



The Wild Ophelia Accelerator Program Application

Overview:

The Wild Ophelia Accelerator Program was created by Katrina Markoff to encourage, educate and propel American high school and college-aged women with entrepreneurial dreams in food. The 8-week paid summer internship at the Vosges Haut-Chocolat and Wild Ophelia Chocolate Temple in Chicago provides a comprehensive overview of running a food business. The program takes the 'Ophelia' through all aspects of the operation, including:

- New Product Development: Packaging, costing, labor allocations
- Mentorship by founder Katrina Markoff: Field day specific to the business of the Ophelia
- Finance: Purchase orders, taxes, charge backs, promotions
- E-Commerce: Programming, Google Analytics, direct marketing
- Marketing: Brand strategy, customer acquisition, social strategies, public relations
- Operations: Fulfillment, procurement, FMSA rules, trademark
- Customer Service: Orders, answering questions, problem solving
- Wholesale/Retail Sales: Timing, trade shows, brokers, distributors

Upon completion, the Ophelia will be awarded a \$5,000 grant for their business and/or education.

How To Apply:

Applicants must be at least 16 years of age by **September 2016** and enrolled/in good standing in high school or college. Applicants must have launched a small business (e.g. a lemonade stand). Applicants can apply individually or in pairs and must submit:

- A 3 minute video **or** a personal essay answering the following questions:
 - Introduction: Name, hometown, age
 - At what moment were you first inspired to work in the food industry?
 - What does entrepreneurship mean to you and why did you want to start your own business?
 - How would you summarize of your business and what are your goals for the future?
 - Why is the program important to you?
- One letter of recommendation from a non-family member

Additional Information:

A weekly stipend of \$500 will be provided. Vosges Haut-Chocolat and Wild Ophelia are **not** responsible for housing or transportation over the course of the internship.

Please send application materials to natalie@vosgeschocolate.com by March 31, 2017