
EIT Food Support for entrepreneurs

AN INTRODUCTION TO THE CORE EIT
FOOD BUSINESS CREATION
PROGRAMMES AND SUPPORTING
RIS INITIATIVES



EIT Food is supported by the EIT
a body of the European Union

Food system challenge



At EIT Food we aim to overcome these challenges by bringing all players together and guiding and accelerating the innovation process to transform the food system

SOCIAL



We need to feed **10 billion** people by 2050 (*UN, 2017*)



Over to **2 billion** people are currently overweight (*WHO, 2018*), while **800 million** are undernourished (*FAO, 2019*)



Up to **35%** of children under 5 globally are stunted, wasted or overweight (*UNICEF, 2019*)

ENVIRONMENTAL



1/3 of our food is wasted globally (*FAO, 2019*)



70% of global freshwater withdrawals come from the food industry (*FAO, 2016*)



Food production accounts for **26%** of greenhouse gas emissions (*Science, 2018*)

ENTREPRENEURIAL



Only **3.4%** of all EU startups are in the food industry (*ESM, 2016*)



9 out of 10 startups fail due to lack of a market need for their products (*Munich Business School, 2016*)



Meeting the UN SDGs could create innovation opportunities worth **US\$200 billion** for the European business sector in agrifood by 2030 (*BSDC, 2016*)

IMPROVING FOOD TOGETHER

EIT Food



Funded by the
European Union

As Europe's leading food initiative,
we are working to make the food system
more **sustainable, healthy and trusted**

OUR MISSION

Our mission is to create a world where everybody can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork.

OUR ROLE

Our role is to bring all players together and guide and accelerate the innovation process that will transform the food system.

OUR STRENGTH

Our strength comes from partners, which represent over 85 of Europe's leading agrifood companies, research institutes and universities.

The network also includes the RisingFoodStars Association, bringing together Europe's best agrifood startups and scaleups.

We are headquartered in Leuven and have regional offices in Warsaw, Freising, Reading, Leuven, Bilbao and Madrid.



OUR COMMUNITY

Our community is unique because it brings together key players from across the food value chain including industry partners, startups, research centres and universities



OUR SIX FOCUS AREAS

We support entrepreneurs that are finding solutions to the biggest challenges in our food system.



Alternative proteins



Sustainable Agriculture



Sustainable aquaculture



Targeted Nutrition



Digital transformation of traceability



Circular food systems

For agrifood startups and innovators



LAUNCH

Understand your market
For aspiring entrepreneurs and intrapreneurs



SEEDBED

A 6-month incubator programme to transform innovative ideas into market-validated business propositions



Funding,
skills and
support for
customer
discovery



Bootcamp
and options
roundabout



Follow on
funding
and
support

SEEDBED



FeJuice is a ‘functional food’ startup with an all-female team. Their juices, smoothies and ice creams are formulated according to a unique algorithm based on scientific research to increase iron levels in the blood, helping those with anaemia - including women at reproductive age, pregnant women and vegans.

ACCELERATE

Build your business

For registered startups, (pre)seed with traction indicator



FOOD ACCELERATOR

A 4-month programme delivered
at six unique innovation hubs in
Europe



Mini MBA
focussed on
agrifood



Best network to
launch a
business in the
sector



Access to
facilities such as
labs, pilot sites,
and
agricultural land



Investment and
funding
available

SCALE

Grow internationally

For early scaleups, past ideation phase with paying customers



RISINGFOODSTARS ASSOCIATION

Our thriving agritech network gives outstanding early scaleups access to knowledge and partners that will propel them further, faster



Easy access & personalised introductions to world-leading corporates, academia and research organisations



Opportunities to partner in EIT Food innovation projects with a trusted network of leading global companies



Increased visibility through accessing high-impact international agrifood and startup events



Tailored support to scale up, raise investment and tackle typical startup growing pains

RISINGFOODSTARS



Redefine Meat is the world's first 3D printed, plant-based alt-steak product. The team worked with leading butchers, chefs, food technologists and taste experts to digitally map over 70 sensorial parameters, including premium beef cuts' texture, juiciness and fat distribution to create sustainable, high-protein, no-cholesterol steaks that look, cook, and taste like beef.

