



AGRIFOOD

4Future

Erasmus + AGRIFOOD4FUTURE
Entrepreneurship and Acceleration Program

Deliverable 3.2



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Deliverable 3.2 (Launch)



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Abstract

The purpose of this document is to resume the activities and efforts put together for the launch of the Entrepreneurship and Acceleration program of the ERASMUS+ AgriFood4Future project.

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Introduction

The Erasmus+ AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme is a comprehensive initiative aimed at cultivating entrepreneurial skills and fostering innovative projects among early-stage startups and VET (Vocational Education and Training), Master and/or PhD teams of students which are developing a solution in the agrifood sector. The programme is designed to stimulate the entrepreneurial spirit, equipping participants with the tools and knowledge necessary to transform their projects into viable business ventures.

This dynamic programme unfolds in phases, beginning with the scouting for participants and mentors from April 2024 (Figure 1), followed by a three-week entrepreneurial capacitation phase, and the acceleration phase during a ten-week period on-line. The participating teams will also have the opportunity to attend an in-person Demo Day after the completion of the programme.

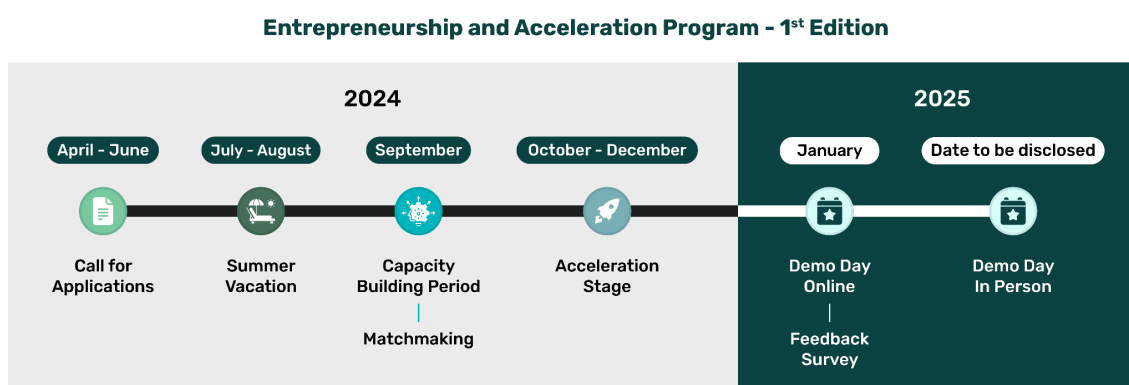


Figure 1. Timeline of the Entrepreneurship and Acceleration Programme. The teams of students and startups applying to this programme will be involved in the several phases of the programme.

The **scouting period** involves the identification and enrolment of possible participants and mentors for the programme. Moreover, at the end of this period the applications will be evaluated and the best teams will be selected to participate in the programme.

During the **Capacity Building period**, participants engage in training sessions for the participants to refine their business acumen and prepare for the challenges within the agrifood industry.

The subsequent **Acceleration phase** involves the development of a Go-To-Market for the proposed solution, where in eight weeks the teams refine their business strategies, identify target markets, and establish a solid foundation for success. This is followed by a two-week **Pitch preparation period**, where participants will have training to effectively and successfully communicate their business and value proposition.

The programme will give the teams the opportunity to participate in an **in-person Demo Day** held in Portugal, where they will showcase their agrifood solutions and to network with investors, industry experts, and potential collaborations.

The AGRIFOOD4FUTURE Entrepreneurship and Acceleration programme is committed to nurturing the next generation of agrifood entrepreneurs, fostering collaboration, and driving impactful innovations within the sector, with specific focus on Alternative Ingredients, Digitalization of the Food Supply Chain, Circular Food Systems, and Green Agritech & Sustainability. The programme will be organized by BGI with the support of BGT, and AGRIFOOD4FUTURE *consortium* partners.

This **programme will be held in two editions**, in each edition ten promising teams will participate and be supported to set the ground to take their innovation further with the orientation of mentors. The first edition of the programme, as previously mentioned, was launched on April 1st, 2024 and the second edition is planned to be launched on December 1st, 2024. The second edition will follow the same format as the first edition.

