

Farm491, in collaboration with Green Lab, are providing a bespoke two-day workshop on scaling an agri-food start-up.

*The workshop is designed for **Agri-food** and **AgriTech** start-ups who are:*

- Deciding the next steps their business needs to take
- Looking to refine their business model
- Looking to become investor ready
- Wanting to develop or improve their elevator pitch

What is Farm491 and why do we run workshops?

Farm491 is an AgriTech specialist taking technology ideas and helping turn them into viable and scalable businesses, using our extensive knowledge of agriculture, our association with the Royal Agricultural University, and our network of partners. Farm491 received grant funding from the European Regional Development Fund to run free two-day workshops, where we engage with each entrepreneur, and welcome continued engagement after the workshop to ensure the companies receive enough support. Farm491 membership is discounted for attendees, and this allows access to our network of academics, investors, mentors and farmers, as well as invitations to exclusive events such as investor days and farmer focus groups and showcases.

Why are we partnering up with Green Lab?

Green Lab's vision is to radically change the way our food is produced and consumed, to catalyse new sustainable food systems that balance health and nutritional outcomes with ecological principles that has people and the planet at its heart. Green Lab accelerate change for good within our food systems by funding and accelerating the growth and impact of innovative and bold new ideas. They empower individuals and communities with skills and knowledge to grow their own (sustainable and nutritional) food based on ecological principles. – <https://www.greenlab.org/>.

What do we offer through the workshop?

AgriTech is a complex path to market adoption. The workshops are an opportunity for AgriTech and Agri-food start-up companies to focus on business model innovation and understand the next best steps they need to take in order to increase the technology readiness and progress their business. The two-days are very practical, entailing one-to-one business support, as well as group discussions, zoning in on the value proposition, and helping every attendee get investor ready.

The workshop will cover the following topics:

- Introduction – Farm491 and Green Lab
- Disrupting the food system
 - What does now look like?
 - The role of technology
 - Why do we need to be innovative
- Building your vision
 - The “why”
 - How to articulate this to your target market
 - Capturing your impact in the space
- Market research and branding
- Routes to market
 - How to bring technology to market
- The importance of business model innovation
- Aligning funding to your needs
 - What is the right funding for you?
 - How much and when?
- Guest speaker – an entrepreneur’s journey

Where?

Green Lab HQ,
Corner of Keeton’s Road and Collett Road,
Bermondsey,
London,
SE16 4EE

When?

8th and 9th April 2019

How do I apply?

Please visit the Farm491 website and fill out the Expression of Interest Form:
<https://farm491.com/iai/> - a team member from Farm491 will get back to you to confirm your eligibility.

A light lunch and refreshments will be provided.