EXTRA SUPPORT FOR SOUTHERN AND EASTERN EUROPE

Access to these supporting activities is specifically for entrepreneurs who are residents or citizens of countries in Southern and Eastern Europe.



For agrifood startups and innovators



CHALLENGE LABS

Program description

Challenge Labs 's aim is to **identify** and **solve the real, pressing problems and challenges** of the local agrifood industry.

Participants with diverse knowledge and background learn and apply different innovation methodologies (ex. design thinking, service design) to create and validate their solution to the agrifood sector challenges.

For whom?

- New graduates,
- PhDs,
- scientists,
- professionals and industry experts with diverse knowledge, experience and ideas in agrifood area
- Startups, SMEs



Why you should join the programme?

INNOVATION TOOLS AND METHODOLOGIES

You will learn how to create innovative products and services according to the needs of the customers.



INSIGHTS FROM THE AGRIFOOD INDUSTRY

You will learn about business trends and challenges affecting the agrifood industry.

EXPERT ADVICE

You will be able to consult with prominent experts from the agrifood industry about your ideas.



INSPIRING PEOPLE

You will meet and work with other enthusiasts with diverse knowledge and backgrounds.



CHALLENGE LABS

Programme overview



July - September

Apply

Tell us about your experience and motivation to join the programme.



September

Get selected

We will select the best applicants to form teams with diverse experience and knowledge.



October/November

Participate

Join dynamic workshops, learn innovation methodologies, create prototypes and meet fellow innovators and experts.

[Aplikuj od lipca na : https://jedzenieprzyszosci.pl/](https://jedzenieprzyszosci.pl/)



TEST FARMS

What

Test Farms links agricultural startups with farmers and testing land

The programme is designed to link startups that are looking to validate their agricultural solutions with farmers or agricultural/pastureland to do a pilot project.

For whom

Startups with innovative solutions (MVP/prototype level) in agriculture/animal husbandry.



Test Farms - Test your agritech solution in the farm!



 **Food** | Regional Innovation Scheme  Funded by the European Union

TEST FARMS

Programme overview



MARCH - APRIL 21'

Application

Explain how your solution is innovative and why you want to test it



JUNE 21'

Matchmaking

Meet and get matched with the right farmer with suitable testing conditions



JULY 21' - JULY 22'

Testing

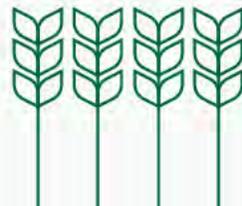
Test your solution in the field, then validate and improve it



JULY 21' - JULY 22'

Demo Day

Showcase your refined product to potential clients



TEST FARMS

Why should you join our programme?

VALIDATION

Test the functionality and need for your solution with professional farmers on different types of land, with various crops and animals.



VISIBILITY

Showcase your refined product to potential clients on Demo Day, organised at a farmer's site.

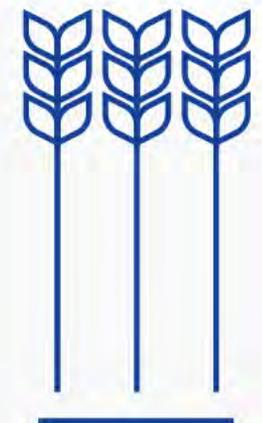
NETWORK

Get access to the EIT Food network: agricultural companies, research institutes and startups.



FUNDING

Receive a 3000 EUR budget to support the travel and testing phase*.



*Check [Terms and Conditions](#) for eligibility of the funding.

TEST FARMS

Demo Day Ullmanna

- Tested with Association of Beetroot Producers in Samborowice (close to border with Czech Rep.)
- **Objective:** functionality + market need test for on the sugarbeet plantation + feedback from the sugarbeet farmers
- **Results:** solution addresses labour shortage; product very efficiently removes weeds and simultaneously decreases the use of pesticides; interest from sugarbeetroot processing company and individual farmers