The teams participating in this Entrepreneurship and Acceleration Programme will have access to the AGRIFOOD4FUTURE network which is constituted by 23 partners with recognized track record in the Agrifood sector, which enables them to have access to a variety of stakeholders in the sector europe wide. More specifically, the team winning the 1st place will have the exceptional chance to participate in an incubation programme in Portugal hosted by the AGRIFOOD4FUTURE *consortium* partner BGI. This opportunity includes access to state-of-the-art laboratories and field facilities for comprehensive exploration and testing of innovative agrifood technologies from every angle. Additionally, this team will have 4 hours of mentoring with the AGRIFOOD4FUTURE *consortium* partner VALORIAL that will include a Business Plan Analysis and an Innovation Diagnostic, and 6 hours of mentoring with the AGRIFOOD4FUTURE consortium partners UCSC, C-ER, and Phorma Mentis. Moreover, this team will also have access to state-of-the-art laboratories in France, tailored to cater to the specific needs of this top-performing team. The team winning the 2nd place will have the opportunity to participate in an incubation programme in Portugal hosted by the AGRIFOOD4FUTURE consortium partner BGI, this opportunity includes access to state-of-the-art laboratories and field facilities for comprehensive exploration and testing of innovative agrifood technologies from every angle. Additionally this team will have 6 hours of mentoring with the AGRIFOOD4FUTURE consortium partners UCSC, C-ER, and Phorma Mentis.

1. Description of the deliverable

In order for BGI, with the support of BGT, to launch and start the implementation of the Entrepreneurship and Acceleration and programme, several materials were developed to organize internally the delivery, guide and mobilize the consortium partners to support the implementation of this program, and for the scouting and registration of participants and mentors. Moreover, a meeting was held on February 19th, 2024 to present and align with the consortium partners on how the implementation of the programme will be set in motion and to call to action all of the partners for the scouting of participants and mentors. In order for the implementation of the programme and the scouting to be successful the WP3 leader and the CoVE leaders are supporting this process.

In “**Annex I**” are included the materials developed for internal organization and implementation of the programme:

- Programme timeline;
- Resume of the needs and actions needed from the consortium partners.

“**Annex II**” of this document integrate the following materials developed to launch the programme:

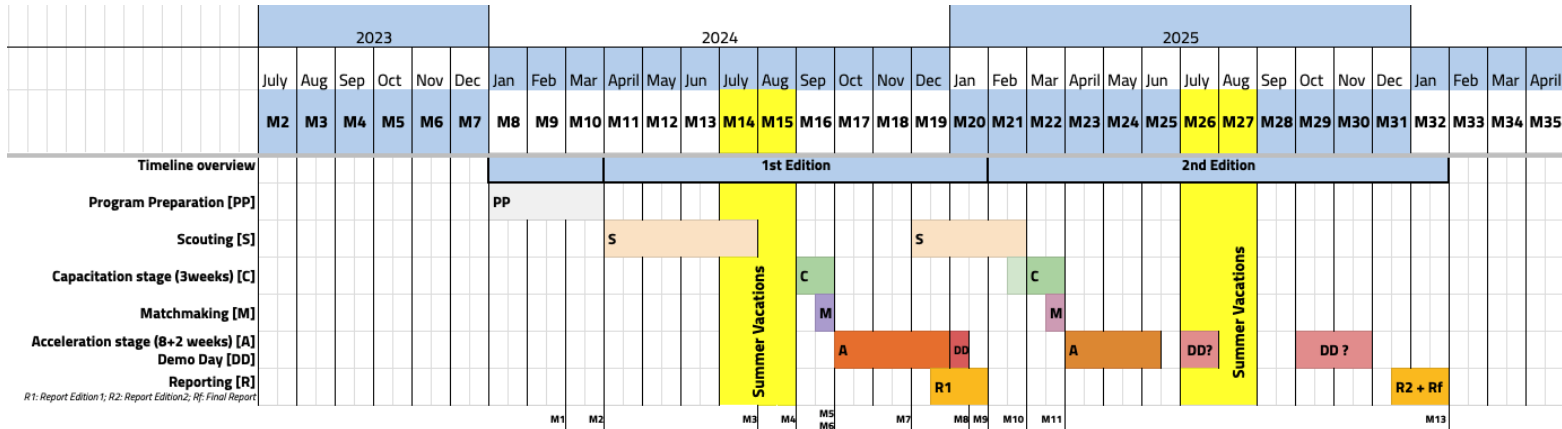
- Rules and regulations of the program;
- Presentation to scout for participants (PhD, Master, VET students developing a technology, solution, or product) or early stage startups;
- One pager to scout for participants;
- Registration form for participants;
- Presentation to scout for mentors;
- One pager to scout mentors;
- Registration form for mentors.

