

# SEEDBED INCUBATOR



Funded by the  
European Union

# WHO IS EIT FOOD?

AS EUROPE'S  
FOOD INNOVATION  
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.

# WHY DO WE MATTER?



## THE BIG FOOD CHALLENGE

Food innovation is critical to the future of healthy people and planet. To feed 10 billion people by 2050, we need to radically transform our entire food system.



## POLICY FRAMEWORK

The European Green Deal and Farm to Fork strategy ambition is to transform the agrifood sector and arrive at a carbon-neutral, circular, resilient, and resource-efficient food system, restoring biodiversity and promoting sustainable and healthy diets to citizens.



## MARKET OPPORTUNITY

Innovation in the agrifood sector is worth more than €200bn across Europe if we are to meet UNSDGs, and the agrifood industry has the highest number of jobs of any sector.



## INNOVATION

Less than 4% of all EU startups are in agrifood. We need thriving entrepreneurship and innovation across the entire food system to scale solutions for radical change.

# WE EXIST TO DRIVE INNOVATION AND TRANSFORMATION AT SCALE



## ROLE FOR EIT FOOD

As the leading agrifood innovation initiative, working with partners across the entire food system – from corporates, to startups, scaleups, and universities – we are in a unique position to drive change.



## POWER OF EIT FOOD ENTREPRENEURS

Our mission to build an inspiring innovative and inclusive community of entrepreneurs is crucial to create a sustainable, healthy and trusted food system that works for people and for the planet.



## NEED FOR COLLABORATION

In the face of enormous economic and business challenge, the key is collaboration. Startups need funding and scale, corporates need agility and innovation, investors need fast businesses to invest in, and EIT Food brings benefits to all these audiences.



## POWER OF COMMUNITY

We need an industry-wide approach to achieve radical change. The power of our community, and the expertise it harnesses, has potential to drive transformation and scale.



# OUR SIX FOCUS AREAS



**ALTERNATIVE  
PROTEINS**



**TARGETED  
NUTRITION**



**SUSTAINABLE  
AGRICULTURE**



**SUSTAINABLE  
AQUACULTURE**



**DIGITALIZED  
TRACEABILITY**



**CIRCULAR  
FOOD SYSTEMS**

These focus areas are aligned to the United Nations Sustainable Development Goals (SDGs) as well as the European Union's 'Farm to Fork Strategy' of the 'Green Deal'

# OUR COMMUNITY

We bring together key players from across the food value chain, including industry partners, startups, research centres and universities. Our entrepreneurs benefit from funding, mentoring, experts, and access to a thriving European network of innovators.

## INDUSTRY PARTNERS



## RESEARCH CENTRES AND UNIVERSITIES



## STARTUPS



# FLAGSHIP BUSINESS CREATION PROGRAMMES

EIT Food works with entrepreneurs at all stages of their journey, from validating their market to scaling up their business to achieve impact.

## LAUNCH



Seedbed  
Incubator

For aspiring entrepreneurs, entrepreneurial academics and newly formed startups

## ACCELERATE



EIT Food Accelerator  
Network

For registered startups pre-seed funding with traction indicators

## SCALE



RisingFoodStars

For early ambitious scaleups, with paying customers, ready for significant growth and global scale

# OUR IMPACT IN 2020

€2.5–3M invested last year, attracted

# €100M

external investment

## 25+

actively involved EIT Food  
working partners

## €10M+

direct financial support in grants and  
investments in 2020 – including  
directly supporting those through  
COVID-19

## 350+

companies supported by Business  
Creation since its inception in 2017 –  
from aspiring entrepreneurs  
to companies that we support in scaling  
internationally





# LAUNCH: SEEDBED INCUBATOR

Seedbed is a 6-month programme that aims to transform innovative ideas into market-validated business propositions.

Participating teams receive:

Access to expert training and personalised business support.

Financial support for proof-of-market activities.

Potential for follow-on support to launch a new venture and de-risk the technology.

The programme is delivered by EIT Food Partners in multiple geographical regions, and is focused on:



## ASPIRING ENTREPRENEURS

Teams looking to validate the market potential of their innovation and launch a new company.



## ENTREPRENEURIAL ACADEMICS

Teams looking to commercialise intellectual property (IP) belonging to their research organisation.



## NEWLY-FORMED COMPANIES

Spinouts or startups, typically younger than 12 months looking to validate the market potential of their innovation and establish partnerships.

# BENEFITS FOR ENTREPRENEURS

The Seedbed Incubator gives entrepreneurs the tools to establish whether there is a market need for their innovation within the agrifood sector and what the commercial potential might be.