TEAMUP

What

Where brilliant co-founders team up and create impactful agrifood startups

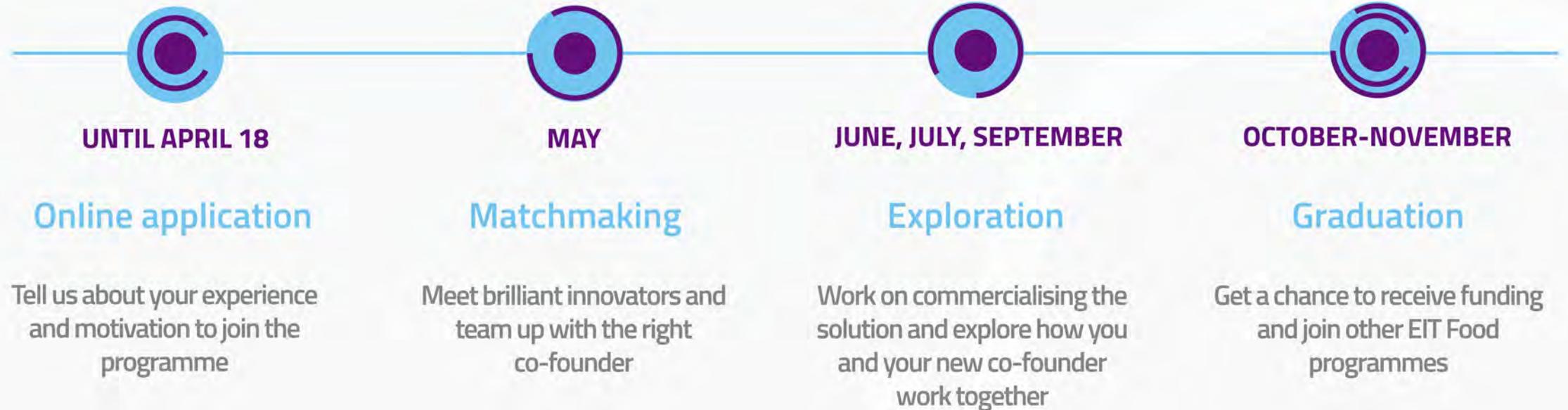
TeamUp matches leading technologists with entrepreneurial business professionals and supports them on their journey to co-create truly impactful agrifood ventures.

For whom

- People with technology that can transform the food system
- People with the skills and experience to build a successful agrifood startup



Programme overview



Why join the programme?

For technologists with agrifood solutions



FIND A CO-FOUNDER

Meet business professionals who can help you build and grow an impactful agrifood startup.

COMMERCIALISE YOUR SOLUTION

Together with your co-founder, work on business proposition and plan for developing your startup.



TRAINING AND NETWORK

Get training, expert advice and access to a vast network of EIT Food partners.

FUNDING

Each team will get a monthly stipend of €2,000 (3 months) and a chance to receive further funding.



EIT JUMPSTARTER

Jumpstarter programme supports people with **promising ideas** of innovative products and services in agriculture, food processing and distribution, healthcare, energy, raw materials, urban mobility or manufacturing sector.

Do you want to **develop your concept** and make a difference in these industries?

We will provide you with knowledge, contacts and support.

For whom?

- Scientific project teams, innovators, scientists, PhD students or master's students who have unique solutions for one of the following sectors: agrifood, healthcare, Raw materials, energy, urban mobility or manufacturing.



Jumpstarter - Make a jump and start your business with us!

Why should you join the programme?



Participating in an international bootcamp

You will learn how to commercialize your solution, develop a successful business model and make fundamental choices.



Financial support

Your team can receive up to 1,000 € completing stage 2 and 3 of the programme.



Professional mentoring

You can count on our specialist advisors, who will help you formulate your strategies.



Pitch competition

Your team will have a chance to win financial prizes up to 1,000 € in the Grand Final.



Joining The EIT network

During training you will get to know industry experts and build a network of European contacts.

EIT JUMPSTARTER Programme overview



Start your own business with EIT and change the industry you're working in!

BENEFITS FOR AGRIFOOD ENTREPRENEURS

The entrepreneurs we work with us and our partners stand to benefit in many ways.



Access to
infrastructure, labs
and technologies



Access to finance and
help with fundraising



Access to market and
customers



Brand promotion and
media exposure



Access to a
thriving network



Support through
their journeys



Access to world-class
mentors and experts

GET IN TOUCH

Adriana Balazy - RIS Business Development Manager

adriana.balazy@eitfood.eu

Adam Strzelecki - crossKIC Project Manager

adam.strzelecki@eitfood.eu

