



## Frequently Asked Questions- Feeding The City Start Up

### **I have already started trading- Am I too far along to join Feeding The City: Start Up?**

Feeding the City: Start Up is for entrepreneurs who are looking to start a sustainable food business. The programme is designed for individuals who are at the idea stage- you have an existing idea and would like to support developing it so you can start trading or you may be an established business/charity looking to develop a new idea. Because the goal of the programme is to help you refine your idea, we believe that people with an established business would not benefit from the type of support we provide.

However, if you already have an existing food business (e.g. significant customer base, selling in multiple shops nationally or selling in larger retailers) and are looking to grow and scale up, you may be ready for our sister programme ['Feeding the City: Accelerate'](#), which focuses on helping sustainable food businesses grow and scale up in a sustainable and impactful way.

### **I am a food related charity/community-lead initiative looking to develop a food business model. Can I apply to the programme?**

Yes! We are aware that many charities, local voluntary and community-lead initiatives have grown during the Covid-19 pandemic and are looking to transform their model to a sustainable business. We welcome you to apply to our programme.

### **I don't have a team, can I still apply to the programme?**

The programme is designed for teams as we feel teams have the greatest chance at running a successful business, however we are open to teams of 1. There will be a question on the application form which will give you space to explain why you think you are an incredible team of 1 and our programme manager Angie is happy to discuss potential options for solopreneurs or to help you build your dream team!

### **I have an idea but it has not been fully refined yet. Can you help me refine it and see if it is viable?**



Entrepreneurs applying to Feeding the City: Start Up are all at different stages of starting up and we can definitely help refine and focus your idea. The first stage of our programme 'sprouting' is all about helping participants refine their ideas before developing/launching.

However, it is important to keep in mind that we only pick 6 businesses to go into the Growing and Harvesting stage and these will be the ones which we think are most likely to succeed. We encourage anyone with an idea to come to our Ideation Events on [30 June \(online\)](#) and [6 July \(at the Hub\)](#) and see with our local partners whether your idea is ready to sprout!

**We are a large team and can't attend all the workshops. Can we still join the programme?**

Call us biased, but we think all our workshops are highly valuable with great elements of peer learning. As such, we require at least one person (this can alternate within the team) from your team to be present at our workshops. Most of the sessions will be online.

**Can I be working at the same time as taking part in the programme?**

Absolutely. We do ask everyone to ensure that they have the capacity to attend our workshops (Tuesdays 6pm) and to work on their businesses to achieve certain milestones throughout the programme.

**Where will the workshops take place?**

The kick-off will take place in The Impact Hub King's Cross. Workshops for phase 1 "sprouting" will be online. Workshops for phase 2 "growing" will take place in The Impact Hub King's Cross.

Sessions and workshops in person can become online, depending on the Government's restrictions update on July 19th.

**I did not attend an ideation workshop, can I still apply?**

Yes! Please apply and don't miss out on the opportunity.

**I have a disability/mental health difficulties, is this programme for me?**



**King's Cross**

Yes! We welcome everyone to apply to our programme as long as they have an idea and the motivation to make it happen. Our only requirement is that you need to be able to attend our workshops and be able to work on your business throughout the programme. On our end, we will try our hardest to accommodate any specific needs to help you meet the requirements. Reach out to us if you have any further questions or would like to discuss any needs you may have.

**Can my idea address more than one challenge?**

Absolutely. The challenges are linked to each other, therefore it is possible to address different issues with your solution. We can also help you further refine these aspects during the ideation events and the sprouting workshops.

**I don't come from the community I am looking to serve, will my application still be accepted?**

We want to support solutions that come from the heart of the community. However, we appreciate that some individuals will have strong connections from the community without being a part of it. For example, one of our start-ups created a solution for individuals with learning disabilities and while not being directly from this community, they had worked as occupational therapists for 10+ years and therefore had insight into the difficulties experienced by this community.