



**Community Food Funders**

## Food + Enterprise at Food Book Fair | April 25, 2014

Slow Money NYC is partnering with Food Book Fair, Grow NYC, NRDC, Foodshed Investors NY, Sustainable Agriculture and Food System Funders, Community Food Funders, Sustainable Practice Network and others **to explore new models to aggregate diverse funding sources to accelerate change in the local food system.**

To fulfill this mission, these partners have planned a day-long event on **April 25, 2014** as part of **Food Book Fair** at The Wythe Hotel, Brooklyn, NY, probing the key role of Consulting and **Technical Assistance** (“TA”) that help Entrepreneurs become more viable and access new source of financing.

This event will help build relationships amongst these stakeholders through informative panel discussion, engaging pitch presentations and an enriching shared meal, cementing more effective and lasting work relationships. For Funders, we have planned **Community Learning** --using “Presencing” techniques -- to dive deeper into challenges faced by food entrepreneurs and potential impacts of TA and Consultants. *Please consult the flipside for details on “Community Learning for Funders.”*

Please visit **Registration Page:** <http://slowmoneynyc.org/funder-registration-form-food-enterprise.html>

Program Schedule:

9:00 am -12:30 pm - **Entrepreneur Clinic: Speed Consulting + Mentoring** - Grow NYC and AcciónUSA will organize Consultants, Technical Assistance Providers, Service Professionals and Incubators to give Entrepreneurs an opportunity to obtain several 20-minute consultations sampling of each type of service for potential assistance in the future. Successful entrepreneurs will also be available at **Mentor Roundtables** for “Ask Me Anything” discussions. Main Event Space, Ground Fl.

12:30 - 2:00 pm – **Foodshed Funders Lunch** – By Invitation Only. Entrepreneurs, Consultants, Foundations & Investors will dine together, enjoying acclaimed local specialties of **Restaurant Reynard** and discuss how all stakeholders may best collaborate to unlock additional risk capital for changing the food system. Private Dining Room, Cellar Level.

2:00 - 3:30 pm - **Panel Discussion - Anatomy of a Deal: Sustainable Foodshed Finance**  
Sustainable Practice Network co-presents this expert panel highlighting a new model to aggregate diverse funding sources to accelerate change in the local food system. This Case Study features a local food entrepreneur who received Technical Assistance that unlocked access to creative collaborative financing from both a Foundation and a Private Investor. Central to this discussion will be analyzing how Entrepreneurs should address Three “E” Returns -- Equitable, Environmental and Economic – to appeal broadly to various funders. Screening Room, Cellar Level.

- The Entrepreneur: Jim Hyland, [Farm to Table Co-Packers](#)
- The TA Consultant: Todd Erling, [Hudson Valley Agribusiness Development Corp](#)
- The Financial Advisor: Joe Silver, [Imprint Capital](#)
- The Foundation: Jerry Cosgrove, [Local Economies Project](#) (New World Foundation)
- The Private Investor: Jacob Israelow, [Dirt Capital Partners](#)
- The Moderator: Jennifer Grossman, [NRDC](#)

3:30 - 5:30 pm - **Pitch Competition: Food Fight** – Selected Food Entrepreneurs will present their business plans, evaluated by a panel of Expert Judges. Prior to competition, entrepreneurs will receive extensive coaching at a **Pitch Prep Workshop** the day before. Screening Room, Cellar Level.

**Judges:** Taylor Erkinen, Brooklyn Kitchen; Elly Truesdell, Whole Foods; Michael Hurwitz, Greenmarkets; Liz Neumark, Great Performances; Jon Zeltsman, Down to Earth Markets; and Moderated by Emilie Baltz, Baltzworks.

5:30 - 7:00 pm – **Reception + Sensing Journey** - Participants mingle and make facilitated connections using “Presencing” techniques at a local lounge. Location TBD. Local sparkling wine served.

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**Community Food Funders**

## Community Learning for Funders

We seek to build community learning between Foundations, Investors, Consultants and Entrepreneurs through exploring new models to aggregate diverse funding sources to accelerate change in local food systems.

Our **Community Learning** will utilize an engagement strategy called “Presencing”. Most existing learning methodologies rely on *learning from the past*, while most of real leadership challenges in organizations require something quite different: letting go of the past in order to *learn from emerging future* possibilities. (This program draws inspiration from Otto Scharmer, **Presencing Institute** but it is **NOT** affiliated therewith.)

Our learning community will be built upon a platform for facilitating regional multi-stakeholder innovation across entire systems. Coming together around specific thematic and geographic concerns, key players across the sectors of government, business, and civil society embark on a shared sensing and innovation journey in order to deepen their understanding of their current systems and to discover and prototype new ideas and collaborative opportunities that could take the system on the best possible path.

### JOURNALING PRACTICE

**Guided journaling** leads participants through a self-reflective process. This practice allows participants to access deeper levels of self-knowledge and to connect this knowledge to action.

**Throughout Food + Enterprise** events, facilitators will lead **Guided Journaling** exercises.

### CASE CLINICS

**Case Clinics** guide a team or a group of peers through a process in which a case giver presents a case, and a group of 3-4 peers or team members move into a helper or consultant role.

April 24, 2014, 9:30 am – 12:30 pm - **Pitch Prep Workshop** -- the day before Food + Enterprise — Funders are invited to meet with Entrepreneurs refining presentations for Pitch Competition.

### SHADOWING

**Shadowing** means to accompany a person for a period of time, for example 1/2 day to observe him/her during work, and learn from this observation. The purpose of shadowing is to observe and absorb practical and intuitive knowledge from a colleague, client, grantee or another.

April 25, 2014, 9:30 am -12:30 pm - **Speed Consulting**, Foundations may request to be matched with an Entrepreneur shadowing him/her during 20-minute interviews with potential Consultants.

### DIALOGUE INTERVIEWS

**Dialogue Interviews** are intended to engage the interviewee in a reflective and generative conversation. The purpose is to create a conversation that allows for reflection, thinking together and collective creativity.

April 25, 2014, 12:30-2:00 pm – **Sustainable Food Funders’ Lunch**, Funders will pair with a Consultant and enter into Dialogue Interview with each other at some point during the meal.

### STAKEHOLDER INTERVIEWS

**Stakeholder Interviews** are conversations an individual conducts with his or her key stakeholder: customers, bosses, subordinates or peers. Interviews allow you to step into shoes of interviewees.

April 25, 2104, 2:00-3:30 pm – **Panel Discussion: Anatomy of a Deal** - The presentation will last 45 minutes followed by intensive guided **Stakeholder Interviews** facilitated for participants.

### SENSING JOURNEYS

**Sensing Journeys** allow participants to experience the system through the lens of different stakeholders. Together with other users of the system, participants will undertake small journeys to different places in that system.

April 25, 2014, 5:30-7:00 pm - Prior to entering traditional social space of a **Reception**, our facilitator will lead a 30 minute **Sensing Journey** airing final thoughts and sensitizing participants to learnings of the day.