

Apply to the Farmers2Founders 2020 Bootcamp Accelerator

Supporting producers to transform agrifood and fibre

**Farmers
2Founders**

Supported by:



**Wine
Australia**



Are you a producer with a business selling value-added food and fibre products, or commercialising technology such as agtech, Internet of Things, food processing technology, machinery or implements?

Looking for support to grow your business and reach new customers?

- Join the Farmers2Founders Bootcamp Accelerator, a 6 month program providing funding and expert support to identify and overcome your barriers to growth.
- Following a successful 2019 Bootcamp supporting 8 producer-led businesses, Farmers2Founders is now recruiting across Australia for the 2020 Bootcamp.

What does the Bootcamp offer?

The Bootcamp is a 6 month 'accelerator' to help producer-led startups and SMEs scale their business.

It brings together producers who are at a similar business stage to become lifelong supporters and champions of each other's journey.

During the bootcamp, you will receive skills training, business coaching and relevant resources to help you acquire new customers, expand into new markets, grow your team, and gain funding if required. You'll also grow your network substantially, connecting to experts and mentors across ag, food, technology and business.



What are we looking for?

We are looking for producer-led businesses creating innovative products, with existing customers and a vision for growth.

Examples of products might include;

- Novel 'agtech' solutions such as software, hardware/IoT, machinery or tools, or other new technology such as packaging or processing technology.
- Exciting value-added food brands and products that offer something new and differentiated for consumers

Up to four members of the business management team can participate in the bootcamp. The business must be producer-led, meaning at least one member of the business management team is an active primary producer.

We also look for strategic alignment with the priorities of our RDC funders, meaning a focus on producers and businesses innovating for the benefit of the industry in **grains, red meat, wool, wine, emerging industries** and **levied industries** under AgriFutures.

You can read more about what we look for in the application form pack, available upon completing an expression of interest at farmers2founders.com/bootcamp_program

Why should I apply?

- Access experts, training and resources to unlock significant business growth
- Gain new exposure and networks through the agrifood ecosystem
- Accountability and support from a dedicated business coach
- Join a supportive cohort of innovative producers that will remain with you for your business journey

Bootcamp Applications Close 21st October

How does the Bootcamp work?

The 6 month Bootcamp is delivered remotely, and kicks off with 4 days of workshops over two weeks where you will dive deep into your business and growth journey with your fellow teams.

After this, the program settles into regular calls with your business coach as well as small interactive masterclasses with guest experts and your fellow teams. This hands-on coaching and the masterclasses make up the core program over the 6 months.

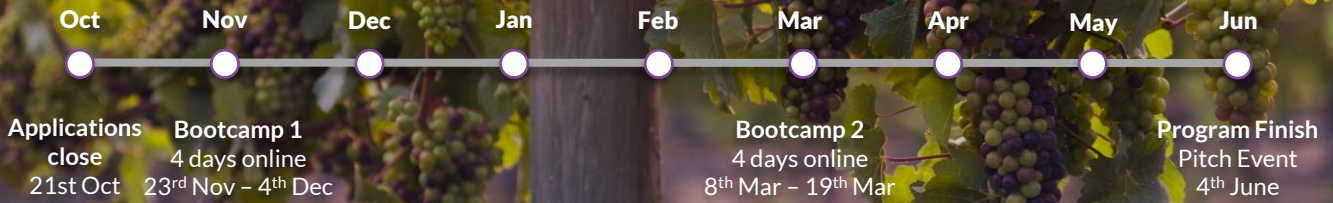
Key Topics

- How to scale to new markets, channels, and customers
- Refining your business model
- Financing: investors, grants, and debt
- Building your team
- Scaling your value chain (for value-adding/food businesses)
- Scaling your product (for agtech/hardware/IoT)
- High-performance entrepreneurship

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Program Dates



Apply Now - www.farmers2founders.com



Outcomes

Your goals in the Bootcamp are defined by you and tailored to your business growth plan. It supports you to develop and implement the strategy to achieve these goals - which might include acquiring new customers, attracting funding, hiring new staff, entering new markets and/or developing new products.

Teams in the previous Bootcamp achieved outcomes such as:

- Doubling monthly revenue; increasing the number of new customers per month by more than 40%;
- Launching new e-commerce channels and distributor relationships,
- Raising over \$300,000 in capital.

How much does it cost?

The Bootcamp is free to participate in thanks to funding from our Industry Partner RDCs.

The key contribution from you is your time. You should be able to dedicate at least 10 hours per week to building your business, with around 1-2 hours per week of Bootcamp commitments.

Teams can access \$10,000 of grant funding towards business expenses on a 4:1 matched basis (i.e. by contributing \$2,500.)



About Farmers2Founders

Farmers2Founders is a private national organisation that exists to support producers to develop and adopt new innovations in food and agriculture. F2F is supported by 5 of the Research and Development Corporations as well as by the Federal Government's Incubator Support Initiative. Read more at farmers2founders.com.

Bootcamp success stories



Fiona Turner - Bitwise Agronomy

"Farmers2Founders came at the right time for us. We have raised our business through infancy and learnt plenty. We are aware of our knowledge and experience gaps in taking our business to the next level. F2F has given us the encouragement, bravery and skills to do so much more. Where we are now is leagues different compared to 9 months ago. Not only are we so much more focused and ambitious, but we have the confidence that we can operate a truly successful business - this isn't just a hobby anymore."

Lee Coleman - Farmsimple

"The F2F team brings such a valuable perspective from seeing all kinds of other agtechs - they took our business and really broke it down, got into the guts of it, and helped us rebuild it into something so much stronger. It's pretty special that this kind of program for producers exists."



Jenny Daniher + Cathy Owen - Garlicious Grown

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How do I apply?

Go to farmers2founders.com/bootcamp_program to read more about the Bootcamp and submit an expression of interest to apply. You will be invited to an information session and receive access to complete the full application form.

- Applications close Wednesday 21 October.
- Round 1 interviews Tuesday 27th - Thursday 29th October
- Round 2 interviews Tuesday 3rd - Wednesday 4th November
- Successful teams announced Monday 9th November

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Program Details

Program Dates	23 November 2020 - 4 June 2021
Duration	6 months
Bootcamp Location	remote
Cohort size	6-8 teams
Inclusions	<ul style="list-style-type: none"> • \$10k equity-free grant towards business expenses¹ • 6 months support from Farmers2Founders coaching team, with expertise in building new agtech, foodtech and new product businesses • Pending COVID-19 restrictions - in-person events in 2021 to connect with the broader agtech ecosystem
Expected Time Commitment	Teams must be available to attend the majority of the 2 remote bootcamps. Throughout the Bootcamp, 10-20 hours per week of time dedicated to the venture is expected.
Application Process	<ul style="list-style-type: none"> • Expression of Interest through F2F website or email intro • Phone call with F2F team to discuss applicant suitability and receive application form if suitable • Applications close Wednesday 21st October • Round 1 interviews Tues 27 - Thurs 29 October • Round 2 interviews Tues 3 - Wed 4 November • Offers to applicants on Monday 9 November

¹ \$4 of grant funding is available per \$1 spent by the team on business expenses. Teams can access a maximum of \$10,000 grant funding by spending \$2,500 on business expenses (not paid to F2F)..

Learn More about the Farmers2Founders bootcamp program

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www.farmers2founders.com



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