Explore technology and IP positioning strategies.



Invitations to regional and Pan-European EIT Food networking events



World class training on developing market testing strategies to validate your key business assumptions.



Storytelling and pitch training.



Exposure to investors, potential commercial partners and media.



Funding to deploy your market tests and learn from 100+ potential partners, end-users or customers.



One-to-one coaching from leading experts and experienced entrepreneurs in the agrifood sector.



Successful Seedbed Alumni will have access to EIT Food's follow-on funding schemes.

# SEEDBED INCUBATOR: HOW WE WORK

The Seedbed Incubator Programme is delivered by top EU Universities and Research and Innovation Organisations who provide their expertise in technology commercialisation.

Selected entrepreneurs will be allocated to a Seedbed Incubator location (Hub) based on their geography. Teams from Belgium, France and Switzerland will be allocated to a Hub location based on their preference.

All Seedbed Incubator Hubs provide participants with skills, coaching and funding to get out of the building and test ideas directly with 100+ potential customers and end-users.

## DIL

Germany, Netherlands,  
Austria

## QUEEN'S UNIVERSITY BELFAST

UK, Ireland, Iceland

## UNIVERSITY OF AARHUS

Nordics

## EIT FOOD SOUTH

Southern Europe

## UNIVERSITY OF WARSAW

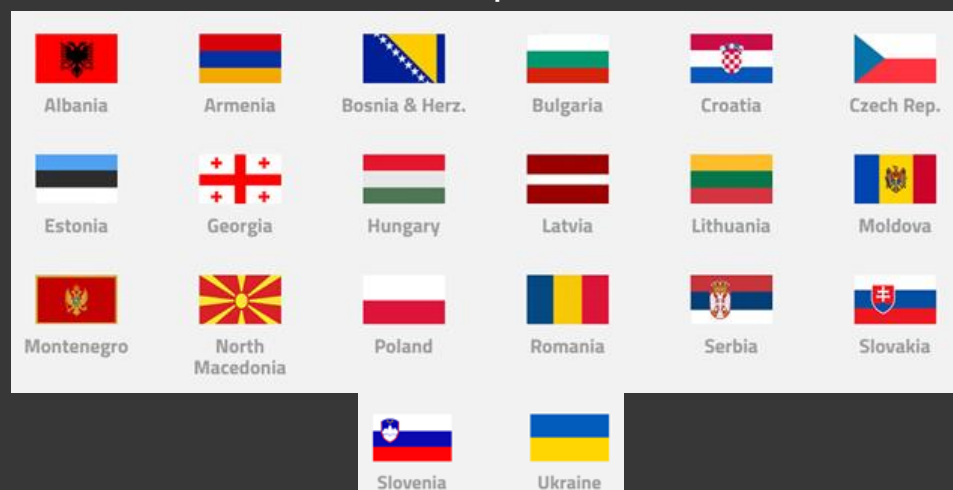
Eastern European

Iceland

Georgia  
and Armenia

# SEEDBED: POLAND

University of Warsaw is the leading research university in Poland, and one of the most active supporters of entrepreneurial initiatives in the country, including through multiple EIT Food programmes. We leverage our competences to coordinate the Warsaw Hub of EIT Food Seedbed, providing training, mentoring and financial support to startup teams participating in the programme. In Warsaw Hub of EIT Food Seedbed, we work with startups from Central and Eastern European countries



**UNIVERSITY OF  
WARSAW**  
Eastern European

[www.timo.wz.uw.edu.pl/seedbed/](http://www.timo.wz.uw.edu.pl/seedbed/)





# ENTREPRENEURIAL ACADEMIC: FEJUICE (SPIN-OUT UNIVERSITY NOVI SAD)



[www.fejuice.eu](http://www.fejuice.eu) | @FeJuice

FeJuice is a 'functional food' startup creating juices, smoothies and ice creams that are formulated based on a unique algorithm supported by scientific research.

The product are designed to increase iron levels in the blood, helping those with anaemia - including women at reproductive age, pregnant women and vegans.

"Within Seedbed, our main task was our customer discovery journey to actually know what our customer wants. Seedbed helped us a lot in that journey, giving us first-hand experience, great knowledge and mentors as well as the funds to travel around Europe and speak with our customers to present our idea and ask for their feedback. It was really a precious experience."

Marija Lesjak, FeJuice



# ASPIRING ENTREPRENEUR: CROVER (STARTUP UNIVERSITY OF EDINBURGH)



[www.crover.tech](http://www.crover.tech) | [@Crover\\_Tech](https://twitter.com/Crover_Tech)

Having created the first grain monitoring robotic solution that can 'swim' through bulk solids, Crover aims to give grain operators the means to verify the condition of their grains while still in storage.

