



VICTORIA AGTECH STARTUP PATHWAY

PROGRAM GUIDE - 2024 / 2025

A startup pathway. Made for agtech.



APPLICATIONS CLOSE
13 OCTOBER 2024

PROGRAM SCHEDULE

WEEK	TOPIC	OUTCOMES	SESSION TIMES
Week 0 28 Oct - 1 Nov	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 11 Nov - 15 Nov	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 18 Nov - 22 Nov			
Week 3 25 Nov - 29 Nov	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 (1-2 days) Networking events Mon - 1:00pm - 2:00pm (Pitch) Thu - 11:30am - 1:30pm (Content) Coaching session
Week 4 2 Dec - 6 Dec			
Working weeks 9 Dec - 17 Jan	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)

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Week 5 20 Jan - 24 Jan	SPRINT #2 Product	<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 27 Jan - 31 Jan			<ul style="list-style-type: none"> • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Working weeks 3 Feb - 7 Mar	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 7 10 Mar - 14 Mar	SPRINT #3 Business model	<ul style="list-style-type: none"> • In-person bootcamp - Intensive workshops held in Victoria with access to networking events • Customer - Build your ideal persona, • Build your Business Model- Identify gaps in your thinking, learning financial fundamentals & unit economics 	<ul style="list-style-type: none"> • In-person bootcamp (1-2 days) • Networking events • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Week 8 17 Mar - 21 Mar			<ul style="list-style-type: none"> • Coaching session
Working weeks 24 Mar - 11 Apr	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)

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● Week 9 14 Apr - 18 Apr Week 10 21 Apr - 25 Apr		<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 • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
● Working weeks 28 Apr - 16 May		<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 19 May - 23 May Week 12 26 May - 30 May		<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 • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
● TBA TBA		<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

FREQUENTLY ASKED QUESTIONS

Do I have to attend the in-person bootcamp?

Yes, all participants are required to attend. We provide a budget to cover your travel expenses up to \$1200 (excl GST). We cover catering and cohort dinners outside of this \$1200.

How big are the cohorts?

Your learning experience is our highest priority and the program is intentionally designed to provide 1-1 support. We accept 10-12 participants per cohort.

What will the sessions look like?

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.

What happens if I miss a session?

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

