



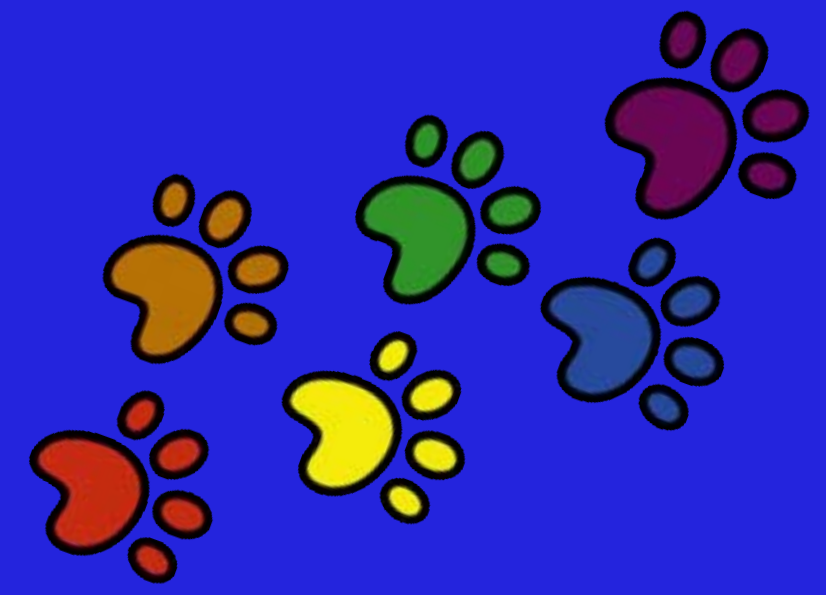
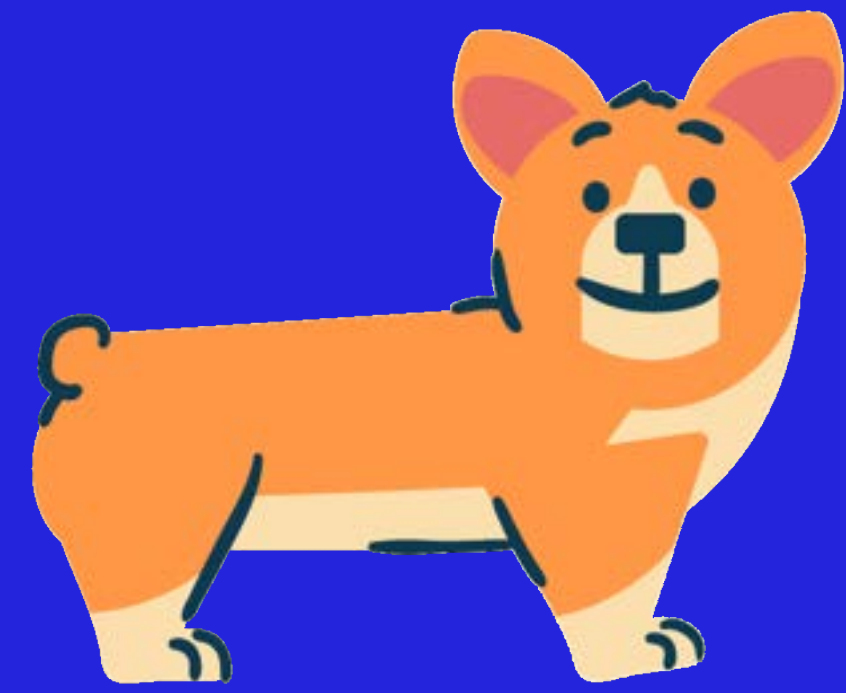
# **Entrepreneurship:**

