



QUEENSLAND - MAY INTAKE

QIC VCDF EARLY-STAGE PROGRAMS

PROGRAM GUIDE - 2025

A startup pathway. Made for agrifood tech.



APPLICATIONS CLOSE
27 APRIL 2025

PROGRAM FIT & PERKS



Ideal Fit for the QLD 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 Venture Coaching

Gain access to tailored 1:1 coaching from an expert 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

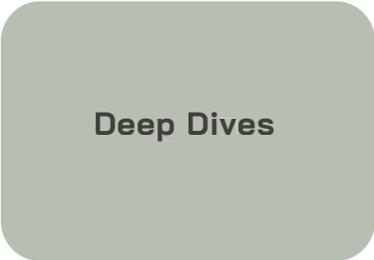
Connect with investors, industry funding bodies, and industry mentors interested in supporting agrifood-tech innovations.



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 14 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"> • Wed - 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 	<ul style="list-style-type: none"> • Call times will be personalised for each participant.
Week 2 W/C 26 May		<ul style="list-style-type: none"> • Start to build your roadmap for the program and beyond 	
Week 3 W/C 2 Jun	 SPRINT #1 Customer	<ul style="list-style-type: none"> • In-person bootcamp - Intensive workshops held in Brisbane with access to networking events 	<ul style="list-style-type: none"> • In-person bootcamp (2 days) • Networking events
Week 4 W/C 9 Jun		<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 (Pitch) • Wed - 11:30am - 1:30pm (Content) • Coaching session
Working week W/C 16 Jun	 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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WEEK	TOPIC	OUTCOMES	SESSION TIMES
Week 5 W/C 23 Jun	SPRINT #2 Product	<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
Week 6 W/C 30 Jun			
Working week W/C 7 Jul	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
Week 7 W/C 14 Jul	SPRINT #3 Business model	<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
Week 8 W/C 21 Jul			
Working weeks W/C 28 Jul W/C 04 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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Week 9 W/C 11 Aug Week 10 W/C 18 Aug	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, Pitch • Wed - 11:30am - 1:00pm, Content • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Working weeks W/C 25 Aug W/C 1 Sep	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"> • 2 x Group Check Ins (Virtual) • Office hours • Coaching session • 1 x Masterclass (Virtual)
Week 11 W/C 8 Sep Week 12 W/C 15 Sep	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, Pitch • Wed - 11:30am - 1:00pm, Content • Mon - 1:00pm - 1:45pm, Pitch • Wed - 11:30am - 1:00pm, Content
Working week W/C 22 Sep	Pitching	<ul style="list-style-type: none"> • Pitch to QIC and Investment Panels - This is your chance to get in front of partners & 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

