



FoodJets
Cosimo Allegretta
San Luis Obispo, CA

FoodJets is a local franchise web and app-based platform that allows you to order food from local restaurants, track your pilot (deliverer) and enjoy your delicious piping hot food without delays from other orders. FoodJets delivers one order at a time.

Most entrepreneurs would agree that being your own boss isn't for the faint of heart. Being a small business in a corporate dominated economy can be terrifying leaving many small business owners wondering how they can survive or make a difference. Not Cosimo Allegretta. He is making big waves in the San Luis Obispo community. Cosimo has been on the frontlines of this pandemic, giving back to essential workers by offering his food delivery services free of charge, day and night, to more than 15 local hospitals. He is an outstanding small business, making a mighty impact. And the inspiration of his journey does not come from the launch of his business, but from the heart of it.

Cosimo is a passionate and caring spirit who brings a little touch of authentic Italian culture everywhere he goes. Growing up in Italy, at the age of seven, Cosimo was an intuitive and observative young boy that found inspiration in his mother's hard work and dedication to her family. Watching her tirelessly care for three young boys and his dad, he wanted to help too. As she prepared homemade Italian dishes every day, on top of managing a cleaning business, Cosimo found the perfect opportunity to provide some relief to his mother. He pitched the idea of buying her a dishwasher and together they secured a bakery gig for him. Within a few short years he bought her dishwasher, and at the age of nine he was overseeing four other bakers to ensure that their baking was top notch.

Cosimo's attention to detail, care for others, dedication and hard work ethic has translated into his career. After serving a few years in the military, Cosimo migrated to the U.S. to help his brother's restaurant business, "Mama's Meatballs". As a chef Cosimo enjoyed bringing smiles to his customers' faces with his exquisite, aromatic, fresh Italian dishes. After 20 years of being a chef, an opportunity sparked his interest. A former customer and acquaintance was seeking Cosimo's well rounded talents to take over his business that was merging with the FoodJets franchise.

It took two months of consideration before he took his leap of faith. Cosimo travelled to Sacramento to immerse himself in the FoodJets business model, structure, and process. He launched in May 2019; an investment that cost over \$100,000. "I had no clue, when I launched..." he shared, even with the robust training e received from the former business owner, Cosimo underestimated the learning curve and transition times of his customers. Even so, in under five months his customers fully accepted and adapted to the new ways of the business.

Struggling with how to get new customers on board, especially while competing with big companies like GrubHub and UberEats, Cosimo reached out to MCSC SLO Women's Business Center. With mentorship



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from WBC Consultant Louis Camassa, Cosimo was able to refine his advertising strategies which increased his revenue like never before.

Cosimo has expanded his team of contractors from eight to 14 and increased his revenue by 25%. Cosimo admits that being an entrepreneur during a pandemic is a wild ride but following the example of his mother's hard work and his own instincts and dedication has led to resiliency and success. To others he offers the following advice: "Be very, very persistent for your dreams. Everything can happen- it is about your will to get it. Give yourself time and never give up, be true to yourself." Cosimo is a truly inspiring, emerging entrepreneur and we cannot wait to see what he does next.



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