



MINI MBA

POWERED BY
ALANTRA

BGH MINI MBA 2024

For ambitious founders of scaling
CPG challenger brands

**Motivating
Ambitions**

THINK BIG

**Clearer
Decisions**

SHARPER FOCUS

**Winning
Capabilities**

BAKING IN

**3-Year
Growth Plan**

MAKE IT HAPPEN

INTRODUCING THE BRAND GROWTH HEROES MINI MBA POWERED BY ALANTRA

[APPLY NOW](#)

THIS EXCITING COLLABORATION BUILDS ON THE SUCCESS OF THE BRAND GROWTH HEROES ACCELERATOR PROGRAMME, WHICH IS NOW IN ITS FOURTH YEAR.

The 10-week BGH Mini MBA is tailor-made for ambitious founders of scaling challenger brands in consumer packaged goods (CPG) categories. Led by CPG expert Fiona Fitzpatrick, and working hand in hand with the Consumer Goods & Retail team at Alantra, the global mid-market investment bank, the programme offers a unique package of support for founders who want to scale their business to the next level.



"I've never felt so competent at my job" Shane Ryan, Founder – Fiid

WHAT YOU WILL GAIN FROM THE BGH MINI MBA

- ✓ A transformative strategy that will allow you to accelerate your brand's growth
- ✓ An intimate community of like-minded entrepreneurs who are driven to succeed
- ✓ Access to Alantra's expertise in growth investment and M&A

KEY DATES

29th April - 5th July 2024

WHO SHOULD APPLY

Founders of challenger brands of any size in CPG categories, whether that be in food, beverage, nutrition, wellness, consumer health, homecare, beauty and personal care or any other consumer packaged goods category.

HOW IT WORKS

The BGH Mini MBA takes you on an immersive and challenging journey that allows you to design, develop and stress-test a transformative growth strategy to step-change your brand's growth.

As part of a cohort of 10-12 ambitious founders, you will work through inspiring weekly content, participate in live webinars with high-profile guest experts, and enjoy personalised 1-1 coaching sessions and interactive group workshops that will stretch your thinking and facilitate the exchange of ideas.

You also receive bespoke support from our expert industry programme partners including North Star (data and insights for FMCG challenger brands) and Harlands Accountants (sector specialist accounting services for growing businesses).

The BGH Mini MBA is delivered mainly online so that you can participate wherever you are.

YOUR BGH MINI MBA JOURNEY WEEK-BY-WEEK OUTLINE



WEEKS 1 & 2

- Setting stretch business ambitions
- Reflecting these in your business vision / mission / top-down objectives

WEEKS 3 - 5

- Unlocking deep market and consumer insight
- Future-proofing your value proposition and brand
- Deciding your future 'Where-to-Play' focuses
- Defining your brand's 'How-to-Win' in its chosen channels, customers and geographies

WEEKS 6 & 7

- Understanding your industry's Key Success Factors
- Outlining the skills, people, capabilities, assets and partnerships necessary to win

WEEKS 8, 9 & 10

- Translating your evolved strategy into a 'bottom-up' growth business plan
- Building the project plan that will deliver it
- Preparing your 'Strategic Summary' for presentation on wrap-up day

**TOTAL WEEKLY TIME COMMITMENT IS APPROXIMATELY 5 - 6 HOURS,
FROM WHEREVER YOU ARE**

KICK-OFF AND INDUCTION

29th April, London

WEEKLY STRATEGY WORK

Online, in your own time, circa 90mins

GUEST EXPERTS LUNCH AND LEARN

Virtual, every Wednesday 1-2pm

1-2-1 COACHING

Every Thursday (times tbc)

