



HIRSHBERG
ENTREPRENEURSHIP
INSTITUTE

hirshberginstitute.com

BUILDING YOUR BUSINESS FOR DOMESTIC AND EXPORT MARKETS

**JOIN US NATURAL PRODUCT INDUSTRY
EXPERTS FOR THE 3RD ANNUAL HIRSHBERG
ENTREPRENEURSHIP INSTITUTE**

19-20 November 2019

Orakei Bay, 231 Orakai Rd, Remuera, Auckland, New Zealand

Long-time US Natural Products leader Gary Hirshberg (and colleagues) brings his Entrepreneurship Institute to New Zealand.

The programme offers business leaders practical, hands-on advice about financing, sales, marketing, eComm, organizational challenges, finding personal balance, managing change, and key concerns that are fundamental to growing an enterprise in today's competitive marketplace. The leading US and NZ business leaders will help companies large and small "up your game", whether you are seeking to export or just grow a healthy sustainable business.

***"It was a great event with an amazing group of people
(attendees and panelists) and insightful and valuable information.***

Sarah Cowan, The Herb Farm, Palmerston North



- Domestic and international natural foods brands and suppliers in multiple categories now enjoy significant success as a result of Hirshberg teams' counsel and guidance.
- They turn your ideas into profitable business and demonstrate how to navigate the countless hurdles to market entry through retailers, wholesale distributors or brokers.
- Practical advice on creating sustainable cash flow models and strategic marketing plans that anticipate the real cost of market entry.
- They feature inspirational success stories and practical workshops focused on: sales (including eCommerce), marketing, finance and organisational challenges.
- Build and sustain compelling consumer and trade propositions on affordable budgets.
- Uses participants' real-life case studies.
- You are invited to submit advance requests for a limited number of 1:1 meetings where you get feedback on your propositions.

Why this boot camp is successful

COMMERCIAL REALITY: The Institute has helped countless domestic and international brands enjoy significant commercial success.

FOCUSED ON GROWTH AND DEVELOPING PEOPLE: The Institute has the business acumen and knowledge to turn great ideas into profitable businesses, navigate the hurdles to market entry through retailers, wholesale distributors, and effectively find and engage brokers.

PROVEN EXPERIENCE: The presenters have visited NZ many times as speakers and advisors, and have been impressed with Kiwi entrepreneurs' expertise, product quality and market readiness. They recognise that while the US has great opportunities, it can also be a costly, confusing and uphill battle to launch there.

LOCAL EXPERTISE: Buy Pure NZ is here to guide and ensure the programme is grounded in the reality facing NZ entrepreneurs and brands.

Who should attend

Based on decades of experience, this workshop has been designed to meet the needs of the following types of 'Business to Consumer' and 'Business to Business' enterprises:

- Early stage pre-revenue start-ups looking to build a sustainable enterprise (whether or not they are seeking to export to the US)
- Mature, established enterprises
- Re-entry companies who have 'been there, done that' but now want to 'go deeper'
- Executives responsible for implementing change
- Business and brand owners and emerging entrepreneurs
- Socially responsible investors
- For-Profit and Not-For-Profit Enterprises
- Those interested in a career change.

98% of participants have rated the Institute as either excellent or very good in terms of:

- Applicability of sessions to their work
- Introduction of innovative business strategies
- Overall knowledge and experience of panelists
- Interaction and learning from participants
- Fulfillment of learning expectations
- Access to new contacts and networks

"Outstanding practical specific help to understand and plan for US market entry"



Our presenters



Gary Hirshberg: With a lifelong commitment to learning and creating change, Gary founded this programme based on his experience of growing Stonyfield Farm from a seven-cow operation in 1983 to its current USD\$400m annual sales level. Gary serves on six corporate and non-profit boards, and is an author and active angel investor. He has received 12 honorary doctorates and numerous awards for corporate and environmental leadership including a US EPA 2012 Lifetime Achievement Award.



