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Jake Schostak, 37

Founder and CEO *Catapult*

Jake Schostak grew up in the restaurant business. His parents were franchisees of chains like Applebee's, Del Taco, Burger King and Olga's Kitchen, so it was natural that his first job was working inside and managing restaurants.

He's spent his career inside restaurants in multiple capacities; and if you asked him years ago if he would establish his own company, Schostak would say yes.

"I kind of always thought that I would start something and was working in the ground floor of an industry that I wanted to be able to thrive in and build something," Schostak said. "But what it turned out to be, I don't even think that I would have been able to fathom it at the time."

Schostak's Catapult operates virtual restaurant brands for independent restaurants, allowing them to increase revenue through online orders without impacting their existing operations. Catapult oversees marketing for the restaurants and partners with food delivery apps like DoorDash, GrubHub and UberEats.



He returned to Michigan from Washington, D.C., in 2015 to continue working at his family's restaurants in metro Detroit and founded Catapult in Detroit in 2021. The company has five employees and has been backed by investors like Detroit Venture Partners and Invest Detroit's venture capital arm, ID Ventures.

"One of the things that I'm very proud of is that there's no playbook for what Catapult is doing. We're writing the playbook," Schostak said. "There aren't other companies out there like us. And the ones that are, they're not any older than we are, and so we're out there figuring it out."

Catapult operates around 400 restaurants for small business operators across the U.S. and Canada. Catapult also operates on a revenue share model and is working with restaurants in Grand Rapids, Flint, Lansing and Detroit.

“It feels like we're just beginning at Catapult,” Schostak said. “We've built this great foundation, but we have so much more to offer, and so I'm excited about what our company is going to evolve into in the coming years.”

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