

# Synchronicity

Bootcamp 2019

Connecting farmers and producers with consumers

Joshua and Tomoko Allen are entrepreneurs, farmers, parents, education providers and pioneers of sustainable enterprises. Together they run Synchronicity on the North Coast of New South Wales.

Synchronicity runs Raw Food Hub, which sells produce for certified and small local organic farms direct to consumers, who otherwise struggle to find a consistent, high quality supply of organic produce.

**“Access to a diverse range of organic food is limited for a lot of the population, and to counter this, local farmers need a centralised and coordinated food hub to access and empower the different stakeholders. Farmers are not traditionally experts in marketing and distribution, and that's why we wanted to create Raw Food Hub”.**



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## Synchronicity's Bootcamp Journey

At the beginning of the Bootcamp Program, Raw Food Hub had over 500 casual customers, with 30 ongoing subscription customers, which was steadily growing by 1-2 each week.

The Bootcamp forced Josh and Tomoko to take a step back from the daily chaos of delivering hundreds of boxes of produce to pinpoint 2-3 key strategic priorities to work on. The team decided to use the 3 months of the program to build a system and infrastructure that would increase efficiencies, help with their customer acquisition strategy, and to build a budget.

With support from the Bootcamp coaching team, Josh developed a complete financial model for forecasting and managing all aspects of the business, allowing him to track all elements of pricing, orders, and subscription details. Synchronicity also implemented a CRM platform to manage social campaigns and customer acquisition and launched a new website.

## The perfect storm

Just as Raw Food Hub completed this setup, COVID-19 hit. With customers stuck at home and wary of grocery stores, orders to Raw Food Hub went through the roof - with revenue tripling in just one week.

Fortunately, Raw Food Hub now had the systems in place to meet the increasing demand. Overnight, Raw Food Hub's annual subscription value escalated to \$530,000.



*"The F2F Bootcamp program was exactly what we needed at the end of 2019. The business was expanding but we had too many balls in the air to juggle. The amazing coaches forced us to focus on a few key elements of the business that we really wanted to improve. As a result, we developed key systems that have helped to improve the operations and efficiencies of the business, which we are already reaping the benefits from. Our start to 2020 has been insanely good and things continue to grow and get better.."*

## 6 months on

Josh decided to leave his day job of 20 years and went full-time into the business, hiring a team of more than 10 part-timers to help manage customer support and pack the boxes for customers. His story was picked up by press outlets including Farm Online, The Land, and Queensland Country Life.

Raw Food Hub is now delivering over 300 boxes per month, supporting more than 25 local organic farmers.

Synchronicity completed a valuation process and raised \$250,000 of investment into the business, with potential for further capital. They are now applying for grant funding to build out their retail location and expand the footprint of their education programs.

## Key Bootcamp results



**Raised \$250,000 equity investment**



**1200% increase in revenue**



**Hired 10 new staff**

## About Farmers2Founders

Farmers2Founders is a private national organisation that exists to support producers to develop and adopt new innovations in food and agriculture. F2F is supported by 5 of the Research and Development Corporations as well as by the Federal Government's Incubator Support Initiative. Read more at [farmers2founders.com](http://farmers2founders.com).



Learn More about the Farmers2Founders Bootcamp

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