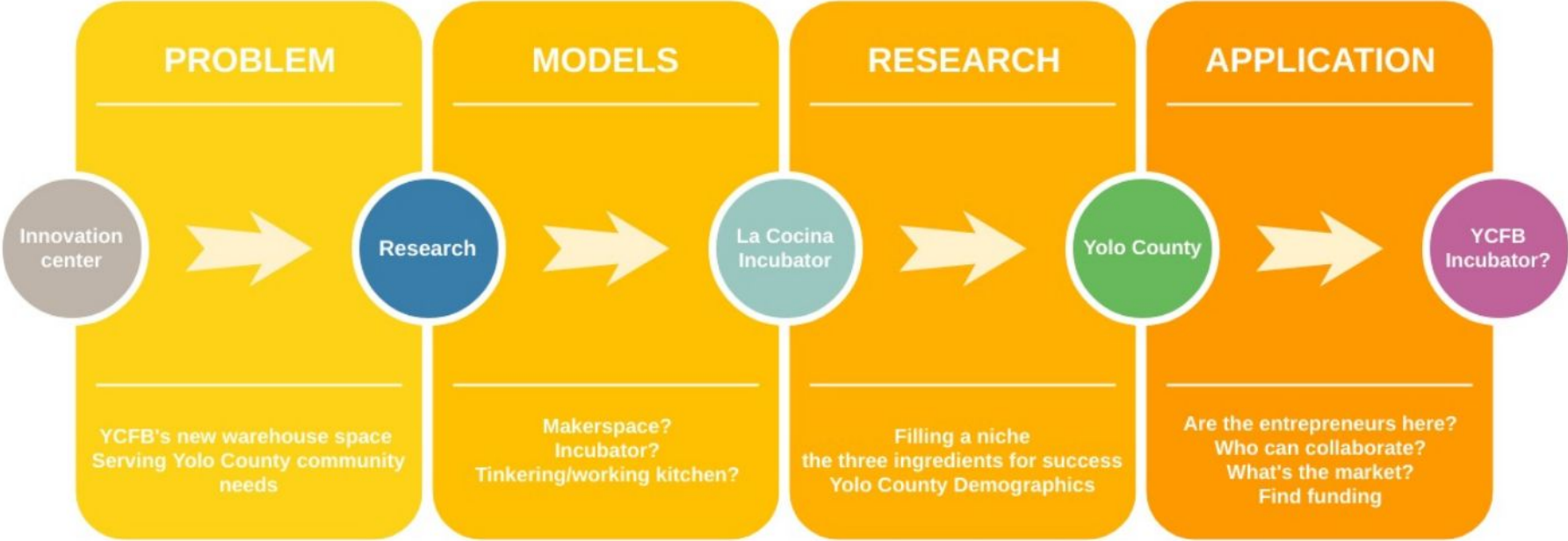


Final Problem Description

The Yolo County Food Bank wants to provide women with the knowledge and resources to improve their economic mobility. One idea included providing space and resources that would help the users to create their own food-related businesses.

Our goal was to research existing and successful food makerspace/incubator models to determine if this idea would benefit the Yolo County community.

Background



Methodology

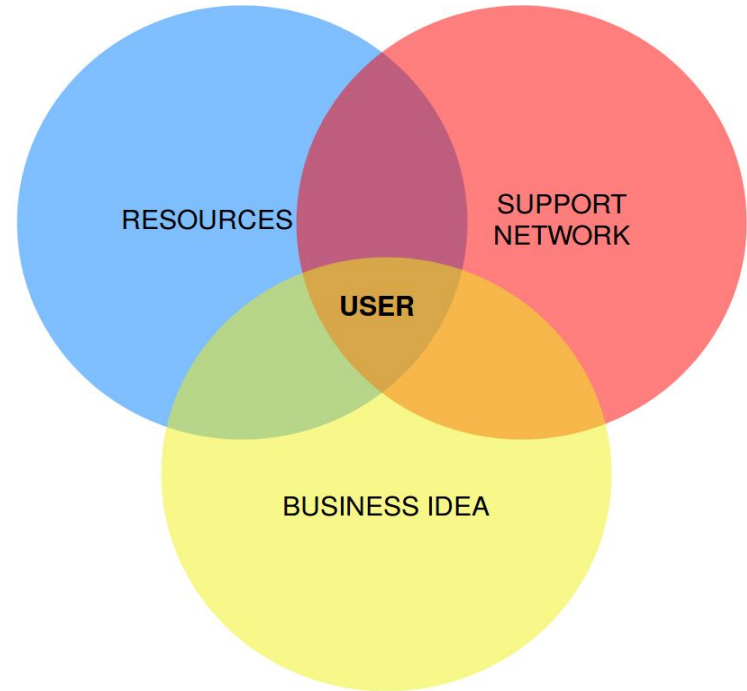
- **Can this be done:**
 - SWOT analysis & comparison
- **Should this be done:**
 - Yolo County community research
- **How it would be done:**
 - Financial Research