GROUP GROWTH WORKSHOP

Every Friday 11am-1pm

WRAP UP AND OPPORTUNITY TO PITCH

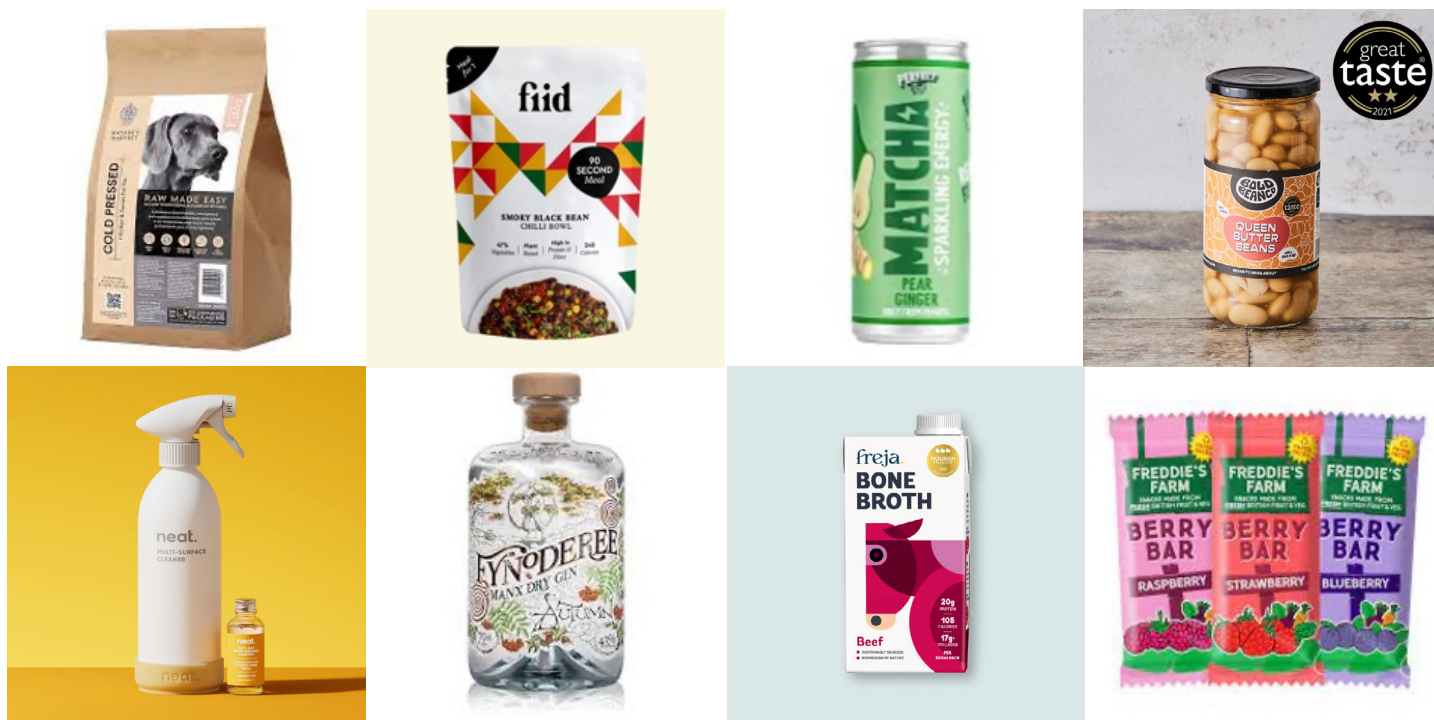
5th July 2024

PROGRAMME SUCCESS

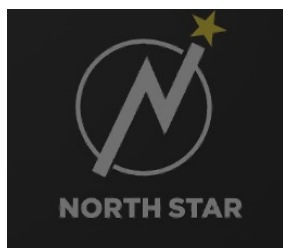
SINCE 2021, THE BRAND GROWTH HEROES ACCELERATOR PROGRAMME HAS WELCOMED OVER 80 FOUNDERS OF SCALING CHALLENGER BRANDS ACROSS FOOD, BEVERAGE, CLEANING, HOMEWARE AND PET FOOD.

Brands that have participated include high profile success stories such as Bold Bean Co, Nojo London, PerfectTed, Freddie's Farm, OHMG, Stocked, Freja, neat., The Savourists, DoddI, Fiid, Caroboo, Better Nature Tempeh, The Fynoderee Distillery, Mother Root, Nature's Harvest.

PROGRAMME ALUMNI



PROGRAMME PARTNERS 2024



98% 5-STAR REVIEWS



"Time with Fiona is like gold dust.
Highly recommend"

Ed Armitage, Founder – Freja

HOW TO APPLY

DON'T MISS OUT ON THIS INCREDIBLE OPPORTUNITY TO ACCELERATE YOUR BRAND'S GROWTH.

The cost to participate on the programme is £3,995. Founders are invited to apply for a place on the BGH Mini MBA [HERE](#).

You will be asked to supply us with a few key details about your brand and business so we can get to know you.

The information you provide will be kept safe and will not be shared outside of Alantra or Brand Growth Heroes. Entry requirements and full Terms and Conditions can be viewed [HERE](#).

Your application will be reviewed by both Brand Growth Heroes and Alantra. We will contact you to let you know if you are being offered a place on the BGH Mini MBA 2024.

Founders who accept a place on the programme will be invoiced by Brand Growth Heroes (Fiona Fitz Consulting Ltd).

CHANCE TO WIN ONE OF 4 ALANTRA SPONSORED PLACES!

We believe in supporting the next generation of brand growth heroes. That's why Alantra is fully sponsoring 4 of the 12 seats on the Brand Growth Heroes Mini MBA

Alantra sponsored founders will receive:

- Personal and group mentoring sessions with Charles Lanceley, Alantra Head of UK Food & Beverage
- The opportunity to present your optimised strategy to Charles and other senior Alantra professionals at the completion reception at Alantra's London office
- A seat at the exclusive 2024 Alantra Food & Beverage Fast 50 dinner in London on 24 April 2024

When you apply for a place on the BGH Mini MBA, your application will automatically be considered for a sponsored seat. If you are shortlisted for a sponsored seat, we will invite you to record a simple video pitch showcasing your passion and vision for your brand.

