



QUEENSLAND PRE ACCELERATOR PROGRAM

PROGRAM GUIDE - 2025

A startup pathway. Made for agrifood tech.



APPLICATIONS CLOSE
13 APRIL 2025

PROGRAM SCHEDULE

WEEK	TOPIC	OUTCOMES	SESSION TIMES
Week 0 W/C 12 May	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 19 May	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 Start to build your roadmap for the program and beyond 	<ul style="list-style-type: none"> Call times will be personalised for each participant.
Week 2 W/C 26 May			
Week 3 W/C 2 Jun	SPRINT #1 Customer	<ul style="list-style-type: none"> In-person bootcamp - Intensive workshops held in Victoria with access to networking events Customer - Build your ideal persona, communicate your Unique Value Proposition, develop your customer engagement plan 	<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 9 Jun			
Working week W/C 16 Jun	Working Week	<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"> Office hours Coaching session

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Week 5 W/C 23 Jun Week 6 W/C 30 Jun	<div style="background-color: #809090; color: white; padding: 10px; text-align: center;"> SPRINT #2 Product </div>	<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
Working week W/C 7 Jul	<div style="background-color: #A0C0D0; padding: 10px; text-align: center;"> Working Week </div>	<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"> • Office hours • Coaching session
Week 7 W/C 14 Jul Week 8 W/C 21 Jul	<div style="background-color: #D0D0D0; padding: 10px; text-align: center;"> SPRINT #3 Business model </div>	<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
Working weeks W/C 28 Jul	<div style="background-color: #A0C0D0; padding: 10px; text-align: center;"> Content break </div>	<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"> • Office hours • Coaching session

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● Week 9 W/C 4 Aug Week 10 W/C 11 Aug		<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 week W/C 18 Aug		<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 25 Aug Week 12 W/C 1 Sep		<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

