

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

2024 Fellows Cohort Schedules

- ↪ 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 December 2024: Technology, Value-Added Ag, & Processing (**TAP**) Business Fellows Cohort
 - Kickoff Boot Camp June 26, 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 – Wednesdays 1pm – 3pm Central Time
 - Technologies, Value-Added Agriculture, & Processing (TAP) Cohort – Thursdays 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.*

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