**Your Dreams CAN Come True!**

Let me introduce myself

**Dog Treat Chef  
Allison Fogarty  
& CEO of**

**Doggy Delights by Allison**



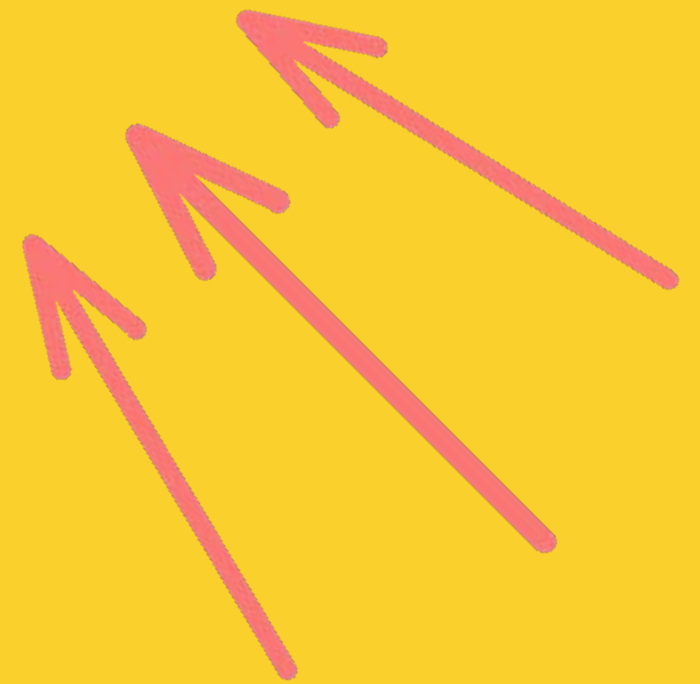
Dive into some cool things about me  
and my business!

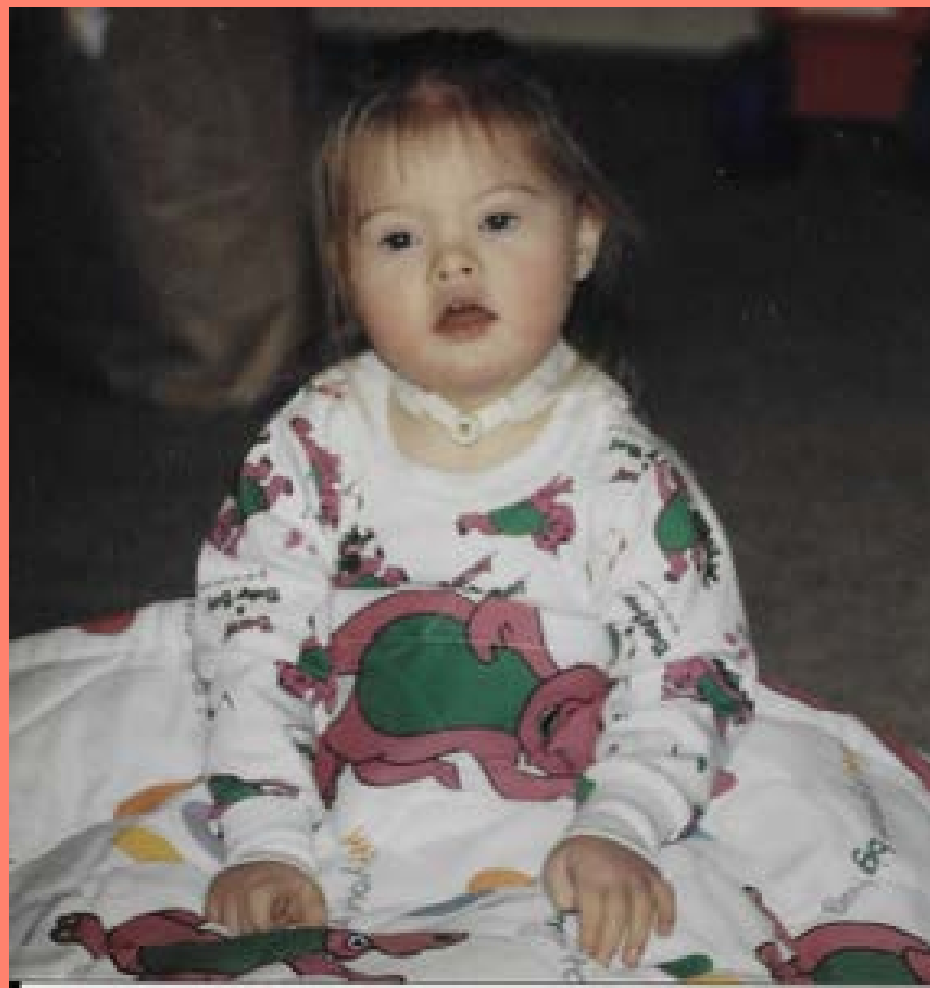


# Why Entrepreneurship?

Life is  
too short  
to wait.

- Health / Stamina Issues
- Follow your Passion
- Skills vs Dream Job
- Flexible Schedule
- Build a Legacy





# MY MEDICAL CHALLENGES HAVE IMPACTED MY LIFE

I had a trach tube for breathing for 23 years and a g-tube for 2 years.

