

Feeding the City: Accelerate Programme



Does your food business positively impact people and planet?

We're looking for sustainable food businesses that are ready to scale their operations to join our six-month **Feeding the City: Accelerate** programme. The programme brings together thought leaders in food sustainability, large scale buyers, enterprise support providers and investors with the shared goal of supporting social or environmental impact driven food enterprises with B2B revenue streams to grow and flourish.

Building a more sustainable food system

Following the success of our Feeding the City: Start Up programme – for entrepreneurs at the start of their journey – we've developed the Accelerate programme to help with the next stage of growth. Drawing on insights from scaling food enterprises and expertise from EIT Food, Sustain, Guy's and St. Thomas' Charity, Food Chain, Big Society Capital and large scale buyers, we've co-designed the programme to help you overcome the key challenges that sustainable food businesses face when they come to scale:

Access to markets

Access to patient capital and support

Organisational capacity building

Retaining impact-driven focus through growth



Programme benefits

Access expert business analysis

An expert consultant will review your business and scaling plans in depth and create an individual development plan, mapping your journey through the programme.

Take part in interactive workshops

We'll offer workshops tailored to your business, focusing on the key challenges and opportunities related to scaling. Topics will include: HR and team capacity, procurement processes and negotiation, sales, marketing, pricing, investment, logistics processes, finance, compliance and certifications and scaling sustainably.

Gain 1:1 support

You'll get up to three hours per month of one to one support with food and business experts. Many of these experts will come from our programme partners (buyers and thought leaders in food sustainability), who can provide insight into their processes with a view to helping you secure large contracts and maintain sustainability throughout growth.

Meet potential investors

Drawing on our extensive network of social investors, we'll provide introductions to finance providers aligned with your business' needs.

Learn more about your market

Gain invaluable market research support from the business IP centre at the British Library, helping you take advantage of market opportunities.

Make meaningful connections

- Opportunities to **meet buyers**, gain exposure to major contract catering companies and large scale retailers and connect with their decision makers
- **Peer-to-peer** event, providing the opportunity to learn from the failures and successes of food enterprises that have scaled
- **Food Talks** our sustainable food events run in partnership with The Food Ethics Council
- A final high profile **Marketplace** event to showcase your product

Join our Impact Hub community

Access our global network of impactful enterprises, and take advantage of discounted meeting room usage at Impact Hub King's Cross, through a six-month "Connect" membership.

Receive coaching support

Fortnightly check-ins with one of our experienced programme coaches will help track your progress and ensure the programme is meeting your requirements.

Contribute to thought leadership

You'll have the opportunity to engage in workshops and roundtables with partners such as WWF, The Food Ethics Council, Social Enterprise UK, as well as Supermarkets, to find ways to create systemic change in our food system and lobby large scale buyers to support more impactful food and drink companies.

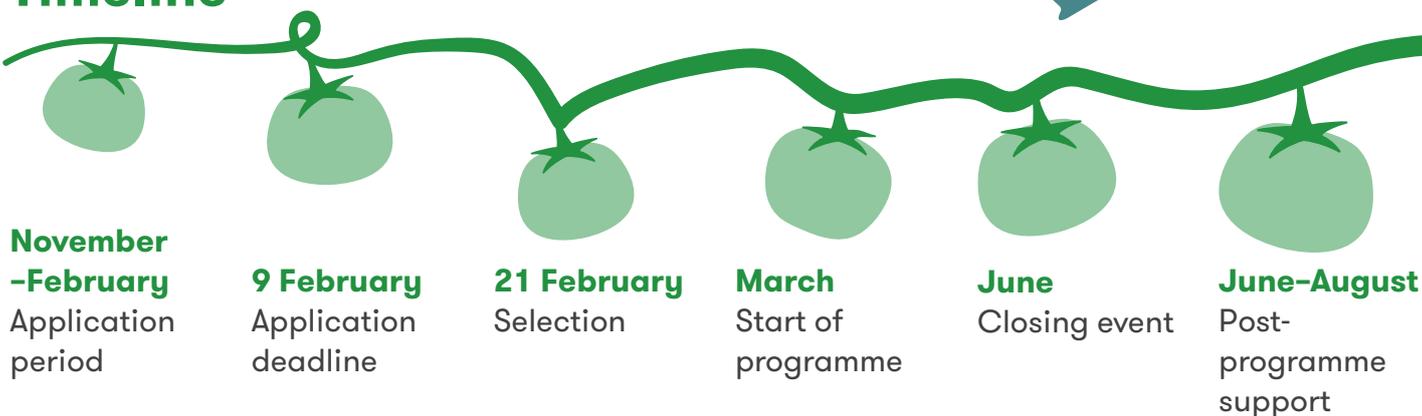
Who we're looking to support

To be eligible you need to show that your business or cooperative is impact driven (social, environmental, or both) and be able to demonstrate demand through existing and potential B2B revenue streams. You'll also need the vision and potential to scale, with a team who are committed to your growth plans. No minimum team size is required.

Deadline for applications: 9 February, 2020.



Timeline



IMPACT HUB

King's Cross

About Impact Hub King's Cross

Impact Hub King's Cross inspires, connects and enables people to take entrepreneurial action to pioneer a just and sustainable world where business and profit are used in service of people and planet. We do so by providing collaborative co-working space with a supportive community of social entrepreneurs, innovators, support organisations, investors and events with business support, mentoring, impact advice, consultancy and network building opportunities.

We are part of a global network of 100+ Impact Hubs and over 16,000 impact-driven members.

Contribution: £750*
per enterprise (£125 per month)

Payments can be made in two instalments.

*This programme is currently valued at £12,500 per enterprise.

Find out more and apply at
<https://kingscross.impacthub.net/ftc-accelerate>

For further information, get in touch with Programme Manager Emma Lange
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