

Farmers2Founders Overview

Farmers2Founders (F2F) supports innovative Australian primary producers to create and scale new agtech, foodtech, and food ventures.

F2F was created in response to the realization that producers have deep insight into the challenges and opportunities to be solved in agriculture, but often need support and funding to turn these ideas into commercial ventures.

F2F is supported by RDCs including the GRDC, AgriFutures and Meat and Livestock Australia, meaning the programs are tailored to producers and free to participate in.

The Ideas Program - Apply now, applications close 21 August

The Ideas Program helps producers with an idea for a new business get started. It teaches a process to follow to avoid common mistakes in the new venture journey, improving the chance of success, as well as providing introductory training on business skills like customer research and digital marketing. The program equips producers with the tools and knowledge needed to test their idea and learn whether they have a viable new venture or commercialisation opportunity.

Apply here <https://www.farmers2founders.com/ideas-program>

Who is it for?

- The Ideas Program is for producers with an idea for a new agtech, hardware/implement, or value-adding business.
- The team can be up to 4 people but must have one or more primary producers.
- The business idea does not have to be developed or established - the program is specifically to help producers test a new idea for the first time.
- The program is a 12 week program, with fortnightly coaching and content.
- Through 1:1 coaching as well as online content, the program will support producers to learn the tools of business validation and test their ideas in the real world.

Key information

Program Dates	September 14 - 7 December 2020
Duration	3 months
Kickoff	Week of September 14th
Cohort	12 teams
Structure	<ul style="list-style-type: none">• 3 months remote support from Farmers2Founders coaching faculty with expertise in building new agtech, foodtech and new food product businesses• 2 day kickoff virtual workshop
Time Commitment	~5-10 hours per week during the program Teams must be available to attend the virtual 2 day kickoff workshop.
Eligibility Requirements	<ul style="list-style-type: none">• Business idea is a technology, new business model, or value-add product in the agrifood and fibre industry• At least one Australian primary producer on the leadership team
Selection Criteria	<ul style="list-style-type: none">• A new idea with the potential to solve a meaningful challenge for Australian producers• A team who is keen to develop their entrepreneurial capacity, including learning new tools and skills

* Unlocked through \$1000 co-contribution from participant towards business expenses.