



FSC
RAD

Food
Secure
Canada

Réseau
pour une alimentation
durable

**Local & Sustainable Food Systems Network
Announcing Food Business Boot Camp**
(Updated Oct 2013)

Entrepreneurs of all shapes, colours and sizes are working to promote healthy, local and sustainable food that is accessible to all. But running a successful values-based business is no piece of cake. The Food Business Boot Camp is a program combining on-line and in-person training as well as one-one-one coaching and mentoring from food business experts.

A series of eight **webinars** will run from October 2013 through April 2014 and will cover topics including Business Landscape, Data-based Modeling, Business Structure, and Operations Planning. The training schedule and content can be found below.

A **two-day workshop in Montreal November 26-27** will dig deeper into the business planning topics covered in the initial webinars and will introduce Financing as well as Operations and Growth. The workshop will provide rich opportunities to learn from experienced entrepreneurs as well as other start-up businesses from across Canada.

Grants for one-on-one coaching will be available from the J.W. McConnell Family Foundation, for amounts of up to \$ 5000 (up to \$10 000 in exceptional circumstances). Applicants will be required to attend both the webinar series and the in-person workshop. Further information and a list of coaches and experts will be available in October.

Please note that while the webinar series is open to all, places are limited for the Montreal workshop. There is no cost for the workshop, however participants are responsible for their own travel and lodging arrangements and costs. Small travel stipends are available and a block of hotel rooms will be held for participants on a first come first served basis. To indicate your interest in attending the Montreal workshop, please contact Abra at Food Secure Canada (abra@foodsecurecanada.org). An online form will be available shortly, with applications due by October 30th.

Local & Sustainable Food Systems Network – *Business Bootcamp*

Subject	Date / Delivery
<p>Section 1 – Business Landscape <i>Defining your unique position in the market</i></p> <ul style="list-style-type: none"> • Connecting your mission and vision to business opportunities/gaps • Elements of a business model • Analyzing the macro environment and your local market • Understanding why similar businesses have succeeded (analogs) or failed (antilogos) • Identifying current and future competitors and your comparative advantages/disadvantages • Identifying your unique position in the market – differentiation • How this informs your brand 	<p>Two part webinar, 9th and 11th October 1PM Eastern.</p>
<p>Section 2 – Modeling <i>Using data to build your business case</i></p> <ul style="list-style-type: none"> • Finding analogs and comparables (companies with similar characteristics) for operating data • How to estimate revenues and costs • How to estimate supply • How to estimate physical capacity needs • Building analytical models and simulations 	<p>Oct 30th, 1PM Eastern</p>
<p>Section 3 – Business Structure <i>Understanding legal forms and planning transitions</i></p> <ul style="list-style-type: none"> • Spectrum of enterprise forms – nonprofit, for-profit, hybrid, public/private, social • Legal, tax and financing implications • Incubation conversions and exits 	<p>Webinar, Nov 13th in English; Nov 15th in French, 1PM Eastern</p>
<p>Section 4 – Financing <i>Developing a financing strategy, finding funding sources and sharing your story</i></p> <ul style="list-style-type: none"> • Using cash forecasting to determine financing needs • Spectrum of financing options • Traditional sources – debt and equity • Emerging sources – impact investing, crowdfunding • Grants – public and private • Effective pitches and why investors say no 	<p>In Person, Montreal, Nov 25th / 26th</p>

Subject	Date / Delivery
<p>Section 5 – Operations Planning <i>How to plan for, set up and manage internal processes and systems</i></p> <ul style="list-style-type: none"> • Workflow plans – facilities, systems, outsourcing • Staff planning, recruitment, training and development • Information technology systems – what’s available, recommended, how to integrate • Post harvest handling and food safety plans • Regulatory compliance – construction, operations, taxation, export • Risk management – clear-eyed understanding of business risks and mitigating strategies 	<p>4 part webinar series, delivered Jan – April 2014</p>
<p>Section 6 – Managing Operations and Growth <i>Strategic planning and developing financial controls</i></p> <ul style="list-style-type: none"> • Sales forecasting • Profit and loss (P&L) and cash flow management • Key performance indicators (KPIs) and financial reporting • Evaluating growth opportunities 	<p>In Person, Montreal, Nov 25th / 26th</p>
<p>Section 7 – Monitoring and evaluating impact</p> <ul style="list-style-type: none"> • Value of social impact monitoring and evaluation • How to do it • Useful tools and resources 	<p>1 hour webinar plus Q&A</p>