



## **What is Imago?**

Imago is a growth stage accelerator that works with established Food & Beverage entrepreneurs to scale their businesses. Imago provides a strong course curriculum, growth stage financing, affiliation with strategic partners and access to the best minds in the regional F&B industry.

## **The Imago Team**

Imago is an initiative of Aseel F&B, a Dubai based consultancy that is dedicated to providing turnkey solutions for start-up entrepreneurs and established businesses in the Food and Beverage space. To learn more about Aseel F&B: [www.aseelfnb.com](http://www.aseelfnb.com)

## **Why Growth Stage?**

Working with Food & Beverage concepts in the GCC over the last four years, Aseel F&B realized that there are a number of high growth potential start-ups that haven't been successful in scaling their operations due to:

- Unfocused growth strategy
- Incorrect capital allocation – investing money in the wrong areas
- Lack of funding to support growth objectives
- Lack of internal processes and systems to successfully grow
- Difficulty in finding talent to expand
- Unwillingness of founder(s) to grow beyond the first location

Aseel F&B launched Imago as a platform for F&B entrepreneurs to realize the true potential of their businesses.

## **What does Imago offer?**

- Access to Industry renowned mentors
- A strong, action-oriented program
- Access to exclusive talks
- Hands on support
- Funding
- Community & Connections

## **How much does it cost to enroll in the program?**

Imago charges a AED 1000 fee for candidates to apply to the program. Selected candidates will pay a course fee of AED 10,000 to get access to the course curriculum.

## **How can one get involved or get more information?**

To learn more visit [www.imago.ae](http://www.imago.ae) or email [info@imago.ae](mailto:info@imago.ae)