**Value+d Application Form**

We’re excited you’re taking the first step toward turning your business idea into reality by applying for Value+! This program will help you connect with your community, find supporters, and build accountability.

Please take your time to fill out the responses below. Providing detailed information will help us evaluate your application and determine if you’re a good fit for the program. After you submit your application, we’ll contact you directly to discuss the next steps and explain our selection process.

We look forward to connecting with you!

If you have any issues with the online form or questions, feel free to reach out to Program Manager Anna Phillips at [aphillips@foodfutures.com.au] or Program Coordinator Blaire Burke at [bburke@foodfutures.com.au].

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**First name**

**Last name**

**Email**

**Phone**

**City, Town, State**

**Please describe your Value+ business idea, including the products or services you plan to offer.**

**What inspired you to start this Value+ business? Share the story or motivation behind your idea.**

**What specific skills or expertise do you (co-founders) bring to the business? (Industry experience, technical skills, business management etc.)**

**Who do you envision as your primary customers for your products or services?**

**Where do you plan to sell your products or services, and what will be your main sales channels?**

**Where will you source the raw materials for your products or services? For example, from farms, manufacturers, or food processors. Please detail any research you’ve done on your supply chain.**

**Describe the social, environmental, and/or economic impact you hope to achieve with your business.**

**Are there any existing businesses or brands that you admire? Please share their names and explain why you find them inspiring.**

**Who do you see as your main competitors? Name a few and briefly describe their offerings, as well as what makes your idea unique.**

**What areas of your business do you feel you need the most help with? (highlight option/s)**

* 1. Business Planning
  2. Product development
  3. Branding and Marketing
  4. Regulatory compliance
  5. Sales and distribution
  6. Finance, funding and investment
  7. Technology and innovation

**What do you hope to achieve during the 10-week program? List some goals and expectations.**

**Are you available to attend online group sessions once a week for 90 minutes to 2 hours, from September 16th to November 25th?**

**How did you hear about the program? (highlight option/s)**

Food Futures Website

Food Futures socials

Food Futures newsletter

Food Futures staff member

Industry newsletter

Industry socials

Industry website

Referral

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