BRAND GROWTH HEROES MINI MBA | POWERED BY ALANTRA

BGH MINI MBA 2027 · COHORT 4

Applications 6–31 January

Programme 13 April – 15 July 2027

Where will your brand be in 2030?

The 12-week strategy accelerator for ambitious founders of scaling CPG challenger brands. Step out of the day-to-day, make the big calls with experts beside you, and **leave with a 3-year growth plan you've pitched to Alantra.**

15	12	10	1
BRANDS MAX	WEEKS	CHALLENGES	GROWTH PLAN

THINK BIG MOTIVATING **Ambitions** | SHARPER FOCUS CLEARER **Decisions** | BAKING IN WINNING **Capabilities** | MAKE IT HAPPEN 3 YEAR **Growth Plan**

01 · THINK BIG

Why the BGH Mini MBA

Who it's for, what you'll leave with, and what founders say.

98%
5-star reviews

200+
founders through Brand Growth Heroes programmes since 2021

Is it for you?

Founders of established challenger brands in any consumer goods category.

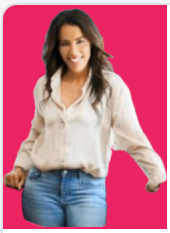
- ✓ Your company is registered and your product is **trading successfully**
- ✓ Your brand is **trademarked**, with a website and social media
- ✓ You have **a national listing** (retail, wholesale or food service) **or a significant direct-to-consumer business**
- ✓ You can give **about 5–6 hours a week** for 12 weeks

Too big? There's no upper limit. Founders at every stage learn from each other, and co-founders are welcome too.

What you'll leave with

Twelve weeks of focused thinking time, with real support.

- ✓ **A 3-year growth plan**, summed up on your Growth on a Page
- ✓ **A live pitch** to a panel from Alantra and our partners, in London
- ✓ **Clearer decisions** on where to play and how to win
- ✓ **Coaching all the way:** 1-2-1s, group workshops and VIP firesides
- ✓ **Expert input:** NielsenIQ category data, Joelson legal and commercial mentoring
- ✓ **Your cohort:** up to 15 founders who know exactly what you're facing



"An amazing opportunity for Cuzena to be really clear on the business objectives and have absolute clarity for the next stage."

Shadia Al Hili
Founder & CEO, Cuzena · 2024



"We've moved out of a niche to become a mainstream product by reframing the opportunity, and now we think and play both bigger and braver!"

Elin Roberts
Co-CEO, Better Nature · 2024



THE 2026 COHORT AT ALANTRA, LONDON

Founders, the programme team and partners, celebrating together.

Meet every alumni brand overleaf →

You'll be in good company.

Every brand from the first three BGH Mini MBA cohorts, powered by Alantra, plus Brand Growth Heroes alumni who have gone on to scale.

BGH MINI MBA 2024 · COHORT 1

AKT · Better Nature · Bold Bean Co · Chimac · Cuzena · Fearne & Rosie · Fibe · FIX8 · Meurisse · Pukpip · Pärla · X-Lite Vodka & Soda

BGH MINI MBA 2025 · COHORT 2

All The Aunties · The Black Farmer · Cookie Dó · Craft & Crumb · Crumbs Brewing · Grub Club · Lucky Saint · Jux · Mighty Slice · Nice Rice · Northern Pasta Co. · Oatsu · Ombar · Pack'd

BGH MINI MBA 2026 · COHORT 3

Aagrah · Denzel's · All Dressed Up · Double-Barrelled · Hey Lo! · Holos (brewed for good) · House of Cinn Cinnamon Buns · Mixtons · Natural Oddity · Omega Pressery · Saida's Kitchen · Three Robins · Wild Thingz · Woolf's Kitchen · Wildfarmed · Brand Growth Heroes

BRAND GROWTH HEROES ALUMNI WHO'VE SCALED

Earlier Brand Growth Heroes programmes, 2021–22

Freja Bone Broth · Mother Root · neat · nojo (Less Yawn, More Yum) · Perfect Ted · Stocked

Could your brand be next?

Applications open 6 January and close 31 January at midnight.

brandgrowthheroes.com/mini-mba-2027

02 · SHARPER FOCUS

How it works

Twelve weeks, mainly online, with two days together in London.

5–6

hours a week. Not extra work: the thinking time you wish you had.

WED 6 JAN	SUN 31 JAN	22 FEB	5 MAR	13 APR	15 JUL
Apply	**Close**	**Offers**	**Accept**	**Kick-off**	**Pitch day**
Applications open	At midnight	By phone and email	Confirm your place	Alantra, London	Alantra, London

A week on the BGH Mini MBA

ANY TIME	**Videos & tools** · about 90 min
WEDNESDAY	**VIP fireside** · 1–2pm, online
THURSDAY	**1-2-1 coaching** · Fiona or partners
FRIDAY	**Group workshop** · 2 hours, online

Sessions are recorded, so you can catch up.

The 10 BGH Mini MBA challenges

1 Guiding principles
2 Motivating ambitions
3 Opportunities
4 Target consumer
5 Your proposition
6 Challenger brand
7 Demand strategy
8 Enabling resources
9 Business & capital plan
10 Growth on a Page

03 · BAKING IN

Who's behind it

The people who'll challenge you, and back you, for 12 weeks.



Fiona Fitzpatrick
Programme lead, Brand Growth Heroes
27 years in consumer goods, from Nestlé to Gü, Chobani and Strong Roots. Non-exec, investor and coach to scaling founders.



Charles Lanceley
Head of UK Food & Beverage, Alantra
Adviser on deals behind brands like Strong Roots, Montezuma's, Huel and nakd. Mentors the four Alantra-funded founders.

ALANTRA
Headline sponsor. Funds four places and hosts both London days.

Joelson
Law firm, B Corp. Mentoring on your legal and commercial foundations.

NIQ NielsenIQ
Market intelligence. A data package for your category, plus mentoring.

VIP FIRESIDES **"Opportunities like this mini-MBA are worth their weight in gold!"** David Hamilton

04 · MAKE IT HAPPEN

Apply

What it costs, how to apply and what happens next.

What it costs

£4,995 + VAT	**Full-fee place**, all 12 weeks.
£0	**4 fully funded places** from Alantra, with Charles Lanceley's mentoring.
50% off	**4 bursaries** from Joelson and NielsenIQ: £2,497.50 + VAT.

No extra form for funding. Secure a place with a £500 + VAT deposit within 7 days of accepting; the balance follows in two instalments.

How to apply

No difficult questions, no essays.

1. **Tell us about your brand**
   A short form with the key facts.
2. **Film a 3-minute video**
   Say hello and show us your product.
3. **We review it together**
   Only BGH and our three partners see it.
4. **Hear from us on 22 February**
   By phone and email. Accept by 5 March.

8

funded places. Every application is considered.

Outside the UK?
You're welcome. It's mainly online; only kick-off and pitch day are in London.

Bring your co-founder
Co-founders are invited too, so you go on the journey together.

Not offered a place?
Apply again. We'd love to follow your progress.

BGH MINI MBA 2027 · COHORT 4

Ready to make it happen?

Applications open 6 January and close 31 January at midnight.

Register or apply now →

brandgrowthheroes.com/mini-mba-2027

SUPPORTED BY Joelson NIQ NielsenIQ