Even though I couldn't eat, I enjoyed cooking





**Practice makes perfect!**

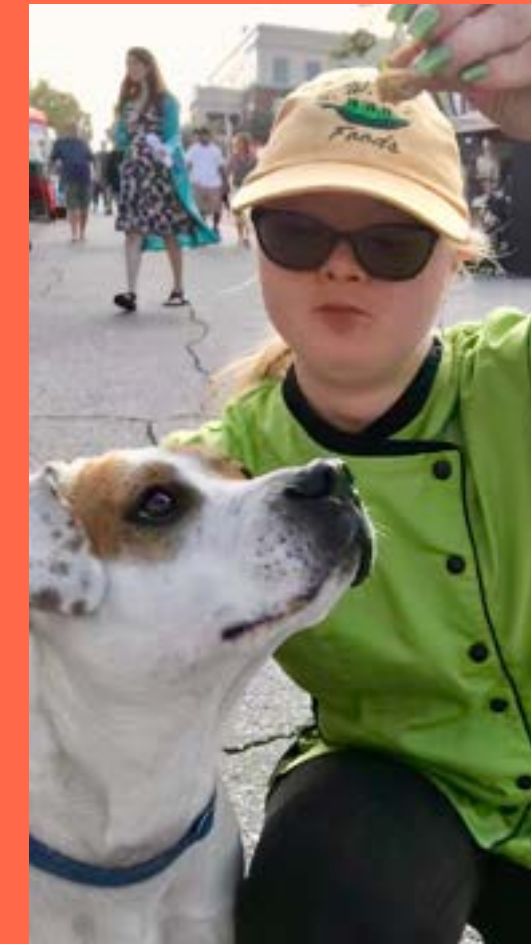


# Practice!

Learn by **DOING!**



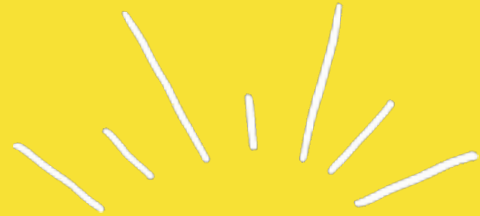
# My business is a work *in* in progress



**A few of my  
happy  
customers!**



# My current Doggy Delights Flavors



Peanut Butter Delights



I just LOVE all of the Doggy Delights flavors!  
Just ONE MORE??

