

Value+d

For emerging and early-stage consumer goods product ideas.
Turning your vision into market-ready solutions

PROGRAM GUIDE

2024

PROGRAM SCHEDULE

Week	Topic	Outcomes	Session Details
Week 0 16 Sep - 20 Sep	Onboarding	Welcome and Program Overview Meet the rest of your cohort members Food Futures platform access	2hr Group Session TBC
Week 1 23 Sep - 27 Sep	Deep Dives	Deep Dive: Meet your Program Manager and your assigned business coach for a 60 minute deep dive session into your start upStart to create your roadmap for the program and beyond	1hr personalised zoom session for each participant
Week 2 30 Sep - 4 Oct	Trends and Ideas	Discover the current consumer trends and explore what makes a good idea	2hr Group Session TBC
Week 3 7 Oct - 11 Oct	Customer Discovery	Customer Segments, build your ideal persona, communicate your unique value proposition and develop competitor analysis	2hr Group Session TBC 1:1 Coaching Session
Week 4 14 Oct - 18 Oct	Product	Building and testing early stage prototyping, understanding your minimum viable product and creation of experiment plan	2hr Group Session TBC

PROGRAM SCHEDULE

Week	Topic	Outcomes	Session Details
 Week 5 21 Oct - 26 Oct	Channel Strategy	Mapping customer journey, direct and indirect sales funnels	2hr Group Session TBC 1:1 Coaching Session
 Week 6 28 Oct - 1 Nov	Business Model	Lean Canvas, build your business model, identify key partners, activities and resources involved in creating, marketing and delivering product/ service	2hr Group Session TBC
 Week 7 4 Nov - 8 Nov	Legal and IP	Business structures and Intellectual Property	2hr Group Session TBC 1:1 Coaching Session
 Week 8 11 Nov - 15 Nov	Food Labelling Requirements	Food labelling requirements and regulations	2hr Group Session TBC
 Week 9 18 Nov - 22 Nov	Marketing Strategy	Branding, marketing channels, content pillars and digital marketing	2hr Group Session TBC 1:1 Coaching Session
  Week 10 25 Nov - 29 Nov	Graduation	Pitching End of program Reflect on course content Feedback Provide feedback to the team and coaches	Final 2hr Group Session TBC

FREQUENTLY ASKED QUESTIONS

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 8-12 participants per cohort.

What will the sessions look like?

The program involves weekly group sessions to learn from experts, founders and mentors. Sessions are really interactive, so you have plenty of time for questions and discussion.

What happens if I miss a session?

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

How many hours per week will I need to commit?

You will need to commit up to 5 hours per week during this program.

Is there a cost to participate in the program?

The program is free, there is no cost to you for the program. The program has been funded by the NSW Government Accelerating Regional Innovation Fund and is valued at \$12,500.

A close-up photograph of a white, crinkled plastic bag, likely a produce bag, filling the right side of the page. The bag is partially filled with green leafy vegetables, which are visible at the top and bottom edges. The lighting is soft, highlighting the texture of the plastic.

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