“**Annex III**” includes the communication plan and publications done by BGI to call for applications:

- Communication plan of the programme;
- Publication 1 (01/04/2024);
- Publication 2 (16/04/2024);
- Publication 3 (29/04/2024);
- Publication 4 (06/05/2024).

Annex I

I.1 Programme timeline



Milestones:

- M1:** Mobilization of the partners to support program implementation (scouting of participants; search for mentors; prizes to be included in the program)
- M2:** AF4F website prepared to announce the beginning of the program and for the participants to register; Start of the scouting
- M3:** Participants of the 1st Edition of the Acceleration program
- M4:** Beginning the Acceleration program; Start of the capacitation stage
- M5:** Teams matched with a mentor
- M6:** Start of the Acceleration stage
- M7:** Start of the scouting for the 2nd Edition of the program
- M8:** On-line DemoDay for the 1st Edition of the Acceleration program; Quality surveys for the participants
- M9:** Refert of the 1st Edition
- M10:** Participants of the 2nd Edition of the Acceleration program; Start of the 2nd Edition of the Acceleration program; Start of the capacitation stage
- M11:** Matchmaking of the participants with the mentors; Start of the acceleration stage
- M12:** Presential Demo Day - Final event that includes participants of both Editions **DATE TO BE DEFINED**
- M13:** Final report (R1+R2) with the results of both Editions; **End of the Acceleration Program**

I.2 Resume of the needs and actions needed from the consortium partners

Entrepreneurship and Acceleration Program will be constituted by 5 phases:
1) Scouting for participants
2) Capacity Building program
3) Matmaking between mentors and teams participating
4) Acceleration program
5) Demo day

Rules and Regulations of the program:

[Rules and regulations, Entrepreneurship and Acceleration Programme_Final.docx](#)

Phase 1: Scouting phase will target the following type of Participants: VET, Master and PhD students, and early stage startups that are developing a technology/product/services (TRL 2 to 5) aligned with the strategic areas of the program

KIP: 10 teams/edition

Total KPI of the program: 20 teams

In order to have internal KIPs : each CoVE should recruit 5 teams and 5 mentors to apply to the program

Phase 2: Tematics to be held in the capacity building program (3weeks - online sessions):

- From idea to market: Do's and Don'ts
- Funding opportunities/Fundraising/Investment rediness
- Marketing/Marketing strategy
- Business modelling (Build a Business Model Canvas)
- Team (Human resources) - The importance to have the right team
- Legal and regulatory aspects
- Intellectual Property

Profile of the Mentors:

- Entrepreneurship enthusiasts with an education, and from executive programmes, in the areas of Management, Economics, or others related to Entrepreneurship.
- Motivation to work in the entrepreneurial ecosystem and in AgriFood sector.
- Availability to join a team to guide and mentor the project during the Entrepreneurship and Acceleration Program.
- Preferably, previous professional experience.

What is expected from the mentors:

- Eagerness to gain or develop experience in a startup and/or in the technology transfer process
- Support the identification of real industrial needs and market studies directed to the technology of the teams
- Give feedback and support the teams while developing the Go-to-Market Plan and the Pitch
- Be available to prepare the online meeting with the teams and verify the materials sent by them (estimated time needed: 1h), during 10 weeks
- Be available to meet online with the teams 1h per week, during 10 weeks

Phase 3: Matchmaking between the teams and mentors

This phase will be done by BGI and BGT

Phase 4: Acceleration program

- Development of a Go-to-Market plan (8 weeks) - teams working during the week and having a 1h meeting with the mentor for feedback (online meetings)
- How to make a great Pitch (online session)
- Pitch development (2weeks) - teams working during the week and having a 1h meeting with the mentor for feedback (online meetings)

Phase 5: Demo Day

1st Edition on-line Demo day
 2nd Edition in-person Demo day (participants of the 1st Edition can come as well)

Strategic areas of the program can be consulted here:

[Strategic Areas, Task 3.2 and Task 3.4_FINAL VERSION.docx](#)