Pumpkin Delights



Chicken & Rice Delights



Grain Free

Sweet Potato Delights



Salmon

Training Treats

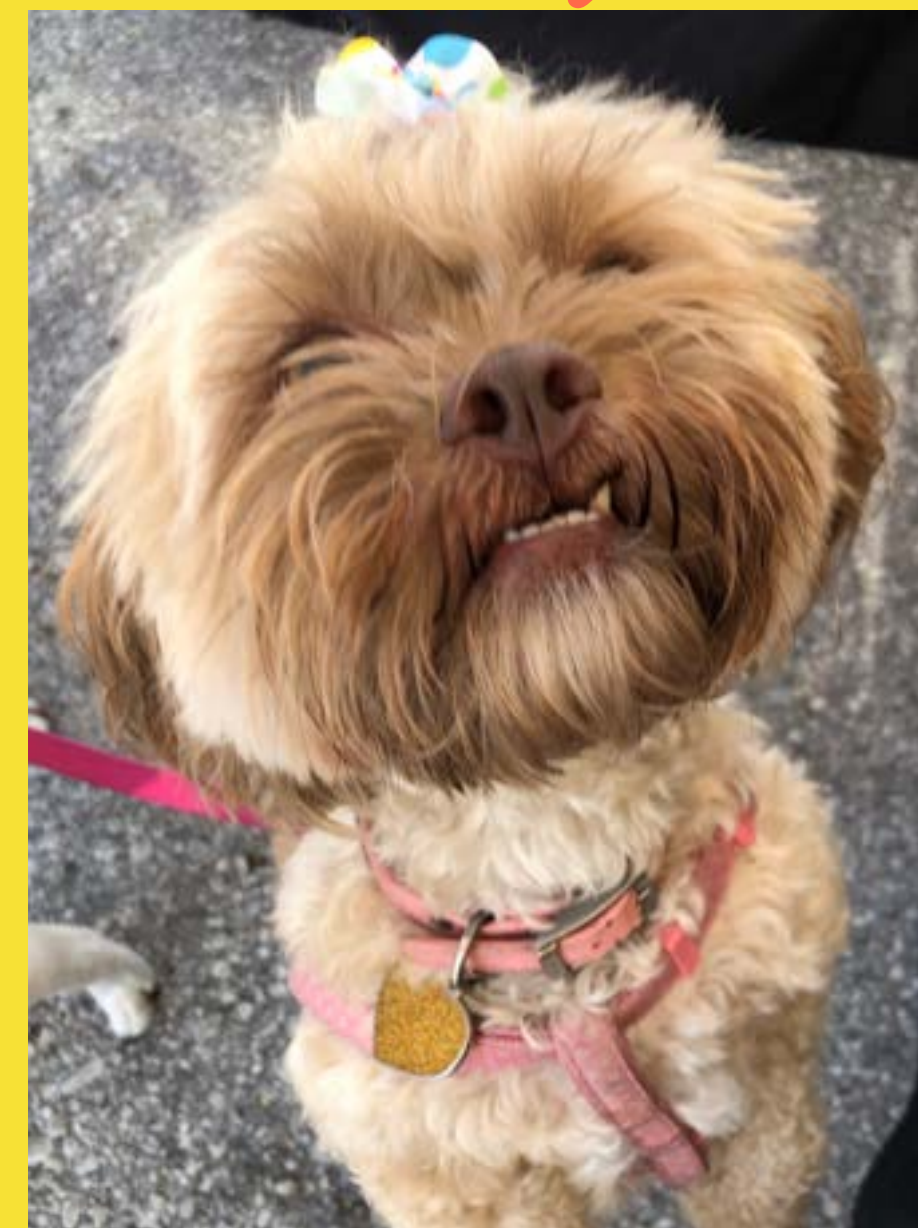


Sweet Season Delights -

***available ONLY during the holiday season!***



Yogurt & Berry Delights





**I love getting  
LOTS of orders!**



**There is  
always more  
to learn!**





[HOME](#)

[ABOUT](#)

[ORDER](#)

[SHOP LOCAL](#)

[MONTHLY SUBSCRIPTIONS](#)

[More](#)



# YOUR BEST FRIEND DESERVES THE BEST TREATS



Logan



Dexter

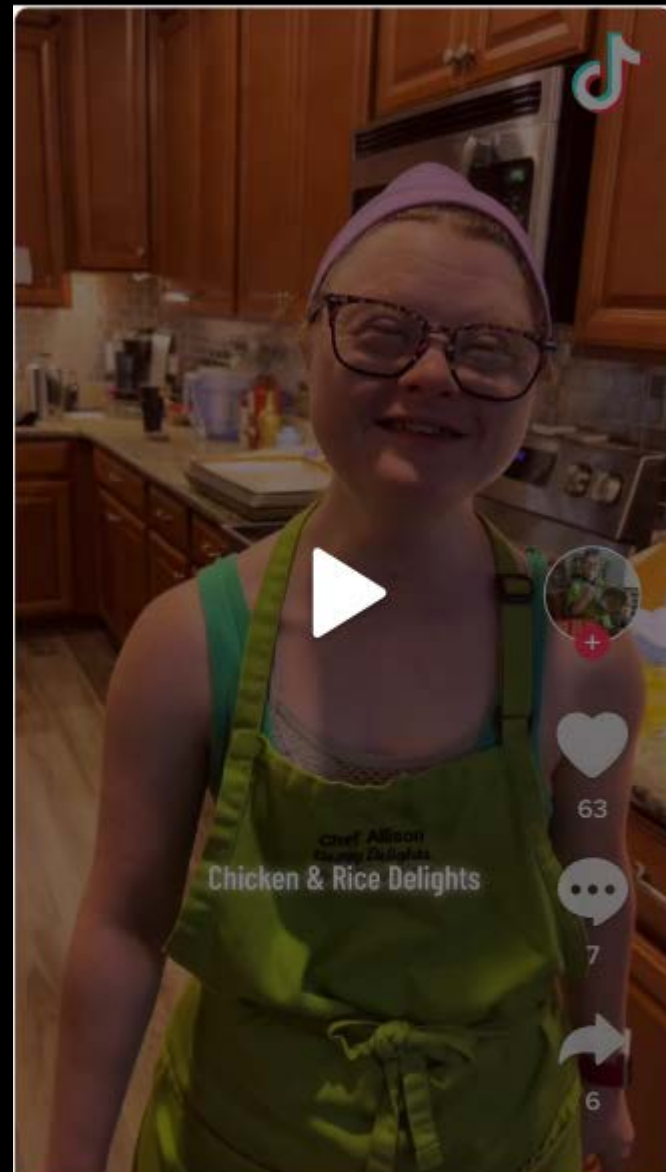
[SHOP NOW](#)