Results: SWOT

	STRENGTH	WEAKNESS
La Cocina	<ul style="list-style-type: none"> • Low rent • Had knowledge of the food industry • Existing collaborations with other organizations 	<ul style="list-style-type: none"> • Lack of business-starting knowledge • Organized and built as a commercial kitchen, not as an incubator
Yolo County Food Bank	<ul style="list-style-type: none"> • Low to no rent • Already have knowledge of the food industry • Existing collaborations with other organizations 	<ul style="list-style-type: none"> • Lack of funds • A side part of the mission of the food bank
	OPPORTUNITY	THREAT
La Cocina	<ul style="list-style-type: none"> • Existing entrepreneurs that just need a way to formalize their business • Unfilled niche in local business development • Large market for 'exotic' foods 	<ul style="list-style-type: none"> • Continuous dependence on donors • Increasing rent in San Francisco
Yolo County Food Bank	<ul style="list-style-type: none"> • Food bank is known as an organization that helps the community • Trend to help women obtain the resources to build businesses 	<ul style="list-style-type: none"> • Potential lack of a target user • Potential lack of an informal food business ecosystem • Potential lack of a market

Results: Community Research

- Initially, users of the food bank were the target audience for the incubator
 - Lack resources to sink into building a business
 - 57% have to choose between food or health insurance



Results: Financial Analysis

Estimated initial cost of operation for YCFB's space:

Initial budget:

$$\frac{1280\text{ft}^2(\text{square feet})}{2200\text{ft}^2(\text{square feet})} = \frac{\$x (\text{US dollars})}{\$500,000 (\text{US dollars})}, \quad x = \$ 290,909.1$$

Equipment/outfitting cost:

$$\frac{1280\text{ft}^2(\text{square feet})}{2200\text{ft}^2(\text{square feet})} = \frac{\$x (\text{US dollars})}{\$1 \text{ million } (\text{US dollars})}, \quad x = \$ 581,818.18$$

Total initial "up and running" cost = \$ **872,727**

La Cocina:

- Space: 2200 square feet
- Private donation: 1 million dollars
- First year budget: 500,000 dollars

YCFB:

- Space: 1280 square feet

Possible Funding:

Small business loan:(From \$5000 ~\$250,000)

- Women's Business Center in SF Bay Area
- SF Entrepreneurs of Color Fund

Foundation:

- Open Meadows Foundation (**not exceed \$75,000**)
- Sacramento Region Community Foundation (**\$100,000**)

Recommendation

La Cocina is an incubator that was built around an existing vacuum in San Francisco. It would not be possible to copy this system in Yolo County which has different demographics.

We recommend that the Yolo County Food Bank conduct further research to determine if there are fledgling entrepreneurs in Yolo County (that meet the 3 ingredients for success), and if there is a big enough market in the vicinity to make all the new businesses possible.



Sources / Appendix

- Hunger in America 2014, Report for Food Bank of Yolo County (Aug 2014) *Feeding America*, Urban Institute and Westat
[https://d3n8a8pro7vhmx.cloudfront.net/yolofoodbank/pages/16/attachments/original/1408390697/Hunger in America 2014 - Yolo Food Bank 8.14.14.pdf?1408390697](https://d3n8a8pro7vhmx.cloudfront.net/yolofoodbank/pages/16/attachments/original/1408390697/Hunger_in_America_2014_-_Yolo_Food_Bank_8.14.14.pdf?1408390697)
- Email from Leticia Landa, Deputy Director of La Cocina, February 20th, 2018
- Interview with Leticia Landa, Deputy Director of La Cocina, March 5th, 2018