







# **CPG Industry Network Partner:** Frequently Asked Questions

**Proof Incubator and LaunchTN** 

2023 Initiative and Resources





#### Q. What is LaunchTN's Industry Network Partner Initiative?

Launch Tennessee is launching a Consumer Product Goods support network and industry focus across the entire state of TN. Proof & CPG Peeps will be industry network partners that provide support for ecosystem builders and entrepreneurs across Tennessee.

## Q. What is CPG Peeps-the CPG Industry Mentor Network?

A. CPG Peeps is a dedicated Mentor Network of industry professionals, led by an Entrepreneur-in-Residence, who are available to coach and consult CPG entrepreneurs. If you are an experienced CPG professional interested in becoming a mentor in our network please submit your application through this form.

## Q. What is Proof and CPG Peeps?

A. Proof is an entrepreneurial ecosystem partner that operates workshops, programs, incubators, and accelerator programs for startups in the consumer packaged goods industry and food and beverage industry across the country. Proof and CPG Peeps have coached over 500+ companies since their launch in 2020.

B. CPG Peeps will be the Brand, Face and entity supporting Launch TN Consumer Goods initiative IN 2023

#### Q. What is a consumer packaged good?

A consumer packaged good (CPG) is any type of product that is mass-produced and sold to consumers through retail stores or direct to consumers through online stores. This includes items such as food, beverages, health and beauty products, cleaning supplies, clothing, electronics, toys and more.

# Q: What resources does CPG Peeps offer for Consumer Packaged Goods entrepreneurs in Tennessee?

A: CPG PEEPS offers a wide range of resources to help CPG entrepreneurs in Tennessee. We provide access to experienced mentors, specialized workshops and seminars, investment opportunities, networking events, full programs and accelerators, and more. Our goal is to equip CPG entrepreneurs with the tools they need to succeed BUILD AND SCALE THEIR PRODUCT.





# Q: What types of mentoring do you provide?

A: Our mentors are experienced business leaders from a wide range of backgrounds who have expertise in the consumer products space. They help our clients form strategic partnerships, identify key stakeholders and retail contacts within their industry, develop: sales, marketing plans for product launches and more.

# Q: Who can apply for the CPG Peeps network and support?

A: We encourage any entrepreneur or startup based in Tennessee that has an innovative concept for a consumer packaged goods business to <u>apply through this link</u>. Future accelerators and resources will be dependent on existing sales or completion of CPG Peeps 101 consumer products courses.

**Q:** How can I access these resources for my clients and entrepreneurs?

A: You can <u>register to be a CPG Peeps network partner here.</u> Additionally, you can contact us directly at *info@proofincubator.com* for further assistance on how best to utilize the resources we have available for CPG entrepreneurs.