



GREYSTONE



The Greystone NextGen FoodTech & Manufacturing Intensive Masterclass

From Idea to Scalable Production in 4 Weeks

Programme Overview

This 1-month intensive masterclass is designed to equip young entrepreneurs and startup founders with the technical, legal, operational, and commercial knowledge required to successfully launch and scale a food manufacturing business.

The programme adopts a hands-on, execution-driven approach, combining expert-led sessions, case studies, and practical assignments.

Programme Structure

Duration:

4 Weeks (Fridays & Saturdays)

Daily Sessions:

- Morning Batch: 9:00 AM – 1:00 PM (50 Participants)
- Afternoon Batch: 2:00 PM – 6:00 PM (50 Participants)

Weekly Capacity:

- Fridays: 100 Participants
- Saturdays: 100 Participants

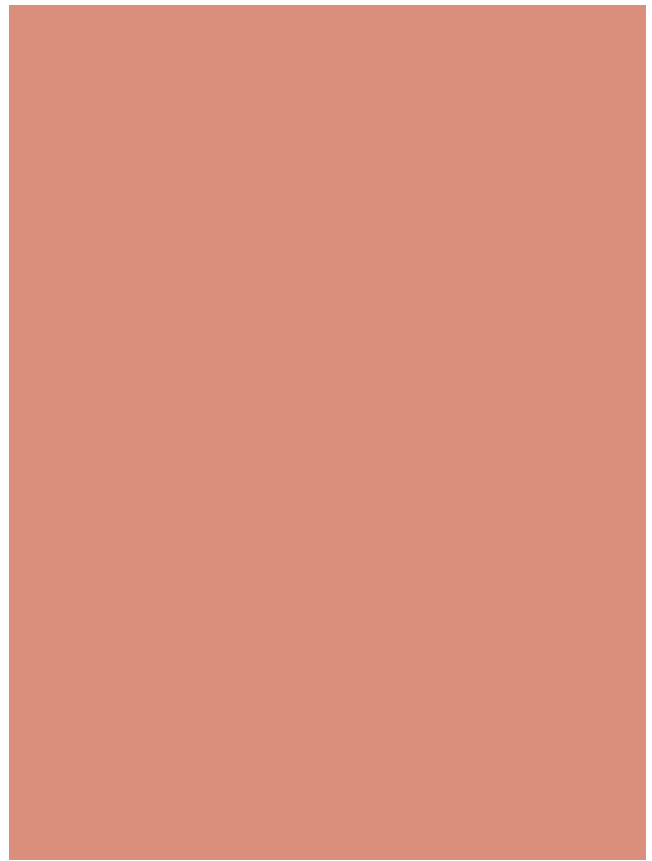
Total Participants per Cohort: 200

Total Sessions per Participant: Each participant attends 4 core sessions (one per week)

Programme Design Philosophy

- Practical, not theoretical
- Industry-led delivery
- Startup-focused execution
- Market access driven
- Compliance and export readiness oriented

Curriculum Breakdown (4 Weeks)



Week 1

Foundations of Food Manufacturing Business

Theme: From Idea to Viable Business Model

Topics Covered:

- * Understanding the FoodTech Ecosystem
- * Identifying Profitable Food Niches
- * Product Ideation & Validation
- * Business Models in Food Manufacturing
- * Basics of Business Structure & Registration
- * Introduction to Regulatory Bodies (NAFDAC, SON, HACCP principles)

Outcome:

Participants leave with a validated business idea and structure

Week 2

Production, Processing & Operations

Theme: Turning Concepts into Products

Topics Covered:

- * Food Processing Techniques (Dry, Wet, Frozen, Packaged Foods)
- * Equipment Selection & Setup (Small-scale to Semi-industrial)
- * Production Planning & Workflow Design
- * Sourcing Raw Materials & Supply Chain
- * Quality Control & Hygiene Standards
- * Reducing Waste & Improving Efficiency

Outcome:

Participants understand how to produce at commercial scale

Week 3

Branding, Packaging & Market Positioning

Theme: Building a Market-Ready Product

Topics Covered:

- * Product Branding & Identity Development
- * Packaging Design (Functionality + Compliance)
- * Labelling Requirements (Local & Export Standards)
- * Pricing Strategy for Profitability
- * Route to Market (Retail, Wholesale, Online, Export)
- * Digital Marketing for Food Brands

Outcome:

Participants develop a market-ready brand concept

Week 4

Finance, Compliance & Scale Strategy

Theme: Building a Sustainable and Scalable Business

Topics Covered:

- * Costing & Financial Planning
- * Access to Funding & Investment Readiness
- * Regulatory Compliance & Certifications
- * Export Readiness & International Standards
- * Partnerships & Distribution Channels
- * Scaling Strategy (From Kitchen to Factory)

Outcome:

Participants leave with a clear go-to-market and growth plan

Delivery Format

- * Expert-led Masterclasses
- * Real-life Case Studies
- * Interactive Q&A Sessions
- * Group Breakout Sessions
- * Practical Assignments (Weekly Tasks)

Post-Programme Benefits

- * Access to Industry Mentors
- * Entry into FoodTech Startup Network
- * Opportunity for incubation & funding consideration
- * Priority access to future advanced programmes

Expected Impact

By the end of the programme, participants will:

- * Launch or refine a viable food product
- * Understand production and compliance requirements
- * Build a strong brand and go-to-market strategy
- * Be positioned for commercial success and scale

Certification

Participants receive:

The Greystone Certificate of Completion in Food Technology & Manufacturing Entrepreneurship

Ideal Faculty Composition

- * Food Scientists & Technologists
- * Manufacturing Experts
- * Regulatory & Compliance Consultants
- * Branding & Marketing Strategists
- * Investment & Finance Professionals

Course Structure

* Friday Cohort (100 participants split into AM & PM – same content)

* Saturday Cohort (100 participants split into AM & PM, same content, different people)

Each cohort progresses over 4 consecutive weeks, receiving the same structured learning journey, just on different days

Full operationally precise schedule:

NEXTGEN FOODTECH & MANUFACTURING INTENSIVE MASTERCLASS

Cohort-Based Delivery Structure (Optimised)

Venue: No 18 Oba Akenzua Avenue, Old Bodija, Ibadan

Start Date: Friday 15 May 2026

PROGRAMME STRUCTURE OVERVIEW

Cohort A (Friday Track)

- ▣ Participants: 100
- ▣ Split into:

50 (9:00 AM – 1:00 PM)

50 (2:00 PM – 6:00 PM)

Runs every Friday for 4 weeks

Cohort B (Saturday Track)

- ▣ Participants: 100
- ▣ Split into:

50 (9:00 AM – 1:00 PM)

50 (2:00 PM – 6:00 PM)

Runs every Saturday for 4 weeks

KEY PRINCIPLE

- Friday AM & PM = SAME SESSION CONTENT
- Saturday AM & PM = SAME SESSION CONTENT
- Friday cohort Saturday cohort (different participants, same curriculum)

DETAILED WEEK-BY-WEEK DELIVERY

WEEK 1: Business Foundation & Product Ideation

Friday, 15 May 2026 (Cohort A)

Both Sessions (AM & PM):

- Programme Orientation
- Understanding the Food

Manufacturing Landscape

- Identifying Profitable Niches
- Product Ideation & Validation

Framework

- Exercise: Define Your Product Idea

Saturday, 16 May 2026 (Cohort B)

Both Sessions (AM & PM):

- Same content as Friday
- Delivered to a different group of participants

WEEK 2: Production & Operations

Friday, 22 May 2026 (Cohort A)

Both Sessions (AM & PM):

- Food Processing Methods (Dry, Wet, Packaged Foods)
- Equipment Selection (Startup vs Scale)
- Production Workflow Design
- Quality Control & Hygiene Standards
- Exercise: Draft Production Process

Saturday, 23 May 2026 (Cohort B)

Both Sessions (AM & PM):

- Same content as Friday

WEEK 3: Branding, Packaging & Market Entry

Friday, 29 May 2026 (Cohort A)

Both Sessions (AM & PM):

- Branding Strategy for Food Products
- Packaging Design & Compliance
- Labelling Requirements
- Pricing Strategy
- Route to Market
- Exercise: Develop Brand Concept

Saturday, 30 May 2026 (Cohort B)

Both Sessions (AM & PM):

- Same content as Friday

WEEK 4: Finance, Compliance & Scaling

Friday, 5 June 2026 (Cohort A)

Both Sessions (AM & PM):

- Costing & Financial Planning
- Funding & Investment Readiness
- Regulatory Compliance Deep Dive
- Scaling Strategy

- Final Exercise: Go-to-Market Plan

Saturday, 6 June 2026 (Cohort B)

Both Sessions (AM & PM):

- Same content as Friday

GRADUATION STRUCTURE (OPTIONAL BUT POWERFUL)

You can:

- Combine both cohorts for a joint graduation event, OR
- Run two separate mini graduations (Friday & Saturday)

OPERATIONAL ADVANTAGE OF THIS MODEL

This structure gives you:

- Consistency in delivery
- Efficient use of facilitators (repeat sessions same day)
- Scalability (easy to replicate future cohorts)
- Clear participant journey (no confusion)

SIMPLE WAY TO COMMUNICATE IT PUBLICLY

- > "Choose your preferred learning track:
- > Fridays or Saturdays same premium experience, same outcomes."