We kindly ask for the consortium partners to participate by:					
Edition	Task	Start date	Due date	Consortium partners	Status
1st Edition	<p>Scout for team of students (VET, Masters, PhD) that are developing a technology/product/service or early stage startups (TRL 2 to 5)</p> <p>Materials: Presentation to be used to scout for students: Entrepreneurship and Acceleration Programme AF4F PARTICIPANT Scouting.pptx</p> <p>One Pager: One Pager Participants.pdf</p> <p>Link for registration: https://agrifood4future.com/event-item/entrepreneurship-acceleration-program</p>	1 April 2024	28 June 2024	ALL	<input type="text"/>
	<p>Identification of awards to be included in the program:</p> <p>BGI will offer: Incubation in Portugal for the 2 best startups with access to state-of-the-art laboratories and field facilities for testing innovative agrifood technologies</p> <p>VALORIAL will offer: 4 hours of mentoring that will include a Business Plan Analysis and an Innovation Diagnostic. Moreover, this team will also have access to state-of-the-art laboratories in France, tailored to cater to the specific needs of this top-performing team.</p>	19 February 2024	25 March 2024	ALL	<input type="text"/>
	<p>Identification of 2 possible mentors and share the profile of the mentor with BGI and BGT for further evaluation of fit with the program.</p> <p>Materials: Presentation to be used in the scouting for Mentors : Entrepreneurship and Acceleration Programme, MENTORS .pptx</p> <p>One Pager: One Pager Mentors.pdf</p> <p>Link for registration of the Mentors: https://docs.google.com/forms/d/1hQMBR9695TmbNKp5F55BBMYDJCUdqz1QxJRYKbhEJlg/edit</p>	1 April 2024	28 June 2024	ALL	<input type="text"/>
	<p>Contact the mentor chosen by BGI and BGT to participate in the program</p>	1 July 2024	31 July 2024	ALL	<input type="text"/>
	<p>Organize the AF4F website in order to include the programs and registration of participants</p>	19 February 2024	25 March 2024	VALORIAL	<input type="text" value="Done"/>
	<p>Comms strategy for the Acceleration program</p>	19 February 2024	25 March 2024	VALORIAL	<input type="text" value="Done"/>
	<p>Preparation of the registration page with the following fields:</p> <ul style="list-style-type: none"> - Name of the representative - Name of the team members (up to 3 persons) - email of all the team members - LinkedIn of the representative - Country - Institution/University/Name of the Startup - Project presentation (3 slides: problem to be solved, solution, timeline) - this is a field where the team should upload a pdf document - Agree with the rules & regulations (with hiperlink for the document) - deadline of registration 	19 February 2024	25 March 2024	BGI	<input type="text" value="Done"/>

Annex II

II.1 Rules and Regulations of the programme



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Erasmus + AGRIFOOD4FUTURE
Entrepreneurship and Acceleration Program

Rules and regulations



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Introduction

The EU Farm to Fork Strategy, a pivotal component of the European Green Deal, champions the development of fair, health-conscious, and environmentally sustainable agrifood systems. At its core, this strategy aspires to cultivate a food system that is both sustainable and positively impactful on the environment. Its overarching objectives encompass climate change mitigation, the preservation of biodiversity, and the assurance of food security and accessibility. The ERASMUS+ AGRIFOOD4FUTURE project is meticulously crafted to contribute to these objectives by establishing a transnational network of Vocational Education Centers, facilitating cross-border training to instill sustainable practices and ready the agrifood industry for the challenges of the future.

Aligned with the European Skills Agenda, our initiative significantly enhances entrepreneurship skills, fosters innovation, and prepares participants for the green and digital transitions within the agrifood sector. This emphasis extends to specific focus areas, digitalization of the Food Supply Chain, Alternative Ingredients, Circular Food Systems, Green Agritech & Sustainability, that are deemed critical for industry adaptation. Moreover, our proactive involvement in the EU Skills Partnership for the AgriFood Ecosystem underscores our commitment to providing valuable learning experiences and nurturing the entrepreneurial spirit among young individuals in the agrifood industry. This commitment particularly pertains to the realms of smart farming, digitalization, and the designated focus areas.

The main goals of the AGRIFOOD4FUTURE project are to create a permanent link and collaboration between the education and labor market, empower farmers and operators of the agrifood sector in smart farming and sustainable food systems, stimulate the exchange of educational and professional practices in the field of smart farming and sustainable food systems between VET providers, research organizations and businesses throughout Europe, ensure support to new entrepreneurs through business incubators and innovation hubs, greening agriculture and improving the health of soils, develop technical support services to SMEs and farmers regarding decarbonization and digitalization of their farms, and develop a skills ecosystem and means to attract and fully use investments.

