

ACCELERATE FOR GROWTH (A4G) PROGRAM

A four-month program providing Good Food businesses with coaching, classes and a community that expand opportunities for success.

PROGRAM ELEMENTS

Classes

The *Accelerate for Growth* curriculum stretches across five learning areas: Management, Financials, Marketing, Sales and Operations. Classes are led by industry and subject matter experts who provide the kind of insights that help you and your business make decisions as you grow.

Our classes start on May 25, 2022 and take place weekly from 9:00am to 2:00pm (except Memorial Day, Independence Day and Labor Day weeks). The classes are a great opportunity to learn from experts and to collaborate with other cohort participants - we'll even provide lunch! Outside of class, you'll have homework that will reinforce what you are learning in the classes. These tools are specifically designed to help you think through the real-life decisions you face in your business. Don't forget that as GFA Members you'll also be invited to all GFA events, classes and activities.

Coaching

Each company participating in *Accelerate for Growth* will be assigned a Mentor who will work with you throughout the program. These industry leaders will be your companions throughout the A4G experience, helping you implement the content you're studying, helping answer questions and providing general counsel and insights to help you manage your business.

You'll also be able to access the wide range of subject matter experts who are part of GFA's network for your specific questions and concerns. When you add this to the expertise provided by the A4G instructors and the access to GFA's core consultants, you have an army of experts ready to help you succeed.

Community

One of the most valuable parts of the *Accelerate for Growth* program is the cohort you'll join for the program. Each week kicks off with a "lightning round" session where cohort participants and GFA staff come together to share ideas, talk about challenges and provide support for each other. Past cohort participants report that the opportunity to share their entrepreneurial experience with cohort colleagues is one of the most valuable parts of the program.

You'll also join the larger GFA family as a GFA Member, which provides opportunities to participate in online classes and events.



ACCELERATE FOR GROWTH (A4G) PROGRAM

ELIGIBILITY AND COST

Eligibility

You can use the table below to determine if *Accelerate for Growth* or *Go to Market* (our entry-stage program) is the best fit for your company. Typically, companies with established product lines and multiple distribution channels tend to get the most benefit from the A4G program. Please note that these are just guidelines.

	Go to Market	Accelerate for Growth
Business Structure	Putting the pieces in place	Mostly in place, a few gaps
Profitability	Limited sales; no profits	Some sales; some profits
Focus Areas	Optimizing products, generating sales	Expanding sales, operating efficiently
Leadership	New entrepreneur	More experienced leader
Products	At least one product	Multiple products and/or flavors
Sales	In person and/or online	Stores, online and/or other channels
Challenges	General business areas	Some general, some specific business areas

Program Fees

The Accelerate for Growth program costs \$300 for each company, which includes GFA Membership through the end of 2022.

Payment plans and needs-based scholarships are available. Please contact GFA for more details.

APPLICATION PROCESS

We want this process to be as simple as possible, so have streamlined our application requirements. Please view the application instructions [HERE](#) to get started!

Timeline

March 28	Applications open
April 15	Applications due
May 25	Classes begin
September 21	Last class
September 28	Graduation

QUESTIONS

You probably have questions – just reach out to us at GFA@Familyfarmed.org. We're here to help!