Let's Talk About

# SOCIAL MEDIA



# Here are 2 examples of my Tik Tok/Instagram/Facebook videos.



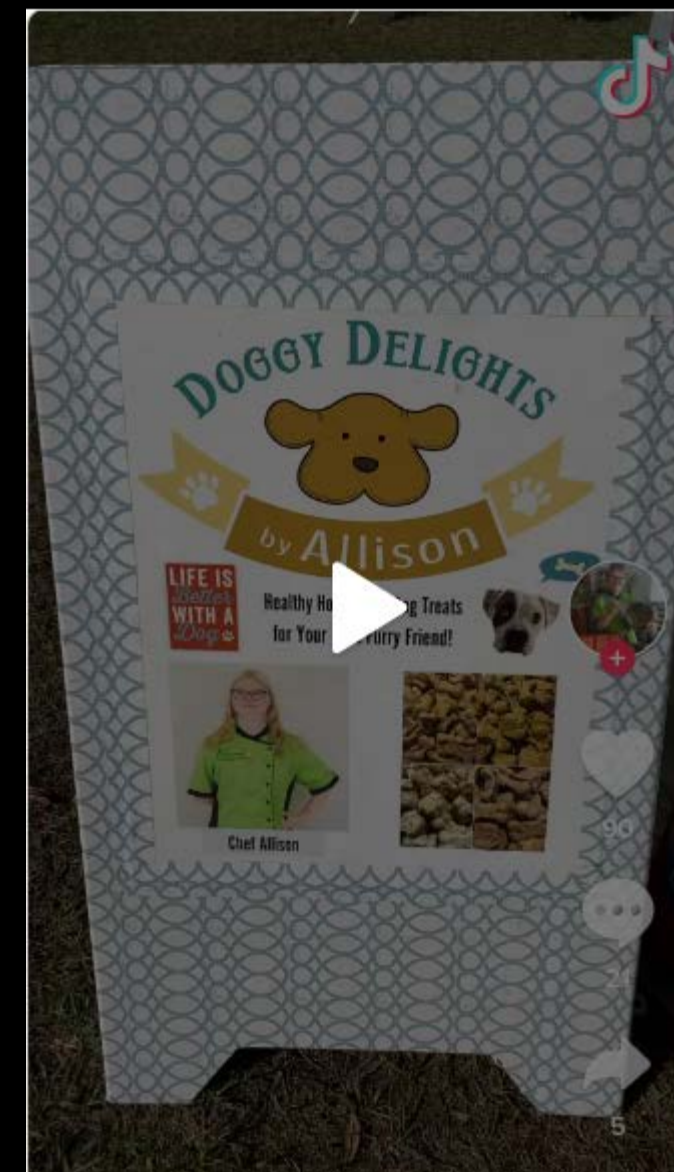
Watch more ex Watch now

@doggydelightsbyallison

#downsyndrome #dogs #dog  
#supportsmallbusiness #doglove ...See more

original sound - DoggyDelightsByAllison

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Watch more ex Watch now

@doggydelightsbyallison

#besttreatsfordog #downsyndrome #dog  
#dogtreats #dogtreats #puppydo ...See more

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```



**Gotta have fun**



# Making Dog Treats with Rachael Ray

AWESOME! FUN! INCREDIBLE!



# EMPLOYMENT

*Accessories*

*Beauty &  
Wellness*

WHAT DO  
YOU LOVE  
TO DO?

Can it become a business?

*Art*

WORK  
HARD!!

BAKED  
FRESH

CLOTHING

OPPORTUNITIES  
NEEDED

MUSIC

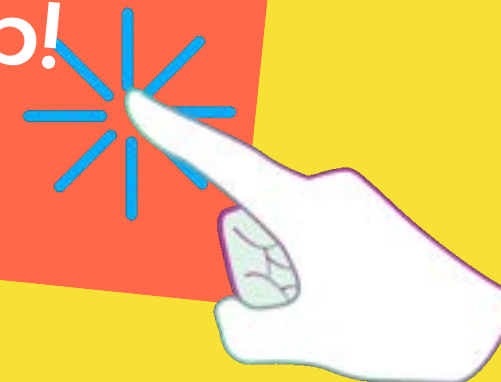
START SMALL,  
BUT  
DREAM BIG!



