

# 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 and darinafoodworks@gmail.com.

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

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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 to notify that product samples are en route. Clearly label all packaging if product is required to be retained chilled or frozen.









### **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				









Has the Company been Incorporated? If so, please provide CRO numbers	er
and date of incorporation.  CRO number Date of incorporation	
Please note all shareholders and percentage holdings	
Turnover for previous year (if any)	
Turnover for previous year (if any)	
Have you or business partner applied for or received government fundifor this project previously? If Yes, please provide full details – name of agency, amount of support and relevant dates.	ing
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.	









business partner.

# ENTREPRENEUR/ TEAM SKILL SET

must each fill out section B of the application and include CV for each

Complete this section for each team member.
If there is more than one person in your team or company each person

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?



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	e			
the previous application.				
Have you participated in any other entrepreneur support Programmes If yes, please state name of programme, location and dates.	s?			
Please state any other mentors, advisors or influencers related to the business.	2:			
Please indicate where you heard about the Food Works Programme.				
Ticase maleate where you heard about the rood works riogramme.				









## BACKGROUND FOR PRODUCT AND TECHNICAL INFORMATION

possible	e. What is technically uniqu	ue or innovative a	about this produ	ct?	
	tage of development is you pe, small scale production,			t? i.e, Kitchen so	cale,
	echnical expertise was requancy, contracted?	uired to develop	the product to th	nis stage i.e. in h	nouse,
ls the p	roduct currently being mar	nufactured? If so	where, how, by	whom and on w	hat scale?







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?









### 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?	









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?	









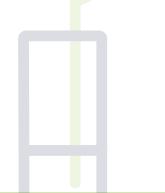
# COMMERCIAL OPPORTUNITY

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)					















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.	Has the business received any cash investment to date?	
Can you estimate how much finance you will require?  Do you have access to private funding for future investment into the	If yes, please provide sources, amount and dates?	
Can you estimate how much finance you will require?  Do you have access to private funding for future investment into the		)
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Can you estimate how much finance you will require?  Do you have access to private funding for future investment into the	How do you plan to fund this project for the next 2 years?	
Do you have access to private funding for future investment into the		
	Can you estimate now much finance you will require?	
		,
	Do you have access to private funding for future investment into the	
business: Flease give detail.		
	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.





