

Detailed Program Time Commitment (dates & times are subject to change)

2024 Fellows Cohort Schedules [Visual Calendar](#)

- ↳ January 2024 to June 2024: Food/Beverage Business Fellows **Cohort A**
 - Kickoff Boot Camp January 3, 2024
- ↳ June 2024 to December 2024: Food/Beverage Business Fellows **Cohort B**
 - Kickoff Boot Camp June 25, 2024
- ↳ June 2024 to November 2024: Technology, Value-Added Ag, & Processing (**TAP**) Business Fellows Cohort
 - Kickoff Boot Camp June 5, 2024

Commitments for all cohorts

- ↳ Bi-monthly Meetings (every other week)
 - 2-hour key topic focused meetings for Fellows Cohort and FFI Partners only. Specific dates will be shared upon acceptance.
 - Food/Beverage Cohort A – Thursdays 1pm – 3pm Central Time
 - Food/Beverage Cohort B – Thursdays 1pm – 3pm Central Time
 - Technologies, Value-Added Agriculture, & Processing (TAP) Cohort – Wednesdays 1pm – 3pm Central Time
 - Fellows 1-on-1 – 1 hour business focused meetings to be scheduled with FFI coach
- ↳ Event Commitments (To Be Scheduled)
 - Winter/Spring 2024 – Food & Beverage Industry Trends & Innovation Event
 - Late Summer/Early Fall 2024 – Fellows Investor Pitch Event
- ↳ Events Strongly Recommended for Fellows but Optional
 - MVP Series Workshops – *These are also open to the public for a fee.*
 - Accounting
 - January 16, 2024: Processes and Reporting
 - Sales
 - February 13, 2024: Sales & Distribution Management
 - March 19, 2024: Forecasting, Trade Promotions, & Execution
 - Marketing

- April 9, 2024: Brand & Marketing Management
- May 14, 2024: Marketing Execution Management
- June 4, 2024: eCommerce Management
- Operations
 - July 9, 2024: Process & Supply Chain Optimization
 - August 6, 2024: Dedicated Facility vs. Co-Packer
 - September 10, 2024: Quality, Food Safety & ERP
 - October 1, 2024: Risk & Legal Management
 - November 5, 2024: Organization Development
- Finance
 - December 10, 2024: Sources & Uses of Capital
- [Immersion Trainings](#) – dates to be scheduled. *Fellows will be recommended to specific Immersion Trainings during the program. These are also open to the public for a fee.*

Visual Program Annual Timeline

2024 FFI Fellows & FFI Programs Calendar												
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Food & Beverage Businesses Fellows - Cohort A												

Fellows Cohort Only Bi-Monthly Meetings 2-hour key topic focused meetings for Fellows Cohort and FFI Partners only.	1 Day Boot Camp 1/3	Business / Financial Planning 2/1	eCommerce 3/14	Marketing Planning & Execution 4/11	Operations Food Safety / GSFI & ERP 5/9	Sources & Uses of Cap / R. Equity 6/6							
	BMC Sharing 1/18	Accounting 2/15	Branding & Marketing 3/28	Operations Process & Supply Chain 4/25	Legal / Risk Management 5/23	Investor Pitch Recording 6/20							
		Sales Mgmt / Forecasting 2/29											
	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	
Food & Beverage Businesses Fellows - Cohort B													

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
Fellows Cohort Only Bi-Monthly Meetings 2-hour key topic focused meetings for Fellows Cohort and FFI Partners only.							BMC Sharing 7/11	Accounting 8/8	eCommerce 9/5	Marketing Planning & Execution 10/3	Legal / Risk Management 11/14	Investor Pitch Recording 12/19
						1 Day Boot Camp 6/27	Business / Financial Planning 7/25	Sales Mgmt / Forecasting 8/22	Branding & Marketing 9/19	Operations Process & Supply Chain 10/17	Sources & Uses of Cap / R. Equity 12/5	
Technologies, VA-Agriculture & Processing Business Fellows - TAP Cohort												
Fellows Cohort Only Bi-Monthly Meetings 2-hour key topic focused meetings for Fellows Cohort and FFI Partners only.						1 Day Boot Camp 6/5	Business & Financial Planning 7/3	eCommerce 8/14	Marketing Planning & Execution 9/11	Legal / Risk Management 10/9	Investor Pitch Recording 11/6	

						BMC Sharing	Accounting	Branding & Marketing	Operation s Process & Supply Chain	Sources & Uses of Cap / R. Equity		
						6/19	7/17	8/28	9/25	10/23		
							Sales Mgmt / Forecasting					
							7/31					

Detailed Program Overview

- **An industry-specific business development coach** who will:
 - ↳ Help you develop your growth plan based on your work in FFI’s foundational focused Financial Management Boot Camp
 - ↳ Design your individualized training program, drawing on the full range of FFI programming through the [Edible-Alpha® Learning Center](#)
 - ↳ Package your financing request for lenders and investors

- **Full access to FFI’s training programs for one year.** Each Fellow will have an individualized training program based on your needs that could include the following FFI offerings. These are a combination of learning and consulting opportunities that bring deep industry specific expertise to Fellows:
 - ↳ **Immersion Trainings** – Multi-Day Events
 - [Financial Management Boot Camp](#)
 - [Raising Equity](#): Intensive course that includes training and consulting designed to get companies' equity ready.

- [Scenario Planning](#): Strategic planning process for already scaling companies that need to take a longer view on developing your business.
 - ↗ **Workshops & Webinars** – In-person/virtual courses, one day or less, on a range of topics.
 - The Maximize Value Potential, or [MVP Series](#): Workshops that address each of the functional areas of a food business. These include presentations by previous program companies, service providers, and industry experts. *These will also be available on-demand.*
 - ↗ **Deep Dives** – [On-demand courses](#)
 - ↗ **Podcasts** – The [Edible-Alpha® Podcast](#) series has a library of over 120 episodes, addressing a wide range of food industry challenges and opportunities that can enhance a Fellows learning.
- **Bi-monthly Fellows Only Cohort Meetings** with Training on:

Branding & Marketing	Legal/Risk Management	Raising Equity
Operations Development	Food Safety, Quality & GFSI	Sources & Uses of Capital
Sales Management	Accounting	eCommerce
Process & Supply Chain Optimization	Financial Planning	Investor Pitch Presentations

- **Unlimited access to the FFI Team & [Edible Alpha® Learning Center](#)**
 - Facilitated 1-on-1 and group meetings available
- **Access to ongoing networking opportunities** with other food companies and financial stakeholders hosted by FFI:
 - ↗ Ongoing Fellows-focused virtual networking events
 - ↗ Fellows Alumni meetings: Including new Fellows in and outside of WI
 - ↗ FFI Broader Network access: investors, UW and [UW-System IBE](#)
- **Connections and promotion to industry** experts, sponsors, lenders, and investors in the FFI stakeholder community via:
 - ↗ [Edible-Alpha® Podcast](#) interviews
 - ↗ To Be Scheduled Events
 - Winter/Spring 2023 – Food & Beverage Industry Trends & Innovation Event

- Late Summer/Early Fall 2023 – Fellows Investor Pitch Event
- **A package of services from [sponsoring companies](#)**
 - ↳ Discount service rates, services/technologies, plus other potential tangible products
 - ↳ Exclusive access to [FFI Partners](#) Products & Services

As a Fellow, you receive access to over \$10,000 in support, training, and services from FFI and our network