



VICTORIA PRE ACCELERATOR PROGRAM

PROGRAM GUIDE - 2025

A startup pathway. Made for agrifood tech.



APPLICATIONS CLOSE
2 MARCH 2025

PROGRAM SCHEDULE

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 	<ul style="list-style-type: none"> Call times will be personalised for each participant.
Week 2 W/C 14 Apr		<ul style="list-style-type: none"> Start to build your roadmap for the program and beyond 	
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 	<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		<ul style="list-style-type: none"> Customer - Build your ideal persona, communicate your Unique Value Proposition, develop your customer engagement plan 	
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)

PROGRAM SCHEDULE

WEEK	TOPIC	OUTCOMES	SESSION TIMES
<p>Week 5 W/C 16 Jun</p> <p>Week 6 W/C 23 Jun</p>	<p>SPRINT #2 Product</p>	<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 • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
<p>Working weeks 30 Jun - 3 Aug</p>	<p>Content break</p>	<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)
<p>Week 7 W/C 4 Aug</p> <p>Week 8 W/C 11 Aug</p>	<p>SPRINT #3 Business model</p>	<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
<p>Working weeks 18 Aug - 7 Sep</p>	<p>Content break</p>	<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)

PROGRAM SCHEDULE

WEEK	TOPIC	OUTCOMES	SESSION TIMES
● Week 9 W/C 8 Sep Week 10 W/C 15 Sep		<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 22 Sep - 12 Oct		<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 Week 12 W/C 20 Oct		<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 \$750 (excl GST). We cover catering and cohort dinners outside of this \$750.

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 8 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.

