

Instructions:

Thank you for interest in working with the Good Food Accelerator and our Members! Participation from industry and business experts is a core part of our program and we appreciate and value your time. To help us make sure you enjoy your GFA experience, please fill out the information below. It helps us match your experience and availability with our programs and Members.

When you've finished the form, please email it to gfa@familyfarmed.org.

Contact Information

Please tell us the best way to reach you.

Name	
Company	
Title	
Phone	
Email	
Address	

Advisory Level

GFA offers three different ways to advise our Members:

- **Advisor:** This bench of talented experts is available on an ad-hoc basis to provide counsel to Members – typically through a 30-60 minute phone call.
- **Instructor:** Our GFA programs (*Go to Market* and *Accelerate for Growth*) invite instructors to provide approximately 1 hour of content focusing on a specific topic/subject. Instructors might also be asked to provide instruction for one of our hour-long Learning Sessions, or to participate in panel discussions.
- **Mentor:** Mentors are assigned to one of our program participants, and typically require a commitment of 30 minutes/week and monthly mentor collaboration calls for the duration of the course (2 or 4 months).

Please select which advising options interest you in the boxes below; you can select more than one.

- Advisor Instructor Mentor

Have you been a mentor before?

- Yes No

Areas of Expertise

To help us be sure we're matching you up with the right topics/Members, please check the boxes next to your strongest areas of expertise. You can select up to 5 but must select at least 1.

- | Management | Finance | Marketing | Sales | Operations |
|--|--|--|---|---|
| <input type="checkbox"/> Culture | <input type="checkbox"/> Accounting | <input type="checkbox"/> Branding | <input type="checkbox"/> Amazon/marketplaces | <input type="checkbox"/> Co-manufacturing |
| <input type="checkbox"/> Exit Strategy | <input type="checkbox"/> Banks/Financing | <input type="checkbox"/> Content | <input type="checkbox"/> Buyers/Distributors | <input type="checkbox"/> Food Safety/Quality |
| <input type="checkbox"/> HR/People | <input type="checkbox"/> Company Structure | <input type="checkbox"/> Data Analysis | <input type="checkbox"/> Customer Acquisition | <input type="checkbox"/> Fulfillment/Shipping |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Debt/Credit | <input type="checkbox"/> e-Mail Promotion | <input type="checkbox"/> Customer Retention | <input type="checkbox"/> Inventory Mgmt. |
| <input type="checkbox"/> IT/Tools | <input type="checkbox"/> Financial Reporting | <input type="checkbox"/> Events | <input type="checkbox"/> Loyalty Programs | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Key Results | <input type="checkbox"/> Investors | <input type="checkbox"/> Messaging | <input type="checkbox"/> Online/eCommerce | <input type="checkbox"/> Self-Manufacturing |
| <input type="checkbox"/> Leadership Skills | <input type="checkbox"/> Margins | <input type="checkbox"/> Product Development | <input type="checkbox"/> Pricing/Discounts | <input type="checkbox"/> Sourcing/Vendors |
| <input type="checkbox"/> Legal | <input type="checkbox"/> Taxes | <input type="checkbox"/> Product Portfolio | <input type="checkbox"/> Referral Programs | |
| <input type="checkbox"/> SWOT | | <input type="checkbox"/> Positioning | <input type="checkbox"/> Trade Spend | |
| | | <input type="checkbox"/> PR/media | | |
| | | <input type="checkbox"/> Product Testing | | |
| | | <input type="checkbox"/> Social Media | | |
| | | <input type="checkbox"/> Target Audience | | |
| | | <input type="checkbox"/> Value Props | | |
| | | <input type="checkbox"/> Website | | |

GFA Policies

Everyone involved with GFA must agree to abide by our [Non-Discrimination](#) and [Harmful Language](#) policies. Please click the links to review them and sign below to indicate your agreement.

Signature

Date

Please add anything additional information you would like to share with the GFA team about your expertise and background: