



PROOF

Tennessee Placemakers

Live Webinar Series

Let the journey begin...

What is Proof?

Proof is a resource center and collaborative community for the food and beverage industry that features an accelerator, incubator, and educational space.

Headquartered in Chattanooga, TN Proof Incubator has light manufacturing equipment for emerging consumer goods brands, a shared commercial kitchen, a food truck incubator, a restaurant residency program, a co-working space, and a cocktail bar.

Proof offers F&B programs in collaboration with a variety of partners like the Urban League, SBDC/SBA, Historic Main Street Association, Chamber(s) of Commerce, Economic Developers, and Business Accelerators. Through partnerships with lending institutions and CDFI's, like Bright Bridge, Proof helps increase access to capital.

Proof has worked with over 300 companies to stabilize operations and scale growth.



Supporting Food & Beverage



Mission & Values

Proof exists to offer programs and resources—including curriculum and coaching—to equip F&B entrepreneurs be better at business. Baked into everything we do are our core values of diversity, equity, and inclusion along with a commitment to creating sustainable economic development for our industry and using our business as a force for good.

Get to know the Team

We are lifelong food and beverage professionals dedicated to supporting our community of creative chefs and entrepreneurs. Our mission is help restaurant owners thrive by leveraging our experience and industry connections. Our team knows firsthand the challenges that come with the industry, whether it's running a restaurant or growing a packaged food and beverage brand. As large as this sector is, there are still limited resources for owners and operators. At Proof, we seek to provide a robust resource and community for entrepreneurs and operators from this industry to learn, connect, and ultimately thrive.

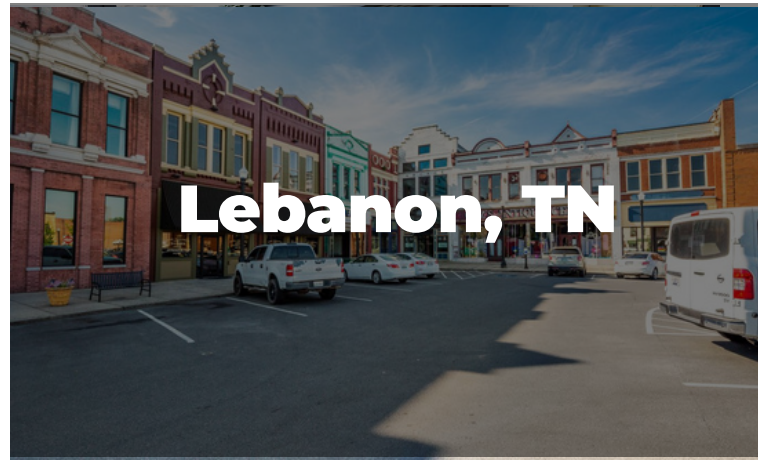




Recent Wins

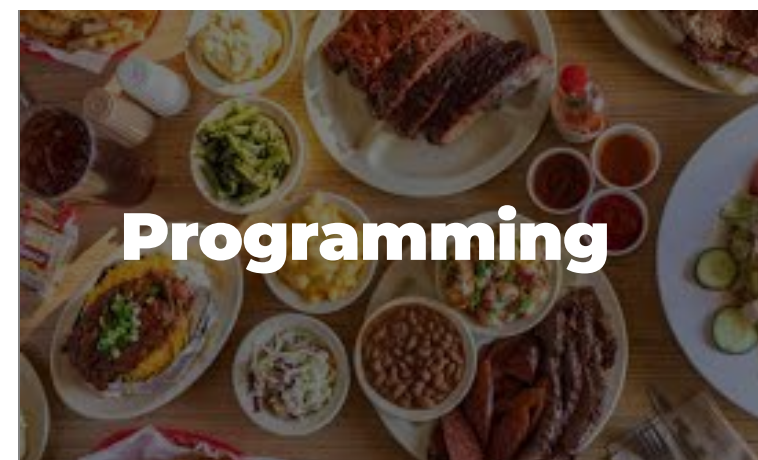
Proof Incubator resident chef, Kenyatta Ashford, wins the Food Network show 'Chopped'.

Proof Incubator was invited to participate as a panelist for the annual Tails of the Cocktail event in New Orleans.



Main Street Work

Hybrid program in partnership with the Historic Lebanon organization, Main Street TN, and The City Of Lebanon. Mission was to assist restaurants and food-based CPG companies with ongoing training, education, and personalized technical assistance.



Resource Overview

Consumer Good Accelerator: 10 teams, 4-10 weeks.
Restaurant Resilience Program: 20+ teams, 8 weeks.
Leadership + Workforce Development: 10+ teams, 8 weeks.

Workshops | Site Visits | 1-on-1 Remote Coaching

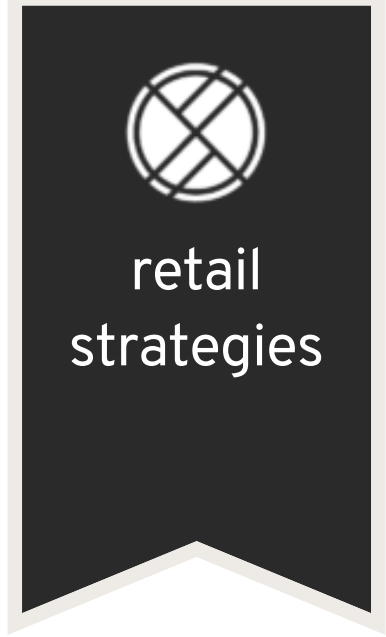




Retail Strategies + Proof Incubator

The Proof Tennessee Place Makers Resilience Program is an intensive 12-week development course for food and beverage establishments of all types, consumer and cottage market brands, looking to scale their business, reach more customers, and expand capacity.

12-week accelerator/resilience course open to both food & beverage establishments + early-stage and growing consumer goods brands looking to stabilize, optimize, and scale their operations regionally and nationally through a curriculum and program that features weekly group courses cover a wide array of topics from strategic marketing to food costing. Available for up to five (5) businesses.



downtown strategies



retail academy



retail recruitment

This partnership will also include weekly individual coaching sessions with industry mentors focused on the company's specific needs and goals. Some programs will culminate with an event to activate their local marketplace and storefronts to increase exposure to the businesses, drive foot traffic and excitement to the developing areas of cities, as well as create an annual lasting event focused on local owners and makers across Tennessee.





Thank you!

Questions?

Email dirk@proofincubator.com