"Highly, highly, HIGHLY recommend"

Teddie Levenfiche
Founder - PerfectTed

"Off the back of this programme we developed an entirely new range and won a major retail listing"

Harry Turpin
Founder - The Savourists

"Highly recommend this programme...my only wish is to have done it sooner, it would have saved me a lot of trouble"

Ryan McSorley
Founder - neat. Clean

APPLY TODAY AND BECOME A PART OF THE BRAND GROWTH HEROES MINI MBA POWERED BY ALANTRA.



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FIONA FITZPATRICK

For over 25 years, I've been privileged to work with some of the UK's most famous consumer packaged goods brands, gaining deep experience across brand, category, sales and international business development, and holding board-level and non-executive roles. My experience includes industry giants like Nestlé and Premier Foods, as well as challenger brands such as Gü, Chobani and Strong Roots.

Through my work with Bord Bia and the BGH Accelerator Programme, I've supported over 300 startups as they strive for growth and profitability whilst remaining conscientious of their impact on people and our planet. The Brand Growth Heroes podcast, launched in 2020, highlights founders' stories from companies like Strong Roots and Rude Health, emphasising the creativity and dedication needed to overcome the many challenges facing scaling challenger brands.

The Brand Growth Heroes Mini MBA, developed from a decade of programme delivery and my eight years as a lecturer at UCD Smurfit School, aims to lift the capabilities of leaders in both established and emerging CPG brands. I'm proud and excited to be working alongside Charles Lanceley and the Consumer Goods & Retail team at Alantra.



CHARLES LANCELEY

I'm a Managing Director in Alantra's Global Consumer Goods & Retail team based in London. I advise clients, ranging from entrepreneurs and disruptors to multinationals and private equity funds, on mergers and acquisitions. I predominantly work with owners of businesses, advising on selling, raising capital, or a combination of the two.

My expertise is laser-focused on the Food, Beverage, and Vitamins, Minerals & Supplements (VMS) sectors. With extensive experience guiding both high-growth, disruptive brands and Contract Development and Manufacturing Organisations (CDMOs) within VMS. My track record covers advising exceptional companies in these niches. Including securing private equity investment and exits for innovative brands like Strong Roots, Montezuma's, Huel, and nakd, plus facilitating category-defining deals for VMS leaders like Bee Health, Aakamp, and Alphacaps.

I'm the author of the Alantra Food & Beverage Fast 50, which ranks the UK's fastest-growing privately owned Food & Beverage businesses. The UK is home to some of the most exciting and innovative brands globally. It's fascinating to watch founders progress their brands from the earliest days to, in many cases, household name status and international reach. I'm fortunate to be able to help some of those founders achieve their ambitions.

ANSWERS TO SOME QUESTIONS YOU MAY HAVE

ARE WE TOO BIG TO APPLY?

Making the space and time to challenge your strategic growth plan is immensely valuable at all stages of the scale-up journey, therefore founders of challenger brands of any size are welcome to apply. Even the most successful founders can be inspired by new and alternative approaches they discover other entrepreneurs are using at different stages of the growth journey.

AM I TOO SMALL TO APPLY?

As long as your company is registered, your brand has a website and social media presence, and is successfully trading with at least one national customer listing with a retail, wholesale or food service customer, or a significant direct to consumer business through any online channel, you are welcome to apply.

MY BRAND IS NOT IN ANY OF THE CATEGORIES MENTIONED. CAN I STILL APPLY TO JOIN THE BGH MINI MBA?

We welcome founders with brands in consumer packaged goods categories, even if this is one that we have not mentioned.

IF MY APPLICATION IS UNSUCCESSFUL, CAN I APPLY AGAIN?

Yes, of course. With just 10 to 12 founders in each cohort and competition for places high, we hope exciting brands that were not selected stay in touch so we can follow their progress and encourage them to apply for the next BGH Mini MBA cohort.

HOW MUCH OF MY TIME DO I NEED TO COMMIT?

We recommend being able to spend 5 to 6 hours a week on the BGH Mini MBA.

This is not additional work; rather, it is the thoughtful planning and strategising you often wish you had time for, presented in a structured and engaging manner.

DO YOU OFFER INVESTMENT TO SCALING BRANDS?

No. Alantra specialises in providing corporate finance advice to founders, business owners and management teams on attracting investment and raising equity and debt capital. Fiona Fitzpatrick is a non-executive director, mentor and coach to founders of scaling CPG brands.

WHERE IS YOUR COMPANY BASED?

You can find out more at alantra.com and find out more about Fiona Fitzpatrick and Brand Growth Heroes [HERE](#).

WHAT ARE YOUR TERMS AND CONDITIONS?

You can view the Terms and Conditions [HERE](#).



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**“This intimate 12 week programme
is the best investment an FMCG
founder can make!”**

Amelia Christie-Miller, Founder, Bold Bean Co
