

BIA SPRINT– Example Agenda Based on Previous Events

Scaling to Market 1 Day Bootcamp for Food & Drink SMEs

Objective:

Equip food and drink SMEs with the skills to craft, refine and deliver:

- Compelling business pitches
- Refine their value proposition
- Confidently present to investors retailers, and partners.

This one day accelerated immersive program will conclude with a high-energy speed pitching event to a panel of investors and mentors.

Agenda

Venue: Auditorium

8.30am– Welcome to Smart Regions BIA Accelerator

Morning Session – Orchid Marketing –The Early Bird Catches the Worm!

8.45am Start: The Foundations of a Winning Pitch

09.15am The Art of the Elevator Pitch – Crafting a concise and impactful message (workshop).

9.45am Storytelling for Impact – How to make your pitch memorable and emotionally engaging.

10.30am Coffee/Tea Break Networking

11.00 am Body Language & Delivery Skills – Non-verbal communication for maximum impact.

11.45 am Handling Q&A with Confidence – Strategies to respond to tough investor/buyer questions.

12.30pm Perfecting your pitch interactive workshop

1.00pm The Dress Rehearsal –Live Pitch Critique – Participants deliver a 60-second pitch for feedback from mentors

Venue: Conference Room 2

1.30pm – 2.00pm Lunch on the Hoof! Know your audience an opportunity to network with peers, investors and mentors

Venue: Auditorium

2.00pm

Redesdale Investment Fund

Financials That Sell – Presenting key figures with clarity and confidence

Investor & Buyer Mindset – Understanding what decision-makers look for in food and drink startups.



Venue: 3.00pm – 5.00pm Speed Pitching Challenge – Showcase Room

Pitches will occur every 15 minutes from 3.00pm allowing 3 minutes for private panel commentary between pitches

Participants have 12 mins

- ☒ 1 min in and set up at pitch area
- ☒ 5 mins pitch,
- ☒ 5 mins Q & A from panel
- ☒ 1 minute to remove any props and exit pitch area

Showcase Room

2.30 to 4.30 pm Pitching Sessions

Each company will have 12 mins to pitch their product/service to the Redesdale Investment Fund pitch slot timings will be assigned in workshop.

Conference Room 2

16.45 It's a wrap event wind down

17.00 One more chance – Networking tea/coffee

17.30 Close

Who Should Attend?

- Food & drink entrepreneurs preparing to scale
- Food & Drink Entrepreneurs ready to scale
- Startups looking for funding, partnerships, or retail listings



The Smart Regions BIA ACCELERATOR Programme is co-funded by the Government of Ireland and the European Union through the *ERDF Northern and Western Regional Programme 2021-27".



Rialtas na hÉireann
Government of Ireland



Arna chomhchistiú ag
an Aontas Eorpach
Co-funded by the
European Union



Tionól Réigiúnach
an Tuaiscirt & an Iarthair
Northern & Western
Regional Assembly



Enterprise
Ireland