

Starting a Business During a Pandemic



The image features a dark blue banner at the top with the text "CO by U.S. CHAMBER OF COMMERCE ROADMAP for REBUILDING" and a series of colorful chevrons pointing right. Below the banner is a 2x2 grid of video thumbnails. The top-left thumbnail shows Jeanette Mulvey with a name tag "JEANETTE MULVEY CO-". The top-right thumbnail shows Ramon Ray with a name tag "RAMON RAY SmartHustle.com". The bottom-left thumbnail shows Ashley Haynes with a name tag "ASHLEY HAYNES Learning Leaf Child Development Center". The bottom-right thumbnail shows Greg Bryon with a name tag "GREG BRYON Pasta Packs". To the right of the grid is the text "REWATCH. LEARN. GET STARTED." followed by "Event Recap and Resources NOW UP on GrowWithCO.com" and a red button that says "TAKE ME THERE".

While the pandemic has proved a challenging time for many businesses and consumers, some entrepreneurs have used this time to launch promising new companies. In the first CO— [Roadmap for Rebuilding](#) event last week, panelists shared insights on defining an audience, finding a niche, and pitching an idea to potential investors.

Key takeaways:

- **You can start a business today:** Greg Bryon, co-founder of Pasta Packs, started a meal-kit delivery service in March 2020 after his brother lost his job as a sous chef and the two felt they could capitalize on people needing to cook at home.
- **What’s your pricing model?** “Do you want one, to have high volume and low price, which can prove challenging against the bigger brands of the world, or two, do you want to go low volume with a premium price, which will get you a higher profit?” said Ramon Ray, founder of Smart Hustle Media. “Scissors can be 99 cents, but it’s okay to have scissors that cost \$49. It all depends on who you are selling to and what they see as the worth.”

[Watch](#)