Crover's goal is to empower farmers to maintain the quality of their stock during storage, allowing the agricultural industry to reduce post-harvest losses of cereal grains.

"We came into the EIT Food network when we had our initial idea and a very rough business preposition. The Seedbed programme allowed us to refine that preposition and talk to our market as much as possible. For startups in the agrifood and food tech sectors, the EIT Food Seedbed programme is the best in Europe because of their clear focus areas."

Lorenzo Conti, Crover



# ASPIRING ENTREPRENEUR: WINDAGROTECH



[www.windagrotech.com](http://www.windagrotech.com) | @Windagrotech

WindAgrotech, based in Turkey, is aiming to provide local and affordable electricity for greenhouse owners and farmers which often suffer from high electricity bills.

WindAgrotech creates panelled equipment using low cost, recyclable materials which can be used in low- or high-speed wind.

"Until we applied to the EIT Food Seedbed programme, we were struggling to make our invention well known by the energy world. We had a long and successful journey during the programme, and we are now more determined. One of the most difficult things for a startup is self-confidence and the programme made us believe in ourselves."

Atilla Öztürk, Windagrotech



# RECENTLY LAUNCHED COMPANY: VEGSHelf



[www.vegshelf.com](http://www.vegshelf.com) | [@vegshelf](https://twitter.com/vegshelf)

Based in Düsseldorf, Germany, Vegshelf is a digital B2B platform streamlining the discovery, sampling and sourcing processes of European plant-based food and beverage brands.

The platform is designed for supermarkets, restaurants, and food service outlets, giving exposure to emerging plant-based product suppliers as they grow their brands and businesses.

"The EIT Food Seedbed programme helped us to discover our users. We managed to talk with more than 100 store owners, restaurant owners and plant-based food brands, allowing us to clarify our business model and learn how to build it from there."

Baiba Soika, Vegshelf



# BENEFITS FOR UNIVERSITIES AND RESEARCH ORGANISATIONS



## DE-RISK EARLY STAGE INNOVATIONS THROUGH H:

- Funding and Industry connections to establish proof-of-market
- World-class business coaching
- Tech and IP landscaping.



## FACILITATE THE LAUNCH OF NEW VENTURES

- Investing directly with the University.
- Supporting team formation.
- Providing access to bespoke business and technical support.



## GET NEW VENTURES INVESTMENT AND PILOT- READY

- Investing in the venture to establish pilots.
- Access to our investor network.
- Connection with corporate partners.
- Increased visibility through media exposure.

# BENEFITS FOR INCUBATORS AND VENTURE BUILDERS

Here are some of the benefits incubators and venture builders have enjoyed so far by working with the EIT Food Seedbed Incubator programme:

**1**  
Training and mentorship specifically focused on market validation.

**2**  
Funding to get out of the building and speak with 100+ relevant partners and potential customers.

**3**  
Access to IP and contract experts; advice to navigate potential collaborations.

**4**  
Access to workshops on fundraising and local investor events

**5**  
Access to EIT Food's pan-European and regional community of agrifood experts

**6**  
Alumni get access to follow-on funding scheme to launch the company or progress an existing company to the next commercial level.

# WHAT OTHERS SAY ABOUT US



***"The EIT Food Seedbed programme has saved us at least 10 months of development time and allowed us to establish relationships and partnerships that we would not have been able to without EIT's support."***

Lorenzo Conti,  
Founder, Crover, (participant)



***"For us, EIT Seedbed has been the springboard to really get us investor ready"***

Saemi Ledermann, Head of  
Research and Partnerships,  
Farmbetter, (participant)



***"It was my first time as a mentor for startups and it was a great experience. I had the opportunity to learn new things about nanotechnologies, a completely unknown field for me, and at the same time I improved my leadership, self-confidence and listening skills."***

Itziar Tueros, Head of Food and  
Development at Azti (mentor)

# ENTRY CRITERIA – ENTREPRENEURS

Are you doing or supporting research that has commercial potential in the agrifood space?

Do you have an innovative idea that could revolutionise the food system?

**Then Seedbed Incubator 2021 is the place for you!**

Applicants must meet the following criteria:

1

If applying as a **team**: one of the founders must be a citizen or resident of an EU member state or associated countries.

2

If applying as a **startup**: company must be established in an EU member state or associated countries.

