FoodFutureCo

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Origins

● Food-X
  ○ Named in 2015 by *Fast Company* as one of the most innovative companies in food.

● FoodFutureCo
  ○ World’s first scale-up accelerator for mission-driven food businesses.

Shen Tong
Managing Partner

Gigi Lee Chang
Managing Director

[Images of Shen Tong and Gigi Lee Chang]
Empty calories in most of our food is a major opportunity to do well by doing good.

Apple from the 1950's contains the same amount of vitamin C as 100 conventionally raised apples today.

FoodFutureCo helps high growth companies move from established early product-market phase to mainstreaming their offerings.

FoodFutureCo is based in New York City, but it’s remote programming allows us to work with innovative companies and entrepreneurs across the world.
Clients Served
Mission-driven food businesses that are ready to scale up

For today’s companies, crossing the chasm from visionaries (early adopters) to pragmatists (early majority) is the hardest hurdle in the product adoption lifecycle.

- *Crossing the Chasm*, Geoffrey A. Moore
Services Provided

- In-depth consultative time with core team and EIRs to work exclusively on your company’s individual goal, challenges and needs
- Access and matching to our community of 400+ mentors and advisors
- Exclusive content and education on a range of topics from thought leadership to practical business tips such as future’s thinking to legal pitfalls
- Curated introductions to our network of sector, mission, impact and sustainability aligned investors
- Collaborate to develop core business strategies, financial models and investor pitch materials
- Sharing and collaboration across cohort companies
Client Profile/Success Stories

Seal The Seasons

- Investor Readiness — Raising a bridge round to support rebranding and expansion from North Carolina to the Northeast and Southeast
- Amplifying Seal The Season’s thesis
- Growing the team
Client Profile/Success Stories

4P Foods

- Investor Readiness — Raising a Series A to support regional expansion, delivery and product offerings
- Mission evolution, food hub
- Strategic growth
Impact of Programs

- $725,000 lifetime committed revenue by Feb 2017
- Average equity holding in accelerator companies is 6%+ with 20%+ follow-on investment rights
- 2 certified B Corp, 1 Benefit Corp and 1 B certified ready
- 50% of portfolio companies are women and/or minority founded
- High CEO satisfaction rate of the accelerator program
- Ranked No.1 in Google for food scale-up accelerators in 2017
- Managing Director, Gigi Lee Chang named top woman leader in the Future of Food by Forbes

Our value proposition is resonating with entrepreneurs and investment communities and quickly gaining traction.
Thank you!

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