



VICTORIA - APRIL INTAKE

EARLY-STAGE PROGRAMS

PROGRAM GUIDE - 2025

A startup pathway. Made for agrifood tech.



APPLICATIONS CLOSE
13 APRIL 2025

WEEK	TOPIC	OUTCOMES	SESSION TIMES
Week 0 W/C 31 Mar	Onboarding	<ul style="list-style-type: none">• Welcome and Program Overview• Meet the rest of your cohort members• Farmers2Founders platform access	<ul style="list-style-type: none">• Thur - 11:30am - 1:30pm
Week 1 W/C 7 Apr	Deep Dives	<ul style="list-style-type: none">• Deep dive - Meet your Program Manager, F2F Co-founder and your assigned business coach for a 60 minute deep dive into your startup• Start to build your roadmap for the program and beyond	<ul style="list-style-type: none">• Call times will be personalised for each participant.
Week 2 W/C 14 Apr			
Week 3 W/C 28 Apr	SPRINT #1 Customer	<ul style="list-style-type: none">• In-person bootcamp - Intensive workshops held in Victoria with access to networking events• Customer - Build your ideal persona, communicate your Unique Value Proposition, develop your customer engagement plan	<ul style="list-style-type: none">• In-person bootcamp (2 days)• Networking events• Mon - 1:00pm - 2:00pm (Pitch)• Thu - 11:30am - 1:30pm (Content)• Coaching session
Week 4 W/C 5 May			
Working weeks 12 May - 15 Jun	Content break	<ul style="list-style-type: none">• Heads down: Apply your learnings to your startup, action key priorities and prepare to share next week!	<ul style="list-style-type: none">• 2 x Group Check Ins (Virtual)• Office hours• Coaching session• 1 x Masterclass (Virtual)

WEEK	TOPIC	OUTCOMES	SESSION TIMES
Week 5 W/C 16 Jun	<div>SPRINT #2</div> <div>Product</div>	<ul style="list-style-type: none"> • MVP - Understand your MVP, launch your product development roadmap, scale production • Experimentation - Create an Experiment plan and put your product to the test • IP: Protect your product with IP and understand your legal foundations 	<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Week 6 W/C 23 Jun			<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Working weeks 30 Jun - 3 Aug	<div>Content break</div>	<ul style="list-style-type: none"> • Heads down: Apply your learnings to your startup, action key priorities and prepare to share next week! 	<ul style="list-style-type: none"> • 2 x Group Check Ins (Virtual) • Office hours • Coaching session • 1 x Masterclass (Virtual)
Week 7 W/C 4 Aug	<div>SPRINT #3</div> <div>Business model</div>	<ul style="list-style-type: none"> • Build your Business Model- Identify gaps in your thinking, learning financial fundamentals & unit economics 	<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Week 8 W/C 11 Aug			
Working weeks 18 Aug - 7 Sep	<div>Content break</div>	<ul style="list-style-type: none"> • Heads down: Apply your learnings to your startup, action key priorities and prepare to share next week! 	<ul style="list-style-type: none"> • 2 x Group Check Ins (Virtual) • Office hours • Coaching session • 1 x Masterclass (Virtual)

WEEK	TOPIC	OUTCOMES	SESSION TIMES
Week 9 W/C 8 Sep	SPRINT #4 Go-To-Market Strategy	<ul style="list-style-type: none"> • GTM Strategy - Understand sales and customer acquisition tactics • Growth Marketing - How to position yourself and your startup to maximise growth marketing channels 	<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Week 10 W/C 15 Sep			<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Working weeks 22 Sep - 12 Oct	Content break	<ul style="list-style-type: none"> • Heads down: Apply your learnings to your startup, action key priorities and prepare to share next week! 	<ul style="list-style-type: none"> • 2 x Group Check Ins (Virtual) • Office hours • Coaching session • 1 x Masterclass (Virtual)
Week 11 W/C 13 Oct	SPRINT #5 Growth and Funding	<ul style="list-style-type: none"> • Growth Roadmap - Consolidating your team, funding, sales and product plan • Funding for growth: Grants / Non-dilutive funding, angel investment, venture capital, debt 	<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Week 12 W/C 20 Oct			<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
TBA TBA	Graduation	<ul style="list-style-type: none"> • End of Program - Reflect on course content • Feedback: Opportunity to provide feedback to F2F team and coaches 	<ul style="list-style-type: none"> • Final session TBD • Information on Momentum Months

Yes, all participants are required to attend. Our funders kindly contribute to some of the travel expenses of participants for face to face events.

Your learning experience is our highest priority and the program is intentionally designed to provide 1-1 support. We accept up to 10 participants per cohort.

Thanks to the support of our industry and government partners we are offering heavily subsidised positions across our programs of \$750 + GST (usually valued at \$10K+) to make these programs accessible for early stage founders.

The program is based on two-week sprints. Cohorts meet twice a week to practise pitching and learn content from experts, founders and mentors. Sessions are really interactive so you have lots of time for questions and discussion! We allow for content breaks and working weeks to help you execute your plan.

All our sessions will be recorded, but we recommend live participation to benefit from collaboration with your cohort.