3

We recommend at least two members of your team be available to participate in the programme. If you are a solo researcher, we expect your TTO to be involved

4

Business propositions must be underpinned by scientific or technological innovations with proof of concept established

5

The innovation must address one of the following key areas:



Alternative Proteins



Sustainable Agriculture



Targeted Nutrition



4 Sustainable Aquaculture



Digital Traceability



Circular Food Systems



# HOW TO APPLY

1

Register your interest now at [www.businesscreation.eitfood.eu](http://www.businesscreation.eitfood.eu)

2

Applications open 14<sup>th</sup> Feb 2021. Once you have registered, you will automatically receive a link to apply. Applications close on 10<sup>th</sup> April 2021.

3

Applications are assessed against the following criteria:

Eligibility, Motivation, Problem validation, Solution fit, Technology readiness and USP, Potential business model, Team.

4

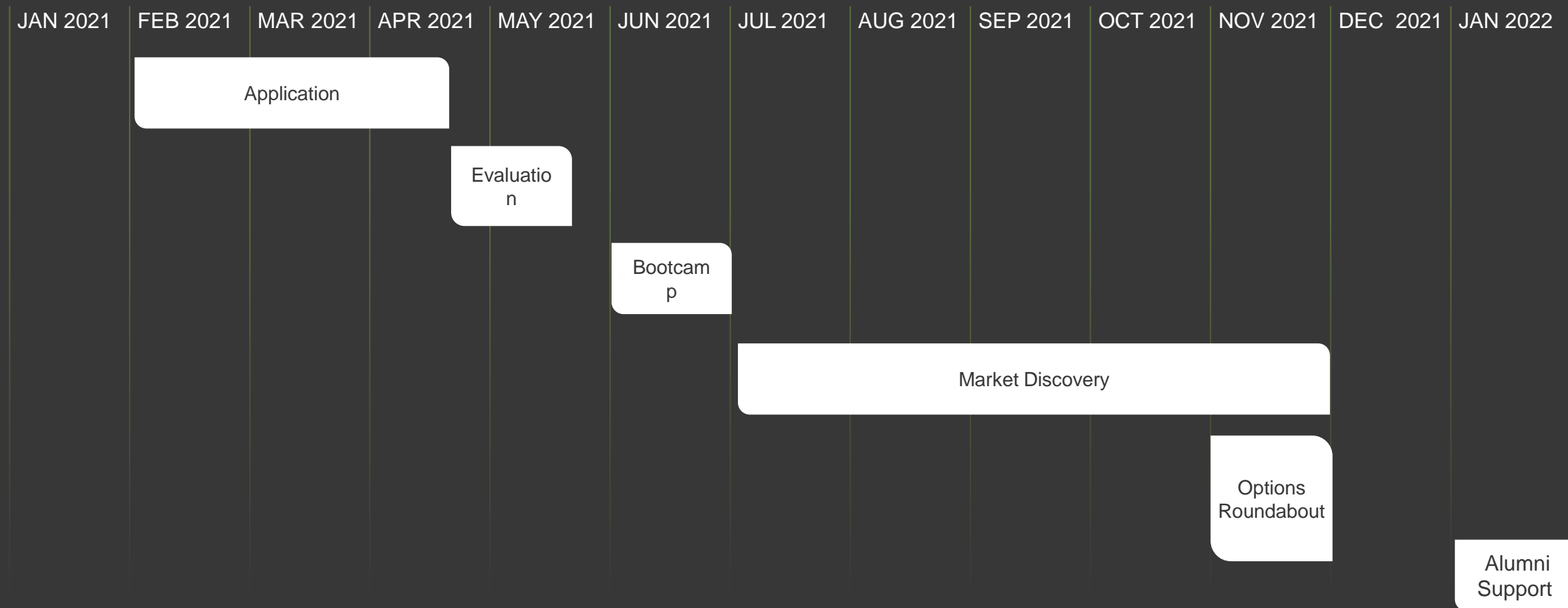
Top 50 applicants are invited to a 4-day Bootcamp in June 2021.

5

The 40 new Seedbed programme members will be confirmed end of June 2021.



# KEY TIMINGS: SEEDBED PROGRAMME



# GET IN TOUCH



If you are a potential partner,  
please get in touch with Lukxmi  
Balathanan, Business Creation  
Manager for the Seeded  
Incubator:  
[lukxmi.balathanan@eitfood.eu](mailto:lukxmi.balathanan@eitfood.eu)

If you are an  
entrepreneur and want to  
find out more, please  
visit:

Or contact your local Seedbed Hub

UK, Ireland, Iceland: Queen's' University  
Belfast – Kerri Crossey  
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