



# Food Works

Feeding Ambition & Innovation

# FOOD WORKS APPLICATION FORM

Please complete this application form to be considered for Food Works 2023. Closing date for applications is **5pm Friday 2nd December 2022**. A short list of candidates will be invited to an interview with the Food Works team on the 10th or 11th of January 2023. Successful producers will be notified in advance of the programme, Food Works 2023 will commence on Tuesday 31st January 2023.

## CHECKLIST

Each applicant will be required to submit the following information. Please send your complete application to [foodworks@bordbia.ie](mailto:foodworks@bordbia.ie) and [darinafoodworks@gmail.com](mailto:darinafoodworks@gmail.com).

Tick the boxes below to confirm all elements have been submitted.

- Application Form
- Business Plan (if available) in pdf format
- Summary CVs
- Product samples

All applications must include a product sample. Samples must be delivered between Monday 28th November and Friday 2nd December 2022. Products must be appropriately packaged and addressed to:

Ciara McDonagh, Food Works Application, Teagasc Food Research Centre,  
Ashtown, Dublin 15, D15 DY05

*Please email [ciara.mcdonagh@teagasc.ie](mailto:ciara.mcdonagh@teagasc.ie) to notify that product samples are en route.  
Clearly label all packaging if product is required to be retained chilled or frozen.*



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## DETAILS

Full Name

Postal Address

Email Address

Mobile Number

Landline Number

Website or LinkedIn URL

Sector Focus Of Business (Please Tick)

- Bakery
- Dairy
- Beverage - non alcoholic
- Beverage - alcoholic
- Grocery
- Prepared chilled
- Frozen
- Seafood
- Meat
- Other. Please specify.

Company Name



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Has the Company been Incorporated? If so, please provide CRO number and date of incorporation.

CRO number

Date of incorporation

Please note all shareholders and percentage holdings

Turnover for previous year (if any)

Have you or business partner applied for or received government funding for this project previously? If Yes, please provide full details – name of agency, amount of support and relevant dates.

In less than 300 words, give an overview of your product, the unique selling point and value proposition, the opportunity and why your team is right for Food Works.



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## ENTREPRENEUR/ TEAM SKILL SET

Complete this section for each team member.

If there is more than one person in your team or company each person must each fill out section B of the application and include CV for each business partner.

Name

Summary of Qualifications: College/University, Qualifications and Dates

Relevant Experience (employment history, overseas experience, skills)

Are you currently committed to this project full time or part time? If currently employed, please state company name and sector.

What is your role in this food project and what skills/ experience make you the right person to ensure its success?



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What key skills and knowledge are missing from your management team at this time?

What are the biggest obstacles facing your team at this stage?

Have you applied to the Food Works Programme previously? If yes, please give detail on how your product/ business has developed since the previous application.

Have you participated in any other entrepreneur support Programmes? If yes, please state name of programme, location and dates.

Please state any other mentors, advisors or influencers related to the business.

Please indicate where you heard about the Food Works Programme.



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# BACKGROUND FOR PRODUCT AND TECHNICAL INFORMATION

Please describe your product in detail providing photos (attach with completed form) if possible. What is technically unique or innovative about this product?

What stage of development is your business proposition/product at? i.e, Kitchen scale, prototype, small scale production, commercial manufacturing etc.

What technical expertise was required to develop the product to this stage i.e. in house, consultancy, contracted?

Is the product currently being manufactured? If so where, how, by whom and on what scale?



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Describe the manufacturing (including packaging) and distribution process. If your product is currently a kitchen scale prototype or being produced on a small scale outline how and where this could be scaled up?

Is the product chilled, frozen or ambient?

Please outline if product has been technically validated and by whom?  
E.g. shelf-life, nutritional and/or sensory analysis, label content, claims.

Is there any Intellectual Property associated with the product?  
Has a patent been registered?

Do you have samples of your product available?



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## BACKGROUND INFORMATION TO THE MARKET OPPORTUNITY

Who are your potential consumers and why?  
Please be specific about the market demographic/segment.

What differentiates your product from existing similar products?

Why would consumers buy your product?

Please detail any consumer research undertaken.

Please indicate where your product will be sold: E.g. direct to consumer, multiple stores, independent retailers or food service.  
If currently on sale, please indicate where?





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Who are your key competitors? What information/ research do you have on them?

Have you prepared a market gap analysis? If yes, please include a copy.

How big is your target market? How scalable do you believe this product can be?

What is your recommended selling price range identified? How did you arrive at this?

Where do you anticipate your first export market to be and why? When do you forecast your first export sale?



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## COMMERCIAL OPPORTUNITY

It is acknowledged that this information may not be fully available due to the early nature of the business, but it is important that you research the potential growth in the business and demonstrate an understanding of the business opportunity.

Insert your company's financial and employment projections in the table below. Please complete all fields to the most realistic estimate possible.

|   | Last financial year (if available) | Current Year (CY) | CY + 1 | CY + 2 | CY + 3 |
|---|------------------------------------|-------------------|--------|--------|--------|
| Total Sales (€)                               |                                    |                   |        |        |        |
| Exports (€)                                   |                                    |                   |        |        |        |
| Investment Required (€)                       |                                    |                   |        |        |        |
| Direct employment in Ireland (number of jobs) |                                    |                   |        |        |        |



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Has the business received any cash investment to date?

If yes, please provide sources, amount and dates?

How do you plan to fund this project for the next 3 years?

Can you estimate how much finance you will require?

Do you have access to private funding for future investment into the business? Please give detail.

## Notes

All companies must complete an application form to be considered for Food Works 2023.

This is a competitive application process. Shortlisted candidates will be invited to an interview and must be available on the 10th & 11th January 2023.

If there is more than one person in your team or company each person must each fill out section B of the application and include CV for each business partner.

All applications must include a product sample delivered to Teagasc between Monday 28th November and Friday 2nd December 2022.

All information provided will be treated with sensitivity and confidentiality by the Food Works Programme.

Companies must be less than four years trading.