1. FACILITATOR TEACHING SCHEDULE (DELIVERY GRID)

Delivery Model

- Each facilitator delivers the same session twice per day (AM & PM)
- Ensures consistency, quality control, and efficient resource use

WEEK-BY-WEEK FACULTY STRUCTURE

WEEK 1: Business Foundation & Ideation

Lead Facilitators:

- FoodTech Industry Expert
- Business Strategy Consultant
- Regulatory/Compliance Advisor

Session Flow (Both AM & PM):

1. Orientation & Industry Overview
Programme Director
2. Identifying Profitable Niches
FoodTech Expert
3. Product Ideation Framework
Business Consultant
4. Regulatory Introduction
(NAFDAC, SON, HACCP)
Compliance Expert

5. Exercise Review Panel (All facilitators)

WEEK 2: Production & Operations

Lead Facilitators:

- Food Scientist / Technologist
- Production/Factory Operations Expert
- Supply Chain Specialist

Session Flow:

1. Food Processing Techniques –
Food Scientist
2. Equipment Selection & Setup –
Operations Expert
3. Production Workflow Design –
Operations Expert
4. Quality Control & Hygiene –
Food Scientist
5. Supply Chain & Sourcing –
Supply Chain Specialist

WEEK 3: Branding & Market Entry

Lead Facilitators:

- Branding Strategist
- Packaging Specialist
- Marketing & Sales Expert

Session Flow:

1. Branding Strategy – Branding
Expert
2. Packaging Design & Compliance
– Packaging Specialist
3. Labelling Requirements –
Compliance Consultant
4. Pricing Strategy – Business
Consultant
5. Route to Market & Digital Sales
– Marketing Expert

WEEK 4: Finance, Compliance & Scale

Lead Facilitators:

- Finance & Investment Expert
- Regulatory Consultant
- Growth/Scale Strategist

Session Flow:

1. Costing & Financial Planning – Finance Expert
2. Funding & Investment Readiness – Investment Advisor
3. Compliance Deep Dive – Regulatory Consultant
4. Scaling Strategy – Growth Expert
5. Final Presentation Review – Panel

Daily Teaching Format (Standardised)

- 9:00 – 10:30 → Session 1
- 10:30 – 10:45 → Break
- 10:45 – 12:00 → Session 2
- 12:00 – 1:00 → Session 3 + Exercise

(Same repeated for afternoon batch)

2. PARTICIPANT HANDBOOK (STRUCTURE & CONTENT)

This should be given as a printed + digital document.

Handbook Sections

1. Welcome Note

- Vision of the programme
- Expected transformation

2. Programme Overview

- Structure (4 weeks)
- Learning outcomes
- Schedule (Fridays or Saturdays)

3. Weekly Breakdown

Week 1

- Objective: Define your business idea
- Assignment: Product Concept Sheet

Week 2

- Objective: Build production understanding
- Assignment: Production Plan

Week 3

- Objective: Develop brand & market strategy
- Assignment: Brand & Packaging Concept

Week 4

- Objective: Build financial & growth plan
- Assignment: Go-to-Market Strategy

4. Tools & Templates (Very Important)

Include:

- Business Model Canvas
- Product Development Template
- Costing Sheet
- Branding Checklist
- Go-to-Market Plan Template

5. Programme Rules

- Attendance policy
- Participation expectations
- Assignment submission

6. Certification Criteria

- Minimum attendance (75%+)
- Completion of final assignment

7. Post-Programme Opportunities

- Mentorship
- Incubation
- Funding access

3. PROGRAMME OPERATIONS CHECKLIST (FOR YOUR TEAM)

This is your execution backbone.

A. PRE-PROGRAMME (4–6 WEEKS BEFORE)

Strategy & Setup

- Finalise curriculum
- Confirm facilitators
- Set pricing & payment structure

Marketing

- Launch campaign
- Open registration portal
- Activate partnerships

Logistics

- Prepare training hall (HQ)
- Branding (banners, signage)
- Print materials (handbooks, certificates)

B. 2 WEEKS BEFORE

- Confirm participant list (200)
- Allocate batches (Friday vs Saturday)
- Send onboarding emails
- Confirm facilitator availability
- Test AV equipment

C. 1 WEEK BEFORE

- Final reminders to participants
- Print attendance sheets
- Prepare welcome packs
- Staff briefing session

D. DAILY OPERATIONS (CRITICAL)

Before Session

- Set up registration desk
- Test projector, sound, slides
- Prepare refreshments

During Session

- Manage attendance
- Timekeeping (very important)
- Facilitate Q&A

After Session

- Collect feedback
- Upload materials
- Track assignments

E. WEEKLY REVIEW

- Evaluate participant progress
- Address gaps
- Adjust delivery if needed

F. FINAL WEEK / CLOSE-OUT

- Assess final assignments
- Print certificates
- Plan graduation event
- Capture testimonials (video + written)

G. POST-PROGRAMME

- Share certificates
- Add participants to alumni network
- Begin mentorship engagement
- Track business outcomes (important for future marketing)

