



# EDIBLE-ALPHA™

## Next Generation Food and Agriculture Pitch Slam

### What Is It?

The Edible-Alpha™ *Next Generation Food and Agriculture Pitch Slam* is a pitch contest open to food, beverage and farm businesses in the Midwest to showcase their business ideas that connect agriculture and consumer-driven food products. The contest will have three awards/tracks, including *Best New Regenerative Agriculture Business Concept*, *Best Social Impact Business* and *Best Investment Grade Business*. This pitch slam will provide dozens of food and farm businesses a forum to practice and refine pitching their business ideas while setting the stage for future investment and economic prosperity in food and agriculture in the Midwest. The date of the event is to be determined.

### How It Works

- It is a day-long event, likely to be in Madison, WI open to regional (Midwestern) applicants.
- Three awards/contests:
  - *Best New Regenerative Agriculture Business Concept*. Specific regenerative agriculture enterprise problems will be posed in advance for this contest, a new one each year.
  - *Best Social Impact Business*. This contest will use a rubric for assessing a broad range of social impacts. Businesses in this class do not need to have the scalability and high multiple returns potential of investment-grade companies. They do need to be established food or farm businesses.
  - *Best Investment Grade Business*. This contest will be limited to business models that offer investment grade returns for investors. These businesses are likely to be in the CPG or food/agriculture technology spaces.
- A selection committee will review and select the top 5 applicants for each award
- A 3-person judging panel will determine the winners for each award during the pitch slam
- Each business pitches for 5 minutes, with another 5 minutes for questions from the judges. The audience votes and judges can decide to take into consideration the audience vote.
- Winners receive an award package valued at \$20K that includes
  - Mentorship from Tera Johnson, director of the Food Finance Institute.
  - Brand identity and marketing program by a best-fit marketing firm.
  - Financial packaging, likely to be provided by the WI SBDC capital access team or other consultants in other parts of the country.
  - Legal consultation by a best-fit law firm.
  - Winners featured on Edible-Alpha podcast series and Insights newsletter.
  - Free one-year access to Edible-Alpha business model optimization reports and digital training.
- Sponsorships will be available to stakeholders.

If you have any questions or are interested in sponsorship, please reach out to FFI Program Manager Zac Smucker-Bryan at 608-890-0780 or [Zacary.smuckerbryan@uwex.edu](mailto:Zacary.smuckerbryan@uwex.edu).