The AGRIFOOD4FUTURE project pivots around four key drivers of change in the industry, each constituting a vital pillar. Pillar 1 focuses on the Digital Transition, aiming for increased efficiency and productivity through digitalization. Pillar 2, the Green Transition, centers on decarbonization and climate- and energy-smart agriculture, seeking ways to produce more sustainably with reduced energy consumption. Pillar 3 addresses Resilience and Sustainable Food Systems, questioning how to produce in a manner that is both resilient and sustainable. Finally, Pillar 4 emphasizes Business Sustainability through the implementation of new business models and resource valorization, striving to strike a balance between financial rewards and food affordability. In essence, the AGRIFOOD4FUTURE project emerges as a holistic endeavor

to steer the agrifood industry toward a more sustainable and resilient future. The Entrepreneurship and Acceleration programme is aligned with the 4 pillars of the AGRIFOOD4FUTURE project since it is transversal to all of them. This programme will support and capacitate teams in entrepreneurship in order for their solutions to reach the market. The solutions that this programme aims to support will help the digital and green transition, allow the sustainability of the food systems, and could lead to new business models in the Agrifood sector.

1. Programme Overview

The Erasmus+ AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme is a comprehensive initiative aimed at cultivating entrepreneurial skills and fostering innovative projects among early-stage startups and VET (Vocational Education and Training), Master and/or PhD teams of students which are developing a solution in the agrifood sector. The programme is designed to stimulate the entrepreneurial spirit, equipping participants with the tools and knowledge necessary to transform their projects into viable business ventures.

This dynamic programme unfolds in phases, beginning with a three-week entrepreneurial capacitation phase, followed by the acceleration phase during a ten-week period on-line. The participating teams may also have the opportunity to attend an in-person Demo Day after the completion of the programme.

During the **Capacity Building period**, participants engage in training sessions for the participants to refine their business acumen and prepare for the challenges within the agrifood industry.

The subsequent **Acceleration phase** involves the development of a Go-To-Market for the proposed solution, where in eight weeks the teams refine their business strategies, identify target markets, and establish a solid foundation for success. This is followed by a two-week **Pitch preparation period**, where participants will have training to effectively and successfully communicate their business and value proposition.

The programme will give the teams the opportunity to participate in an **in-person Demo Day** held in Portugal, where they will showcase their agrifood solutions and to network with investors, industry experts, and potential collaborations.

The AGRIFOOD4FUTURE Entrepreneurship and Acceleration programme is committed to nurturing the next generation of agrifood entrepreneurs, fostering collaboration, and driving impactful innovations within the sector. The programme will be organized by BGI in collaboration with BGT, and AGRIFOOD4FUTURE *consortium* partners.

This **programme will be held in two editions**, in each edition ten promising teams will participate and be supported to set the ground to take their innovation further with the orientation of mentors.

The teams participating in this Entrepreneurship and Acceleration Programme will have access to the AGRIFOOD4FUTURE network which is constituted by 23 partners with recognized track record in the Agrifood sector, which enables them to have access to a variety of stakeholders in the sector europe wide. Participants can expect a transformative experience that goes beyond traditional education, providing them with the skills and connections needed to thrive in the competitive landscape of agrifood entrepreneurship.

2. Programme Components and Timeline

2.1 Programme Steps

The ERASMUS+ AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme programme is intended for teams of 2 or 3 students (VET (Vocational Education and Training), Master and PhD) that are already developing a technology, service or product with potential to form an innovative startup, and to already established early stage startups.

This 13 weeks programme, encompasses several key components to empower the participants:

Entrepreneurial Capacity Building (3 weeks): The programme kicks off with a three-week entrepreneurial capacitation module. Participants will undergo master classes aimed at honing their business acumen and preparing them for the challenges and opportunities within the agrifood industry. The topics addressed in this stage will set the ground for the development of the Go-to-Market plan in the acceleration stage which will focus on the following:

- From idea to market: Do's and Don'ts how to be a great entrepreneur
- Investment readiness/Funding opportunities/Fundraising
- Marketing/Marketing strategy
- Build a Business Model Canvas
- The importance to have the right team
- Legal and regulatory aspects
- Intellectual Property

The **estimated workload** for this phase of the programme is 4 hours per week, during 3 weeks.

