

Business Proposal

*A Food Business Catering to Children & Adults
with ADHD, Dementia, Autism, and Mental
Health Concerns.*



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Prepared for:

RKB Catering

Executive Summary

Business Concept:

RKB Catering is a Trinidadian food business specializing in nutritious, culturally relevant, and sensory-friendly meals for individuals with ADHD, Autism, Dementia, and mental health conditions. Our meals incorporate local ingredients while addressing dietary challenges such as texture sensitivities, nutrient deficiencies, and caregiver stress.

Target Market & Unmet Need:

- ADHD & Autism – Many children and adults struggle with picky eating and sensory aversions.
- Dementia Patients – Soft, easy-to-swallow meals are lacking in local markets.
- Mental Health Communities – Depression/anxiety can worsen with poor diet (e.g., high-processed foods common in T&T).
- Caregivers – Often lack time to prepare specialized meals.

Mission:

To improve cognitive function, emotional well-being, and independence through Trini-inspired, brain-boosting meals that are accessible and delicious.

Financial Overview:

- Startup Costs: USD \$25,000 (commercial kitchen, staff, permits, initial inventory)
- Projected Revenue (Year 1): USD \$50,000
- Funding Request: USD \$15,000 (grant support for kitchen setup, training, and community outreach)



Problem & Solution

The Problem in Trinidad & Tobago:

1. Limited Specialized Food Options

- Most "healthy" meal services do not cater to sensory or neurodiverse needs.
- Traditional Trini foods (e.g., fried foods, heavy carbs) may not suit those with ADHD/Autism.

2. High Rates of Diet-Related Health Issues

- ADHD & Autism – Many families struggle with extreme picky eating.
- Dementia – Older adults need softer, nutrient-dense versions of local dishes.
- Mental Health – Processed foods (e.g., instant noodles, sugary snacks) worsen mood disorders.

3. Caregiver Burnout

- Parents and nurses lack time to prepare specialized meals.

Our Solution:

- ✓ **Localized, Sensory-Friendly Meals** – Modified versions of Trini favorites (e.g., soft pelau, gluten-free bake & shark).
- ✓ **Brain-Boosting Ingredients** – Foods rich in omega-3s (local fish), magnesium (callaloo), and probiotics (fermented foods).
- ✓ **Convenience** – Ready-to-eat meals for home delivery or pickup

Target Market

1. Primary Customers:

- Children & Adults with ADHD/Autism (Estimated 30,000+ in T&T)
- Elderly with Dementia (10,000+ diagnosed)
- Mental Health Patients (Anxiety/depression rates rising post-COVID)



2. Secondary Customers:

- Parents & Caregivers – Seeking easy, nutritious options.
- Schools & Senior Homes – Need bulk meal solutions.

Market Potential:

- USD\$ 4 MM neurodiverse food market (based on regional health data).
- Growing demand – Autism diagnosis rates increasing in T&T (CARPA 2022 report).



Products & Services

Sample Menu:

ADHD-Friendly (Improves Focus)

- Breakfast: Sautéed bodi with eggs & whole wheat hops
- Lunch: Grilled kingfish with quinoa & roasted pumpkin

Autism-Sensitive (Texture-Adjusted)

- Soft & Mild: Steamed fish with mashed sweet potato
- Crunchy Option: Cassava chips with hummus

Dementia-Friendly (Easy to Chew/Swallow)

- Soft Stew Chicken (boneless, finely shredded)
- Blended Pumpkin Soup (high in vitamins A & C)

Mental Health Boosters

- Mood-Enhancing Smoothie (soursop, chia seeds, almond milk)
- Turmeric Ginger Tea (anti-inflammatory)

Services:

- ✓ Meal Subscription Plans (Weekly delivery)
- ✓ Special Needs School Catering
- ✓ Caregiver Cooking Workshop

Marketing & Sales Strategy

Branding:

- Name: RKB Catering
- Tagline: "Good Food for Unique Minds"

Outreach:

- Social Media: Instagram/Facebook – Share easy recipes for caregivers.
- Partnerships:
 - Autism Parents Association T&T
 - Alzheimer's Association of T&T
 - Local Dietitians & Pediatricians
- Community Events: Sponsor health fairs & special needs schools.

Pricing Strategy:

- Affordable meal plans USD \$15 - \$25 per day for families.
- Government/ NGO subsidies for low-income families.



Problem & Solution

Operations Plan

- Location: Central Trinidad (easy delivery access).
- Suppliers: Local farmers (for fresh produce, fish).
- Staff: Trained chefs + nutritionist consultant.
- Certifications: TTBS & Food Safety Regulations compliance.

Management Team

- Founder: Rachel Bahadur – Background in nutrition/healthcare.
- Advisory Board: Local dietitian + special needs educator.

Financial Projections

Year	Revenue	Expenses	Profit
1	\$50,000	\$45,000	\$5,000
2	\$60,000	\$50,000	\$10,000
3	\$80,000	\$55,000	\$25,000

Grant Use:

- \$8K – Kitchen equipment
- \$4K – Staff training
- \$3K – Pilot program with schools

Conclusion

At RKB Catering, we believe that good nutrition should be accessible to everyone—regardless of their neurological or cognitive challenges. Our business is not just about food; it's about improving quality of life, supporting caregivers, and empowering individuals with ADHD, Autism, Dementia, and mental health conditions through culturally relevant, scientifically backed meals.

By addressing the unique dietary needs of Trinidad & Tobago's neurodiverse community, we are filling a critical gap in the local food industry. Our sensory-friendly, nutrient-dense meals will help:

- ✓ Enhance focus and reduce hyperactivity in ADHD individuals.
- ✓ Ease mealtime struggles for autistic children and adults.
- ✓ Improve appetite and nutrition for dementia patients.
- ✓ Support mental wellness through brain-boosting ingredients.



With strong community partnerships, a scalable business model, and a commitment to affordability, RKB Catering is poised to make a lasting impact on public health in Trinidad & Tobago. We are seeking grant funding and strategic support to launch this vital service and create a healthier, more inclusive future for all.

Together, let's nourish minds and transform lives—one meal at a time.