

Please provide the following Information about your business

Please select what best describe your business.

- Existing Business (in operation more than six (6) months)

Business Name

Love Yo Pup

Form of Ownership

Limited Liability Company (LLC)

Business Address

2725 Titus Ave
Omaha, Nebraska 68113
United States

Date the business was established

11/05/2015

Facebook Business Page

loveyopup

Instagram Business Page

loveyopup1

Company representative

First Name

Nina

Last Name

Austin

Phone Number

(402) 350-5921

Email

loveyopup1@gmail.com

Name of Presenter

Nina Austin

More about your business

Nature of business - include a brief description of the product/service and the nature of your market and what differentiates it from your competitors. Submit product brochures, links to social media sites, and any other company literature

Love Yo Pup has a passion for animals and the humans who care for them. We make high quality dog treats out of a small kitchen in Omaha made from, locally sourced ingredients, using time-honored recipes and holistic solutions. It's an effort that engages many members, human and animal, in our community of North Omaha and beyond. The narrative of the black community and dogs has long been and continues to be fraught. I am deeply aware that my work is, in part, combating stereotypes that our community faces regarding pets. This complicated history is reflected in the current pet industry, which is lacking in understanding and nuance in this historical relationship. Black representation in the pet industry would go a long way to repair these dynamics. Ultimately, I believe that the

more we understand our relationship with animals, the more we can heal them and strengthen the ways we're given to care for each other.

Customer segment served

As a Black business owner who values the complexities of an Indigenous background, I strive to offer impact-oriented solutions that address the needs of a diverse community; through my engagement with local farmer's markets and fairs, I work to support sustainable growth with my company and within the larger community of animal lovers.

Upload a 60 to 90 seconds Elevator Pitch Video

- [Love-Yo-Pup](#)

Headshot of the company's CEO



Brief background of Principal Officer(s)

Over the span of two decades as a pastry chef and nearly the same amount of time immersed in the whole food and natural foods industry, I've cultivated a rich tapestry of experiences, knowledge, and connections. Through countless hours spent perfecting recipes, experimenting with wholesome ingredients, and collaborating with like-minded professionals, I've honed my craft to create nutritionally balanced treats that delight the palate and nourish the body. My journey has been a fusion of creativity and expertise, blending traditional pastry techniques with a deep understanding of the nutritional value of ingredients. I aim not only to indulge the senses but also to promote

wellness and vitality, reflecting my commitment to the symbiotic relationship between food and health. I've completed coursework in business and community and in holistic pet nutrition in order to deepen my understanding of the nutritional needs of our family pets as well as intricacies of running a small business. I have enjoyed a great deal of success in the past 7 years, partnering with a number of other local businesses, participating in local markets and serving a robust clientele. I stand at a crucial juncture where growth is needed to keep up with the demand I have created.

Does the business own all rights (including intellectual property) to the material submitted and presented for this competition?

Yes

Current status or stage of development of business: (e.g. working on prototype, produce in advanced development, etc.)

Until now, my budget has primarily been for production, operating, distribution and marketing costs. As I continue to grow my business, I am at the point of needing a more appropriate production space and have sought quotes for that construction. I have enjoyed great success in with my product and have arrived at a point where the demand is greater than my capacity to produce my product in my current space. I'm therefore seeking funds to expand my operation and hire assistants. In addition, funding will be used to expand the product line and produce more efficiently, which would allow me to expand my presence in the community. I intend to continue to serve all of the local businesses and customers that I have worked with so far, with a special emphasis on historically underserved communities. I have every intention of expanding my business regionally and hope to do so in the coming year with your support.

Current sales revenue (dollar volume per month)

\$500.00

What is your gross annual revenue? (dollar volume per year)

\$15,000.00

Number of employees (include principals)

Part Time	Full Time
	1

Projected Number of employees in 12 months

Part Time	Full Time
2	

Projected number of employees in 24 months

Part Time	Full Time
1	1

Is this your primary business?

Yes

Is this your original concept?

Yes

Please specify your ethnicity.

African-American

What is your age?

45 or Above

Is the business owned by a veteran?

No

Is at least 51% of the business owned and controlled by a woman?

Yes

Is your company a small business?

Yes

Do you have any investors or partners?

No

Is your business currently licensed or registered in the State of Nebraska?

Is at least 51% of the business is owned, and controlled by an ethnic minority and please

Yes	specify which one.
African American	
Type of financing used to operate a business to date	
• Personal Resources	
Status of Business Plan	
In preparation and available by	
Indicate date available by	
02/29/2024	
Consent 1	
<input checked="" type="checkbox"/> I understand the Pitch Black Program is designed to support the Midlands African Chamber emerging businesses to succeed and thrive. Participating in the Pitch Black Program necessitates interaction with the assigned mentor, attendance at educational and networking sessions, and reporting to the Midlands African Chamber on business changes. Once selected as a Pitch Black participant, I must become a member of the Midlands African Chamber.	
Consent 2	
<input checked="" type="checkbox"/> By registering and participating in this program, I consent to the recording of my likeness, image and/or voice and authorize the Midlands African Chamber to use photographs, videos, and audio recordings containing my likeness, image and/or voice in any medium for any purpose	
Consent 3	
<input checked="" type="checkbox"/> I agree to the terms and conditions of the Pitch Black Program .	
Applicant's Name	
Nina Austin	
Applicant's Title	
CEO	
Date	Signature
02/15/2024	Nina Austin
Approved? (Admin-only)	
• Approved	