



THRIVE

For the Next Generation of Entrepreneurs in Scotland's Food & Drink Sector

- Do you have a business idea or fledgling business that you want to develop?
- Do you want to gain some entrepreneurial skills?
- Do you want to network with other entrepreneurs in Scotland's food & drink sector?

Then **THRIVE** could be for you!

THRIVE is a new free collaborative initiative supporting the next generation of food & drink sector entrepreneurs. This initiative comprises two days of intensive online sessions on Saturdays 6 and 13 November 2021.

Students and recent graduates will gain essential business skills and knowledge to support their business idea – whether product or service - including concept development, planning, marketing, pitching and access to general business support information. So whether your idea is a new product or a food & drink related rural diversification, this programme could benefit you.

Please apply [here](#)

For further information please contact:

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Abertay
University



Queen Margaret University
SCOTTISH CENTRE FOR FOOD
DEVELOPMENT AND INNOVATION



THRIVE

Programme includes:

- **Pre-programme** briefing and preparation
- Meeting entrepreneurial food and drink businesses
- Introduction to the current business environment, trends, influences and opportunities
- What is your business? An introduction to planning tools
- Consideration of legal and regulatory matters
- Introduction to financial matters
- Is your product/business sustainable?
- Who is your customer?
- Why is your product/business needed/wanted/unique?
- Identify and assess your competition
- The importance of healthy products
- Building and testing your business offer
- Creating and building your brand
- Marketing and routes to market
- Pitching for success
- Action planning
- **Post programme** webinar