Matchmaking: Following the capacitation phase, BGI and BGT will carry out a strategic matchmaking process, bringing together the participating teams with one mentor that will guide the team during the development of the Go-To-Market Plan. The mentors will be attributed to the teams taking into consideration their profile and interests and the needs and area of the team. This collaborative effort is designed to leverage diverse skills, experiences, and perspectives to define the strategy for innovative agrifood solutions to enter the market.

Acceleration Phase (10 weeks) - This will include four main stages:

Go-To-Market Plan Development (8 weeks): Startups and teams of students enrolled in the programme will embark on an eight-week journey to craft a comprehensive Go-To-Market plan. This phase is dedicated to refining business strategies, identifying target markets, and establishing a solid foundation for future success.

Pitch Preparation (2 weeks): Participants will dedicate 2 weeks to create their pitch and to perfect their pitching skills. During this period it will be ensured they can effectively communicate their ideas and value propositions to potential investors, partners, and stakeholders.

Online Demo Day: For the participants of the first Edition of the Acceleration programme, there will be an online Demo day at the end of the acceleration stage.

Demo Day in-person in Portugal: At the end of the programme there will be a high-profile Demo Day, that provides the participants of both editions a platform to showcase their innovative agrifood solutions to a diverse audience, including investors, industry experts, and potential collaborators. The Demo day will also have synergies with other opportunities. The participants of the first and second editions are invited to participate in this event. Each working group will be reimbursed for travel expenses up to 500€ and accommodation will be provided by the organization (up to 2 people per team).

2.2 Programme Focus Areas

The ERASMUS+ AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme is specifically tailored to support business ideas within the agrifood sector with focus on digitalization and sustainability. To be part of this programme the teams of students and startups need to be specialize in at least one of the following areas:

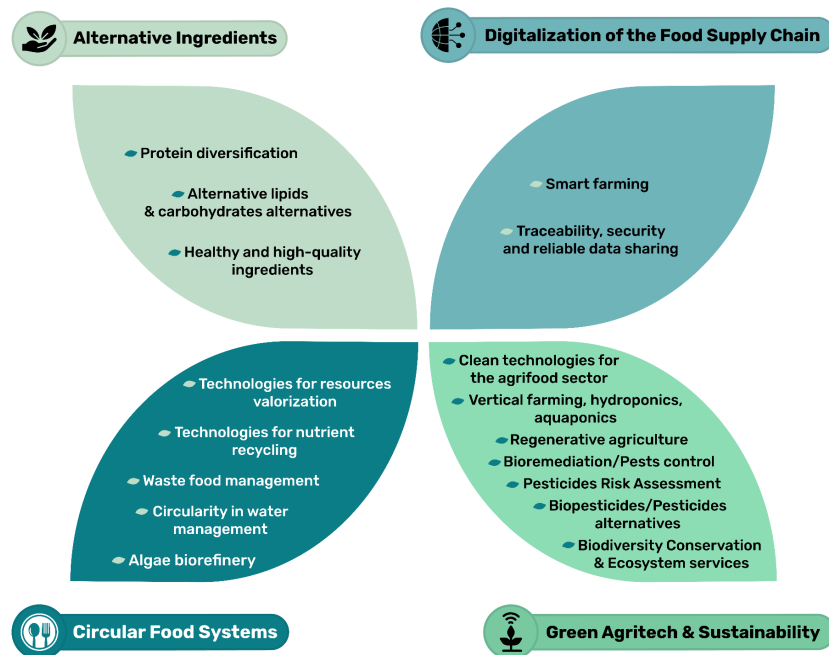


Figure 1. Focus areas of the Entrepreneurship and Acceleration programme. The teams of students and startups applying to this programme should be aligned with one (or more) of the focus areas represented in this schematic figure.