**TAKE IT STEP BY STEP**  
Start small, but  
**DREAM BIG!**

**PARENTS & FAMILY**  
You can promote  
success by providing  
opportunities for  
practice.

**PROGRESS  
CAN BE  
SLOW**  
Don't give up!



**WORK  
HARD!**  
Being differently  
abled doesn't  
mean you can't  
follow your  
dreams!

**HIGH  
EXPECTATIONS**  
lead to greater  
progress and  
achievement.

**Starting a  
Business**





# Entrepreneurship - Where / How to start??



## Research

What would it take to turn your hobby into a business? Who would your customers be? How would you find them??

## Think it Through

How would you finance your business?

## Gotta LOVE IT!

A successful business is a big time commitment, and it is ongoing.

## The BIG Questions

### WHAT

- ❖ Will you sell / resell / provide (service)
- ❖ Is your goal? (Hobby vs Business)
- ❖ Kind of company will you start (LLC, C-Corp, S-Corp, etc)
- ❖ Will your company name be (Check your state's website first; your name must be unique.)
- ❖ Credentials do you need for your particular business
- ❖ Will your costs be

### WHO

- ❖ Will make your product / provide your service
- ❖ Will provide start-up money
- ❖ Can you turn to for advice
- ❖ Will your customers be
- ❖ Will build website, maintain social media presence, etc
- ❖ Will do what business roles
- ❖ Will design logo, graphics, business card, etc.

### WHERE

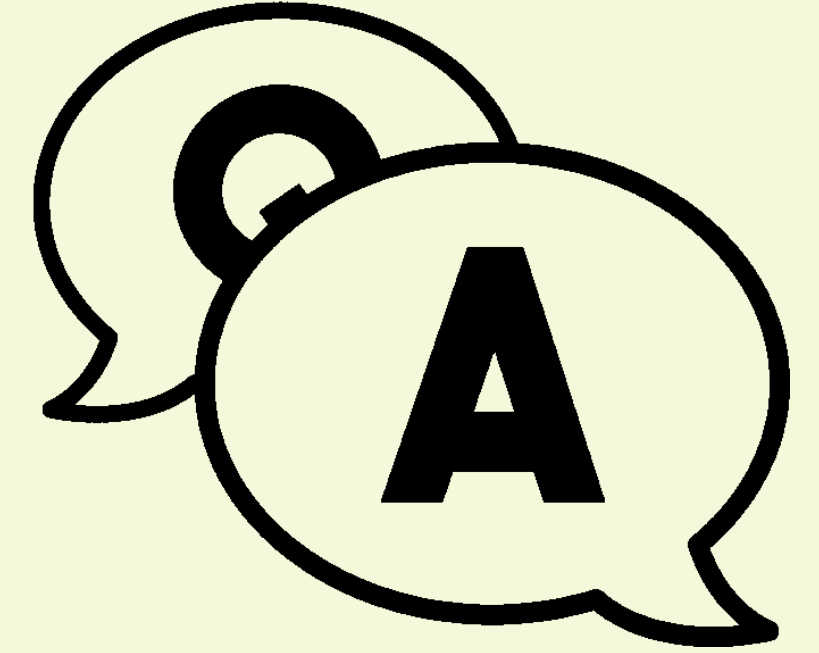
- ❖ Will you find customers
- ❖ Will you sell your product / provide your service
- ❖ Will you keep supplies / finished product / shipping supplies, etc

### HOW


- ❖ Will you reach new customers
- ❖ Will you ship your product / deliver your service
- ❖ Will you make your brand stand out

### WHY

- ❖ To provide quality product / service
- ❖ To provide employment
- ❖ To make money
- ❖ To increase social interactions
- ❖ To build self-confidence and self esteem
- ❖ To spread awareness
- ❖ To provide role models
- ❖ To increase community inclusion
- ❖ To give purpose



# Resources



**Down Syndrome Association  
of Central Florida -  
EntrepreneurAcademy**  
<https://www.dsacf.org/entrepreneur-academy>




**Respect Ability**  
<https://www.respectability.org/resources/Job-Seekers-Disabilities/>



**Synergies Work**  
<https://www.https://synergieswork.org/>



**National Down Syndrome Society  
NDSS**  
<https://www.ndss.org/employment/>



**Small Business Administration  
SBA**  
<https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc>



Thank you for listening!

