



BITS TAKES TASTY TADKA FROM IDEA TO LAUNCH IN EIGHT WEEKS

June 28, 2016

Madhuri Patel's incredible work ethic, enthusiasm and drive made her a shining star from day one of the BITS Boot Camp Winter session.

Always passionate about deliciously healthy food, Madhuri had an idea of starting an Indian Fusion food business for a while, but had no idea where or how to start due to a lack of business training.

In just 8 weeks, Madhuri developed an actionable business plan, collected input from over 80 prospects and pitched her business to the BITS Loan and Grant Review Committee. One month later, Madhuri received \$5,000 in financing from the BITS Bucks Micro Finance Fund which helped her to officially launch Tasty Tadka at a downtown pop-up market.

Tasty Tadka offers healthy vegetarian catering which "**spices up the world's cuisine with authentic Indian flavors!**" We are incredibly proud of Madhuri's achievements and happy to have been

one of her first clients. Starting with catering for corporate events, office meetings and special events across Toronto, Madhuri's dream is to open her own restaurant some day.

" The program gave me confidence to go ahead with my idea, and also gave me a true mentorship and much needed financial support. After joining the program, I discovered many potential industry contacts and opportunities that have helped me understand the market, financial management and business dynamics. BITS helped me develop a viable platform for my business, learn invaluable skills and access networks that will guide me in the future! "

- Madhuri Patel, Founder of Tasty Tadka
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