

“Women comprise 51% of the Canadian population, yet receive only 4% of its venture capital.”

INNOVATION, SCIENCE AND ECONOMIC DEVELOPMENT CANADA, 2022

The Small Scale Food Processor Association and their partners across Canada are **ready to change these statistics.**

Ready for our program?

- You are a woman producing an agri-food or beverage product, or have innovative agri-food research ready for commercialization
- You are incorporated
- You are ready for trading and can meet demand with additional resources or investment
- You are preparing to seek external capital to scale production, distribution, or market reach
- You are able to dedicate approximately 5-10 hours a week to complete a 10-week, 8-module program

Ready to take your agri-food/beverage business further?

Funded by the federal Women's Enterprise Strategy and offered by the Small Scale Food Processor Association, *Venture-Capital Ready* provides the training you need to confidently grow your business through venture capital financing. We'll empower you to create your pitch, build relationships with investors, understand what they are looking for, and how to negotiate and complete an investment deal.

A Small Scale Food Processor Association Initiative



What you can expect from the Venture-Capital **Ready** program.



THE IMPACT INVESTOR MINDSET

Through a structured program model, learning opportunities, peer connections, and our program's agri-food industry experts, you'll gain insights into the investor's mindset and the components of a compelling and successful investor pitch.



THE PERFECT PITCH

Build your personal and financial confidence with support from our team of experts. Develop your pitch by identifying and leveraging the true value of your business. Practice your pitch and then deliver it at a pitch party with real investors.



REAL DEAL MECHANICS

So, you have an investor deal, now what? A lot goes into brokering a venture-capital deal. Learn all the key factors to leverage a deal to your advantage.



SMALL SCALE
FOOD PROCESSOR
ASSOCIATION

venturecapitalready@ssfpa.net

FACILITATORS
INCLUDE

investoready

THE
51

SVX
Invest for impact · Investir pour l'impact

FARM
FOOD
DRINK

Program Overview

Be Venture-Capital **Ready**

The last iteration of this program was widely successful, but allowed for broader, less focused service delivery. Learning from our previous program, the **NEW Venture-Capital Ready** has been streamlined to better serve and guide our targeted women entrepreneurs. Designed for market-tested, women-led businesses, it aims to ensure entrepreneurs are prepared and confident for the investment process. This program is free for all.

Program Process

1. Assessment

- Complete our self-assessment. If you're eligible, you'll be directed towards the next step.
- If you aren't eligible, that's okay, we'll direct you to alternative resources that could help you take the next steps in your business.

2. Program Learning

- Complete our 8-module, 10-week Venture-Capital Ready program.
- Access up to 2 hours of topic-specific coaching.
- Each week, attend our open forum Q&A for extra clarity or guidance.
- Expect to invest between **5-10** hours per week between sessions, coaching opportunities, and learning resources.

3. Pitch Practice

- Develop your pitch deck, then present your pitch to your peer group of other female founders to give and receive feedback.

4. Pitch Party

- Finally, join a pitch party to deliver a confident, clear, investor-grade pitch and have the opportunity to engage investors with clarity and purpose.

5. Open for Investment

- For everyone who pitches during the Pitch party, complete your One Sheet in preparation for investor review and potential reach out!

Program Sessions

Continuous Intake

Program Orientation

Live Kick-off

MOD 1: Investor-Focused Business Plan

MOD 2: Crafting Your Pitch

MOD 3: Understanding Financing Options

MOD 4: Talking to Bankers & Investors

MOD 5: Financial Readiness

MOD 6: Due Diligence & Legal Basics

MOD 7: Pitch Practice

MOD 8: Pitch Party

With **Open Forum Q & A** sessions every Friday:

Program Benefits

- Subject-matter experts dedicated to your business growth opportunities
- Peer-to-peer connections
- Exercises, tools, and resources to increase your learning and perfect your opportunity
- Ability to pitch directly to investors
- Free 1-year SSFPA membership

**This program does NOT guarantee venture capital, only the opportunity to prepare you and your business for investment.*

“ This was an incredible opportunity to really work on shaping and honing the way I'm going to present my business as we endeavour into raising capital. It really offered the opportunity for me to hone my skills in answering questions and using the right vocabulary and shaping my business in the way that was going to bring the best opportunities forward. I highly recommend it! ”

Miki Talebi – Founder, oomé Smoked Tofu

Are You Ready?

venturecapitalready.ca

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