

👉 APPLICATION DEADLINE SEPT. 19, 2026 👉

[Complete your application online here](#) or visit ffi.pub/facrp

Capital Readiness Program Application *Food and Ag Cohort*

Name *

First Name

Last Name

Business Name *

Capital Readiness Program - Food and Ag Cohort

Thank you for your interest in the Capital Readiness Program/Food and Ag Cohort. This program supports Wisconsin women-owned businesses seeking capital for growth or expansion and will help develop tools to unlock the funding they need. Our Food and Ag cohort will bring together two groups of approximately 10 businesses to:

- Meet weekly for ten weeks with content centered on topics important to accessing credit
- Create financial projections to assist in raising money for the next stage of growth
- Prepare the ask - or financial pitch - to well-matched lender or investor
- Receive specialized one-on-one coaching to support these objectives

This program is funded by an award from the Minority Business Development Agency, making this training available at no cost to you.

Our next cohort will run on Thursdays from October 1 to December 10, 2026, with no group meeting on November 26.

Please complete this application by September 19.

Email *

Location *

City

State/Region/Province

Postal / Zip Code

United States

Country



**FOOD FINANCE
INSTITUTE**
UNIVERSITIES OF WISCONSIN

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Food and Ag Cohort

Business Website

Cohort Meetings

The cohorts are going to run on Thursdays from October 1 through December 10, from 1:00-3:00pm Central on Zoom. There will be no cohort meetings the week of November 26, but we will have one on one coaching meetings that week. Live attendance is expected and required for all weekly meetings.

Are you available for each of these Thursday meetings from 1-3pm? *

- ☐ Yes
- ☐ There are a few dates I'm not able to make it.
- ☐ I am interested in this program but not available during the majority of these dates.

As part of this training, we will be having a pitch event in December for businesses to present their asks to a panel that will offer feedback and possible investors/lenders.

Would you consider attending an in person event in Madison? *

- ☒ Yes, I am interested in attending an in person event in Madison. I am
- ☐ Interested in the event, but would prefer a virtual option.

How long have you been in business? *

- ☐ Pre-Venture/Idea Stage
- ☐ 0-1 year
- ☐ 2-5 years
- ☐ 5-10 years
- ☐ 10 years plus

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Food and Ag Cohort

What is your primary product/business description? *

- ☐ Beverage
- ☐ Value-Added agricultural product from your own farm (salsa, dried fruit, jam, pickles, etc.)
- ☐ Consumer-packaged goods (granola, candy, etc.)
- ☐ Restaurant/Catering/Food Truck/Bakery
- ☐ Other

Please check all that apply.

Is there anything else you'd like us to know about your business? For example, core products, main sales channels, best customer, biggest pain point, etc.

Annual Revenue *

- ☐ \$0-\$25K
- ☐ \$26K-\$50K
- ☐ \$51K-\$100K
- ☐ \$101K-\$500K
- ☐ \$501K-\$1M
- ☐ \$1M plus

What do you most need help with? (Check all that apply) *

- ☐ Making sure my business model appeals to customers/lenders/investors
- ☐ Identifying appropriate sources of capital to fund my growth/expansion
- ☐ Developing the materials I need to approach potential lenders/funders
- ☐ Gaining confidence in my current financials and revenue projections

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Food and Ag Cohort

Please let us know anything else you might need help with as your business grows.

How do you keep track of your business financials? (check all that apply) *

- ☐ Paper ledger
- ☐ Spreadsheets
- ☐ Online accounting system (like Quickbooks or Zoho)
- ☐ I don't currently have a system

What tools have you used to finance your business? (check all that apply) *

- ☐ Personal savings
- ☐ Credit card
- ☐ Revolving line of credit
- ☐ Home or farm equity loan
- ☐ Term loan (a loan set for a specific number of years)
- ☐ Grants or cost-shares
- ☐ Crowdfunding (e.g. GoFundMe or Kickstarter)
- ☐ Equity investment
- ☐ Loans, gifts, investments from family and friends

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Food and Ag Cohort

When do you need to raise capital for your business?

- ☐ Right now
- ☐ In the next six months
- ☐ In the next two years
- ☐ Beyond two years
- ☐ I don't know

What attracted you to this opportunity? What are you looking to raise money for? *

What percentage of your business is woman-owned?

Please enter a number between 0 and 100.

Have you worked with any of the following organizations before? (check all that apply)

- ☐ Food Finance Institute (FFI)
- ☐ Small Business Development Clinic (SBDC)
- ☐ State Small Business Credit Initiative (SSBCI)

Let us know a little bit about your work with the above organizations and any contacts you have made.

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