



Community Food Funders

Food + Enterprise Gathering Food Book Fair | April 25, 2014

Slow Money NYC is partnering Grow NYC, NRDC, Foodshed Investors NY, Sustainable Agriculture and Food System 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 3rd **Food Book Fair** at The Wythe Hotel in Brooklyn, NY, probing the key role of Consultants and **Technical Assistance ("TA")** which help Entrepreneurs become more viable and access new source of financing. [Day Pass Ticket: \\$45.](#)

Program Schedule: **Food + Enterprise:** April 25, 2014:

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. [Event Ticket \\$15](#)

12:30 - 2:00 pm - **Foodshed Funders Lunch** - An invite-only Gathering of 45 Entrepreneurs, Consultants, Foundations & Investors who will dine together, enjoying acclaimed local specialties of **Restaurant Reynard** and discuss potential for Consultants and Technical Assistance Providers to help unlock additional risk capital for changing the food system. *Request invitation:* <mailto:Derek@SlowMoneyNYC.org>

2:00 - 3:30 pm - **Panel Discussion - Anatomy of a Deal: Financing Sustainable Food.** Sustainable Practice Network co-presents this expert panel highlighting new models to aggregate diverse funding sources to accelerate change in the local food system. Discussion centers on a Case Study of a local food entrepreneur who received support from Consultants that unlocked access to creative collaborative financing from both a Foundation and a Private Investor. Central to this interchange will be analyzing how Entrepreneurs address Three "E" Returns -- Equitable, Environmental and Economic -- to appeal broadly to funders of diverse missions. Screening Room, Cellar Level. [Event Ticket \\$15](#)

- 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** - Food companies are **rock stars** of today's urban culture. And, food companies may help revitalize local economies with new jobs and restore regional supply chains. Come see growth stage food enterprises dish it out -- vying for "shelf space" and "market share" -- as they present their dynamic business plans before a panel of experts. *Think Shark Tank for Sustainable Foodies.* Winner receives \$500 Cash Honorarium from **Chipotle**. Screening Room, Cellar Level. [Event Ticket \\$15.](#)

Judges: Taylor Erkinen, Brooklyn Kitchen; Ely 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 – Private **Reception + Sensing Journey** - Participants mingle and make facilitated connections using "Presencing" techniques at Location TBD. *Request invite:* Derek@SlowMoneyNYC.org.

About **Food + Enterprise:** Derek@slowmoneynyc.org | **Food Book Fair:** Elizabeth@foodbookfair.com
Tickets available online at foodbookfair.com by mid-March 2014.