



BRAND STORY ACCELERATOR

FEB 25 - APR 11

PRESENTED BY Entre-SLAM



POWERED BY

Bank of America

WHO

10 good food entrepreneurs

WHAT

Six-week training to help you build a powerful brand story that moves sales, customers, and investors.

WHEN

Weekly from February 25 - April 11

WHERE

Online/in-person meetings in Detroit

WHY

Sharpen your skills in design thinking, market insights, customer value proposition, market positioning, and creating a winning brand story.

MORE

Questions? Email info@migoodfoodfund.org

\$10,000 IN AWARDS!

SHOWCASE NIGHT

April 11, Next Energy, Detroit

WHO SHOULD APPLY?

We invite food businesses that meet the following criteria to apply:

- **Increasing healthy & affordable food access**
- **Growing business & generating revenue**
- **Goal to create jobs**

Female-led & entrepreneurs of color encouraged to apply.

Other Requirements

- **Computer proficient with access to a computer**
- **Ready to commit to a 6-week program**
- **Able to attend 3 evening group sessions on Feb 25, March 11 & April 1**
- **Willing to complete 6-10 hours of assignments weekly**

FACILITATOR

CHRISTA CHAMBERS-PRICE has over 20 years of experience from managing award-winning graphic design and web programming projects to building animation projects for marketing campaigns. Through her work with Entre-SLAM, a program that challenges brands to blend storytelling within business models seeking investment, she has worked with over 1,000 startups, entrepreneurs, and nonprofits across the country. She is a U.S. Military Intelligence Army veteran and former FBI Analyst.

APPLY BY FEB 11:

MIGoodFoodFund.org/accelerator