

FFI FaBcap Accelerator Program Overview & Time Commitment

SELECTED COMPANIES RECEIVE:

- Nine months of one-on-one coaching:
 - General business coaching by [Brad Rostowfske](#), Food Finance Institute FFI FaBcap Program Manager
 - Financing coaching by [Tera Johnson](#), Founder and Director of the Food Finance Institute
- Select FFI business mentoring – to be assigned based on business need and focus
- Select FFI subject matter experts' consultation as needed
- Six facilitated cohort meetings on targeted topics from industry experts including marketing, sales, distribution, food safety, operations, etc.
- One complimentary year of [Wisconsin FaB Membership](#)
- Two free seats, one exhibitor table, and a personal introduction at our FFI FaBcap kick-off meeting*
- Two free seats, one exhibitor sample table, and a ten-minute to pitch to a group of investors at the FFI commencement event*
- A financial package prepared for your company and for your use in future financial requests
- A \$10,000 cash award
- Year-round Capper recognition: Social media postings, special Capper offers, speaking opportunities, etc.
- Lasting access to our growing collective of Capper companies – now 40 strong

* *Virtual options will be available due to COVID-19*

PARTICIPATION EXPECTATIONS:

- Owner participation in the FFI FaBcap commitment schedule - **see Program Calendar below**
- Reporting to the Food Finance Institute with your revenue, sales, and employment count for three years
- On-going participation in FFI FaBcap-related activity as requested and available

FFI FaBcap PROGRAM CALENDAR (more information to come):

July 15th – Aug 14th, 2020 – FFI FaBcap Application Period

Online FFI FaBcap application open to all Wisconsin-based food, beverage or ingredients manufacturers, food or beverage packaging or equipment manufacturers, or food or beverage technology companies with:

- Developed business organization
 - Legally recognized structure
 - Active business website
- Proof of business viability and demonstrated success in sales (beta market complete or in process)

Aug 15th – Sep 11th, 2020 – FFI FaBcap Application Review, Evaluation & Selection

Applicants will be scored by a group of industry judges from FFI, FaB WI, WEDC, SBDC and other industry stakeholders (investors, retailers, manufacturers & service providers)

- Scoring and ranking for each company/product based on:
 - Product or service scalability and extendibility
 - Product and brand differentiation
 - General business awareness, focus, and acumen of ownership
 - Other cohort considerations
 - Individual interviews by FFI FaBcap Program Manager and group interviews of top 15-20 applicants
- Top 10 selection will be completed by 9/10/20 with confirmation of accepted 10 companies by 9/11/20

Sep 11th – Sep 22nd, 2020 – FFI FaBcap Companies On-boarding

Initial FFI FaBcap Program Manager and FFI FaBcap company 1-on-1 on-boarding

Key On-boarding Topics:

- FFI FaBcap Coaching Agreement
- FaB WI Enrollment
- FFI FaBcap Program Deliverables and Schedule Review
- High Level Business / Goals Review
- Initial Program Action Register Development and Assignments
 - Business Model Canvas Assignment
 - FFI FaBcap Kickoff Meeting Introduction

Sept 24th, 2020 – FFI FaBcap Kick-Off Meeting – FFI FaBcap 5 Kick-off – 9:30am to 2:00pm

Key Topics to be Covered:

- Industry trends and key insights sharing
- FFI FaBcap 5 Investor Pitch Presentations
- FFI FaBcap companies industry introductions

Oct 15th, 2020 – FFI FaBcap Program Deliverables & BMC Sharing – 9:00am to 4:00pm

Initial FFI FaBcap cohort only meeting to review program, schedule and mutual business status

Key Topics to be Covered:

- FFI FaBcap Program Schedule and Deliverables
- Business Models That Work Review
- Cohort Business Model Canvas Sharing

Nov 10th, 2020 – FFI FaBcap WI Scaler Financial & Accounting Processes Workshop – 9:00am to 4:00pm

Key Topics to be Covered:

- Cost Accounting / Inventory Management

- Financial Reporting
- Accounting Staffing / Management
- Banking / Cashflow Management
- Taxes

Dec 10th, 2020 – FFI FaBcap WI Scaler Sales & Distribution Planning Workshop – 9:00am to 3:30pm

Key Topics to be Covered:

- Sales team and plan development & management
- eCommerce development and execution considerations
- Working with your distributors and brokers
- Working with your retailer

Jan 14th, 2021 – FFI FaBcap WI Scaler Marketing & Branding Planning Workshop – 9:00am to 3:30pm

Key Topics to be Covered:

- Marketing Trends and Key Considerations
- Defining, Aligning and Activating Your Brand in Market
- Developing your social marketing and media plan
- Building your brand persona and guidelines

Feb 11th, 2021 – FFI FaBcap WI Scaler Operations & Organization Planning Workshop – 8:30am to 4:00pm

Key Topics to be Covered:

- Shared use kitchen - co-packer - dedicated production facility considerations
- Scaling your production process
- Production & supply chain optimization & management
- Operations & organizational management

Mar 11th, 2021 – FFI FaBcap WI Scaler Sources and Uses of Capital Finance Planning Workshop – 9:30am to 3:30pm

Key Topics to be Covered:

- Building a scalable working relationship with your bank - Craig Cerbins – Wintrust Bank
- Finding and working with the right investment partner- Dan Scalia – Johnsonville Holdings
- Preparing your financial packages – Tera Johnson – UW-FFI
- Get your legal house in order for growth – Bob Heinrich or Kate Westfall – Reinhart Law

Apr 15th, 2021 – FFI FaBcap WI Scaler Food Safety & GFSI Planning Workshop – 9:30am to 3:30pm

Key Topics to be Covered:

- FaBsafe FSMA compliant food safety training
- Development of your food safety plan
- GFSI overview and certification process
- Quality and food safety management

May 20th, 2021 – FFI FaBcap Investor Pitch Rehearsal & FF-FaBcap Program Feedback Session – 10:00am to 3:30pm

Key Topics to be Covered:

- Investor Pitch Presentations rehearsal with peer feedback
- FFI FaBcap Program and companies' lessons learned and feedback

Jun 16th, 2021 – FFI FaBcap Commencement Event – 10:00am to 4:00pm

Key Topics to be Covered:

- Investor Pitch Presentations with investor panel feedback
- FFI FaBcap 5 Graduation & \$10,000 WEDC Seed Grant Award