Bob Burke: Bob is a recognised expert global consultant in bringing natural, organic and specialty products to market across most classes of trade. Grounded in practice and with an MBA, his expertise covers the full range of business strategy and finance. Bob has worked with scores of recognised brands, and prior to consulting was Vice President for Sales and Corporate development, and Marketing and Sales with Stonyfield Farm Yogurt.



Walter Robb: With a lifelong experience in wholesale and retail of organic foods, Walter joined Whole Foods Market in 1991 and served as co-CEO and on the Board of Directors from 2010 to 2016. In 2017, Walter transitioned his leadership focus to assist other entrepreneurs to evolve and expand while remaining on Whole Foods Market Board of Directors, Chairman of the Board for Whole Kids Foundation and Whole Cities Foundation.



Corinne Shindelar: Corinne has over 35 years' experience in the natural products industry and is widely recognised as a leader in organizing and developing partnerships that strengthen all stakeholders from manufacturer to consumer. She was the Executive Director of two cooperative grocers associations launching the Co-op Advantage Program and serving as the first president of NCGA. As the founder and current CEO of INFRA, Independent Natural Food Retailers Association, Corinne has received numerous awards for her vision and commitment to organic foods.



Meg Cadoux Hirshberg: Founder of The Anticancer Lifestyle Foundation, a non-profit dedicated to promoting evidence-based lifestyle transformation for cancer survivors. For 15 years Meg was a freelance non-fiction writer. In 2009, she began writing a regular column for *Inc. Magazine* called 'Balancing Acts' that explored work-life balance and the intersection of family and business in an entrepreneurial setting. Meg's book, *For Better or For Work: A Survival Guide For Entrepreneurs and Their Families*, expands on her column topics.



Betsy McGinn: Founder of McGinn eComm, Betsy provides expertise in eCommerce strategy to consumer products companies, ranging from launch stage to billion dollar brands. With over eleven years of experience with Amazon.com and other strategic eCommerce partners, Betsy guides companies through this new and complex channel, aligning their multi-functional marketing, finance, operations, sales and other strategic teams around this unique opportunity.

Our presenters



Peter Gordon: Peter is recognised as one of NZ's great chefs. He collated his first cookbook aged just four. After years of training his adventurous spirit and culinary curiosity led him to travel through Asia for a year from Indonesia to India. This life-changing experience was to become a major influence on his culinary style, and he went on to earn an international reputation as the 'godfather' of fusion cuisine. Peter lives in London, where he is co-founder of ground-breaking artisan Doughnut Company, Crosstown, and has two restaurants in Auckland, Bellota and The Sugar Club.



Lisa King: Lisa, the founder of Eat My Lunch, is one of NZ's most successful and innovative not-for-profit social enterprises. With a mission to ensure no child goes to school hungry, Eat My Lunch has given over 1.2 million lunches away in just 4 years. Lisa believes that business cannot just be about making money anymore but can (and should) bring about social change. Lisa was one of three finalists for 2019 New Zealander of the Year. In March this year, was named MYOB Woman Entrepreneur of the Year giving her the opportunity to share Eat My Lunch to an audience of 1500 in Paris.



Elliot Begoun: Elliot is the Founder of The Intertwine Group, a practice focused on helping emerging natural product brands grow. He positions CPG brands to raise capital, prove velocity, gain distribution and win market share. His customized one-to-one approach helps create investment-ready scalable brands. Elliot is integrated across the industry and involved in FoodBytes, the Hirshberg Institute, Natchcom and publishes in the Huffington Post, SmartBrief, and New Hope.

