



GRAINS - JULY INTAKE

EARLY-STAGE PROGRAM

PROGRAM GUIDE - 2025

A startup pathway. Made for agrifood tech.



**APPLICATIONS CLOSE
6 JULY 2025**

PROGRAM FIT & PERKS



Ideal Fit for the Grains Pre-Accelerator Program:

- **Problem-Solving Focus:** Actively addressing a genuine challenge in the agrifood sector with a strong technology foundation.
- **Early-Stage Innovation:** Positioned between an early prototype and a minimum viable product (MVP).
- **Customer Validation:** Demonstrating early signs of customer interest and engagement.
- **Agile Mindset:** Committed to rapid building, testing, and iteration.
- **Business Readiness:** Seeking support to refine their business model, go-to-market strategy, funding narrative, and unit economics.
- **Investment & Funding Readiness:** Dedicated to establishing strong foundational building blocks to enable sustainable growth, investment readiness, and scalable impact.



Dedicated Grains Venture Coaching

Gain access to tailored 1:1 coaching from an expert grains venture coach who is committed to your success. Unlike standard mentorship, our coaching provides consistent, hands-on support to guide your journey from prototype to scalable business.



Refine Your Roadmap

Develop your market entry roadmap with our team of dedicated business coaches and executives.



Network with Peers

Join a vibrant community of like-minded founders who share your passion for innovation in ag + food. Build meaningful connections, collaborate on projects, and learn from each other's experiences.



Gain Valuable Insights

Tap into our network of subject matter specialists across technology, product, go-to-market & storytelling to gain valuable insights into customer needs, emerging technologies and trends.



Access Funding Opportunities

Connect with investors, industry funding bodies, and industry mentors interested in supporting agrifood-tech innovations.



Access A Growth Pathway

These programs are a stepping stone into our Farmers2Founder growth studio and we regularly assess high potential startups throughout the program.

PROGRAM SCHEDULE

WEEK	TOPIC	OUTCOMES	SESSION TIMES
Week 0 W/C 21 July	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 28 July	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 4 Aug	SPRINT #1 Customer	<ul style="list-style-type: none"> In-person bootcamp - Intensive workshops held in Melbourne with access to networking events 	<ul style="list-style-type: none"> In-person bootcamp (2 days) Networking events
Week 3 W/C 11 Aug		<ul style="list-style-type: none"> Customer - Build your ideal persona, communicate your Unique Value Proposition, develop your customer engagement plan 	<ul style="list-style-type: none"> Mon - 1:00pm - 2:00pm (Check In) Thu - 11:30am - 1:30pm (Content) Coaching session
Working week W/C 18 Aug	Content Break	<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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<p>Week 4 W/C 25 Aug</p> <p>Week 5 W/C 1 Sept</p>	<p>SPRINT #2 Product</p>	<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, Check In • Thu - 11:30am - 1:00pm, Content • Mon - 1:00pm - 1:45pm, Check In • Thu - 11:30am - 1:00pm, Content
<p>Working week W/C 8 Sept</p>	<p>Content Break</p>	<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
<p>Week 6 W/C 15 Sept</p> <p>Week 7 W/C 22 Sept</p>	<p>SPRINT #3 Business model</p>	<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, Check In • Thu - 11:30am - 1:00pm, Content
<p>Working weeks W/C 29 Sept W/C 6 Oct</p>	<p>Content break</p>	<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 8 W/C 13 Oct	SPRINT #4 Go-To-Market Strategy	<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, Check In • Thu - 11:30am - 1:00pm, Content
Week 9 W/C 20 Oct			
Working week W/C 27 Oct	Content Break	<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"> • 1 x Group Check Ins (Virtual) • Office hours • Coaching session
Week 10 W/C 3 Nov	SPRINT #5 Growth and Funding	<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, Check In • Thu - 11:30am - 1:00pm, Content
Week 11 W/C 10 Nov			
Working week W/C 17 Nov	Pitching	<ul style="list-style-type: none"> • Pitch to GRDC and Investment Panels - This is your chance to get in front of partners and investors. 	<ul style="list-style-type: none"> • Investor & Partner Panels
TBA TBA	Graduation	<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

FREQUENTLY ASKED QUESTIONS

Do I have to attend the in-person bootcamp?

Yes, all participants are required to attend. Our funders kindly contribute to some of the travel expenses of participants for face to face events.

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 up to 10 participants per cohort.

How much does the program cost?

Thanks to the support of our industry and government partners, this program will be free to participate.

What will the sessions look like?

The program is based on two-week sprints. Cohorts meet twice a week to practise pitching and learn content from experts, founders and mentors. Sessions are really interactive so you have lots of time for questions and discussion! We allow for content breaks and working weeks to help you execute your plan.

What happens if I miss a session?

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

How much time do I need to commit to the program?

Each sprint includes:

- 5 hours Face Time (Check In + Content Session Coaching/ Mentoring)
- Sprint Deliverables ~ 5 hours per fortnight

