



A SPEAKER SERIES BY AUBREY MCCOY

The Farmer's Way

A Founders Provenance Speaker Series — from the book What Founders Can Learn From Farmers

Farmers are the original entrepreneurs. Aubrey McCoy — Founder & CEO of VK Capital Ventures, Fortune 500 data strategist (Amazon Music, Effectv/Comcast, ASM Global, Sysco, HP), and working chef — teaches eleven field-tested principles for building companies the way farmers build harvests: rooted, seasonal, and made to last generations. Every session pairs the principle with hands-on workshop tools and the published evidence underneath it.

THE ELEVEN SESSIONS

- 1. Plant Before You're Ready to Harvest** — the pre-harvest plan: build before you need results
- 2. You Can't Rush the Seasons** — timing, patience, and the survival data
- 3. Prepare the Soil Before Planting** — market soil-testing & validated demand
- 4. Diversify Your Crops** — concentration risk & revenue portfolios
- 5. Weather the Storms You Can't Control** — buffers, storm models, resilience
- 6. Invest in Quality Tools & Infrastructure** — leverage vs. overhead
- 7. Study the Land Intimately** — customer ethnography & micro-trends
- 8. The Power of Patience & Persistence** — habits that compound
- 9. Waste Nothing, Use Everything** — comebacks composted into assets
- 10. Community & Cooperation Over Competition** — partnership blueprinting
- 11. Plan for Generations, Not Just Seasons** — the Provenance Charter finale

ENGAGEMENT FORMATS — PROPOSED FEES (AUBREY CONFIRMS FINAL RATES)

Keynote (45–60 min, one session)	\$10,000
Half-day workshop (session + tools worked live)	\$12,500
Full-day training (two sessions + labs)	\$15,000
11-Week Residency (full cohort curriculum, hybrid)	Quoted per cohort
Virtual session · University lecture \$3,500 + travel · Panel \$2,000 · Nonprofit/community \$2,500	from \$2,000

Book the series: contactus@vkculinary.tech

Tell us your organization, audience, and dates — and which session you'd start with. All fees above are the PROPOSED October 2026 card, confirmed in your booking agreement. Gift copies of the book for attendees quoted per engagement. Coordination through Aubrey's office · VK Capital Ventures Inc. · Houston, Texas