PROGRAMME : DAY 1, November 20, 2019

TIME	ACTIVITY
7:30 – 8:30am	REGISTRATION AND BREAKFAST
8:30 – 9:00am	BUILDING AND MANAGING A CASH FLOW PROFORMA Gary Hirshberg and US financial advisor Elliot Begoun will explain the hard-earned basics of how to project and manage your cash needs.
9:00 – 10:30am	FINANCING YOUR BUSINESS Based on previously submitted case proposals, two different businesses will present their financing ambitions and plans for feedback from a panel featuring Gary, Elliot, a commercial banker, venture capitalist, two private "angel" investors and possibly an investment banker.
10:30 – 10:45am	Coffee/Tea/Restroom Break
10:45 – 12:15pm	FINANCING YOUR BUSINESS, Part II Based on previously submitted case proposals, two different businesses will present their financing ambitions and plans for feedback from our panel.
12:15 – 1:15pm	Lunch with "Lessons Learned" speech by Lisa King, CEO of Eat My Lunch.
1:15 – 1:30pm	Coffee/Tea/Restroom Break
1:30 – 3:00pm	1st MARKETING PANEL – POSITIONING YOUR BRAND STORY Based on previously submitted case proposals, two different businesses will present their marketing, communication and positioning story for review by Bob Burke, Gary, Betsy McGinn (US EComm expert), Walter Robb (former Whole Foods Co-CEO), Corinne Shindelar (CEO of the US Independent Natural Foods Retailers Association) and Others.
3:00 – 4:30pm	2nd MARKETING PANEL – POSITIONING YOUR BRAND STORY FOR U.S. WHOLESALE, RETAIL AND eCOMMERCE SALES Based on previously submitted case proposals, two different businesses will present their marketing, communication and positioning stories for review by our panel.
4:30 – 4:45pm	Coffee/Tea/Restroom Break
4:45 – 5:45pm	Meg Hirshberg, author of For Better or Work: A Survival Guide for Entrepreneurs and Their Families will lead a panel discussion with two pairs of NZ Entrepreneurs about how they are able to balance business and family.
5:45 – 6:00pm	Break
6.00 – 6:30pm	Cocktails
6:30 – 7:45pm	Dinner with Attendee Introductions
7:45 – 9:00 pm	TALES FROM THE TRENCHES: Chef, restaurateur, entrepreneur and Kea World Class NZ Supreme Award winner Peter Gordon will share his story about overcoming challenges in building his internationally reknown company and Gary Hirshberg will present his 8 top business lessons from his 40 year career building Stonyfield and other enterprises.

PROGRAMME : DAY TWO

TIME	ACTIVITY
8:00 – 9:00am	HOW TO INTRODUCE YOUR BUSINESS AND PRODUCTS TO THE US MARKET, Part I. Bob Burke will present the fundamentals and cautions of entering the US market whether as a branded line or as a supplier, as well as tips for staying on store shelves. They will also highlight key hot new product categories which many New Zealanders are well positioned to address.
9:00 – 10:30am	CASE STUDIES FOR BUSINESSES WHO WANT TO ENTER THE US MARKET THROUGH RETAIL AND eCOMMERCE CHANNELS
10:30 – 10:45am	Coffee/Tea/Restroom Break
10:45 – 12:15pm	2nd ROUND CASE STUDIES FOR BUSINESSES WHO WANT TO ENTER THE US MARKET
12:15 – 1:15pm	Lunch with speaker Corinne Shindelar, CEO of the US \$2B Independent Natural Foods Retailers Association "Opportunities for NZ Businesses with INFRA".
1:15 – 2:00pm	Coffee/Tea/Restroom Break
2:00 – 4:00pm	Four Pre-Screened Entrepreneurs will make their cases for investments to a gathering of angel, institutional and venture investors. Successful candidates will secure investors' commitments to host a second, more in-depth meeting. Institute attendees will have the opportunity to watch and learn from actual pitches and responses with real investments on the line.
4:00 – 4:15pm	CLOSING CEREMONY
4:15 – 5:30pm	Individual 1:1 Coaching sessions with Gary, Walter, Bob and other experts. If you have a specific challenge or opportunity you'd like to discuss, this will be your chance to have a 15-20 minute private consult.

"...intense, informative, insightful, realise we are not alone – supportive..."

Cost \$1,000 + gst

This includes programme, refreshments, evening meal on Tuesday 19 November and complimentary drink.

This programme is registered with Regional Business Partner Network supported by New Zealand Trade and Enterprise (NZTE) and Callaghan Innovation.

You may be eligible to receive NZTE Capability Development Voucher. This can be used to cover up to 50% of the full cost of our service fee (TBC).



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