

kitchen table **projects**
GETTING YOU IN THE SHOPS & OFF THE SHELVES

A Speedy Guide to Speed Mentoring

Find out how you can grow your food business in 3 minutes.



WHAT IS IT?

Speed Mentoring is a bit like speed dating, but instead of finding love you make great business connections. Come along to meet 30 food business specific industry experts in speedy three minute, 1-on-1 bursts, just enough time to pitch your product, get the feedback you need and a burning business question answered.

HOW DOES IT WORK?

You'll get a chance to meet all our industry experts as you move clockwise through the room every three minutes. A buzzer will sound when your time is up and you'll have a few seconds to shift along to the next industry expert and get down to business before your next three minutes is up! After the speed mentoring session, there'll be a chance to chat more informally over drinks. Speed mentoring usually lasts about 90 minutes, with a short break in-between for everyone to catch their breath.



WHAT'S GOOD ABOUT IT?

- Connect with 30 industry experts without the awkward small talk of conventional networking
- Have meaningful conversations that address the real issues you're facing
- Know exactly who you're talking to, so you can get straight down to business
- Get 1-on-1 time to pitch your product to buyers (subject to availability)
- Get instant feedback on your product from people in the know
- It's lots of fun too!



Laura Tilt @NutriTilty · 12 Nov 2015

Utterly brilliant speed mentoring evening @kitchtablepro - amazing to get advice from so many fab experts & so much gleaned. THANK YOU!



Lindsey Solomons @linsolo93 · 13 Nov 2015

@kitchtablepro enjoyable & productive event meeting food entrepreneurs & fellow experts thanks



Hunt&Stride Biltong @HuntAndStride · 12 Nov 2015

Great to meet @tessa_stuart and the other #meettheexperts at tonight's @kitchtablepro event. #biltong #foodpreneur



Kara Bowen @Kara_Speciality · 12 Nov 2015

Great speed networking event @kitchtablepro @monkhousefood



WHO IS IT FOR?

Our speed mentoring events have been designed specifically for food producers who want to grow their retail product business. Whether you're just starting out or you're looking to scale up, speed mentoring can help you figure out your next steps.

WHO ARE THE INDUSTRY EXPERTS?

At every speed mentoring event, we like to make sure we've got all the bases covered. Our industry experts range from branding and design agencies, successful food entrepreneurs, PR agencies, sales experts, distributors and small business investors. We like to invite buyers and independent retailers to share their expertise too. You can check out our website for our latest list.

SOME OF OUR PAST EXPERTS INCLUDE:



HOW DO I MAKE THE MOST OF IT?

Do your homework! Make sure you get to know who our industry experts are and how to tap into their expertise by asking the right questions. We've got plenty of resources to help you out that you'll receive in the run up to the big day.

BEFORE

- Read through our industry expert bios
- Use our handy worksheet to prepare your questions.
- Get your business cards and samples ready

DURING

00:00 - 00:30: Introduce yourself. Tell the industry expert your name, what you make, what you've done so far and what you'd like to be doing in the next year. Don't forget to show the expert your product!

00:30 - 01:00: Ask your burning question! Prepare the relevant background information for that particular question beforehand, so you don't get lost on a tangent.

01:00 - 02:30: Get the answer you were looking for. Take in all that industry knowledge and work together on how you're going to put that great advice into practice.

02:30 - 02:45: Wrap it up. Decide together whether it would be useful to continue the conversation after the event and exchange business cards.

02:45 - 03:00: Jot down your plan of action on your worksheet. When you hear the buzzer sound, get moving fast so you don't lose out on your next three minutes!

AFTER

- Make sure you follow up with a quick 'thank you and great to meet you' email. Just like ordinary networking, it's always important to be constantly growing your network.
- Get your action plan into gear! Armed with all that great advice, you can start making the changes to your business to get you a step closer to turning your vision into a reality.





WHAT AM I SUPPOSED TO ASK?

With just three minutes, it's really important that you have a good think about the burning questions that you'd like to ask. Here are a few sample questions to get you going! We'll also send you question ideas from the industry experts that will be attending to help. And then, if you're still not too sure, you can always drop us a line too!

- How can my small food business compete with big brands and their big marketing budgets?
- How can I extend my shelf life without sacrificing taste and quality?
- How do I make my food business investment ready?

WHAT IF I DON'T HAVE ANYTHING TO ASK?

Everyone has a different perspective and when you're growing a food business, it's important to get a well rounded view. You might have certain parts of your business nailed but it doesn't hurt to hear from someone experienced. Share your plans and ask them what they think.

CAN'T WAIT TO COME ALONG?

You can find out when our next Speed Mentoring event is [here](#). Tickets are limited and our events sell out regularly, so please make sure that you get your ticket as soon as you can.

If you have any question, email us: hello@kitchentableprojects.com

If you'd like to be one of our speed mentors or if you're interested in sponsoring a speed mentoring evening, please [contact us](#) to get started.