2.3 Timeline

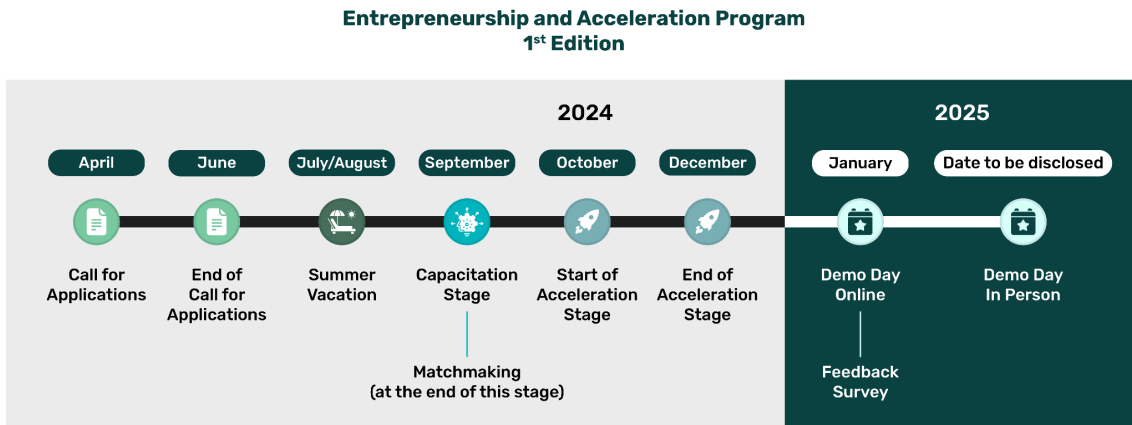


Figure 2. Timeline of the Entrepreneurship and Acceleration Programme. The teams of students and startups applying to this programme will be involved in the several phases of the programme.

This timeline could suffer changes. In case there are, the chosen participants will be notified by email by the programme coordinators [BGI](#) and [BGT](#), which are part of the AGRIFOOD4FUTURE consortium.

3. Eligibility of the participants

3.1 Eligibility Criteria

This programme aims at two types of working groups: team of students (VET students, MSc, PhD) and startups.

1. To be considered eligible for the programme, applicant **teams of students** must:
 - a. Include up to 3 people;
 - b. Be made of Msc, PhD or VET student;
 - c. Be developing a technology, service or product in a relevant area aligned with the strategic/focus areas of the project outlined in Figure 1;
 - d. Be formed, exclusively by residents, citizens or legal entities based in a Member State of the EU;
 - e. Submit a fully completed application in English through the [ONLINE FORM](#) by the 28th of June 2024 including all requested documents and information;
 - f. Include a short presentation with the application form, with maximum 4 slides (problem to be solved and why is it important, proposed solution (technology/product/service/), roadmap for the next 2 years to assure the development of the solution and funding, and team);
 - g. Be set to make a big sustainable impact on any part of the agrifood value chain addressing at least one of the focus area presented in section 2.2;
 - h. Be committed to the programme for at least 6 h per week. Participants are expected to have an active, consistent engagement during the programme;
 - i. Accept these Programme rules and regulations;
 - j. Accept working with a mentor during the Acceleration phase of the programme;
 - k. A NDA (Non Disclosure Agreement) will be signed between the participant teams and the business mentor;
 - l. Ensure that all its members are free from the Exclusion Criteria outlined in section 3.2.

2. To be considered eligible for the programme, applicant **startups** must:
 - a. Be a resident, citizen or legal entity based in a Member State of the EU;
 - b. Be composed by two people per startup;
 - c. Short presentation submitted with the application form (problem to be solved, solution, timeline);
 - d. Submit a fully completed application in English through the [ONLINE FORM](#) by the 28th of June 2024 including all requested documents and information;
 - e. Be set to make a big sustainable impact on any part of the agrifood value chain

- especially in the focus area pointed out at 2.2 section;
- f. Be committed to the programme for at least 6 h per week – there is expected active, consistent engagement in the programme;
 - g. Startups with technologies at TRL (Technology Readiness Level) from 2 to 5;
 - h. Accept working with a mentor during the mentorship period;
 - i. A NDA (Non Disclosure Agreement) will be signed between the startups and the business mentors and the Entrepreneurial groups that will embrace in the acceleration stage of the programme;
 - j. Accept these Programme rules and regulations;
 - k. None of the Exclusion Criteria must apply to the applicant, as outlined in article 3.2;
 - l. Only applications meeting the eligibility criteria will be evaluated by the reviewers.

Only applications meeting the eligibility criteria will be evaluated by the reviewers and considered for participating in the programme.

3.2 Exclusion criteria

Applicants will face exclusion if they, or those receiving the benefits:

1. Have undergone administrative sanctions such as exclusion or financial penalties. These are in specific situations, which may vary based on applicable laws. These situations include being bankrupt, undergoing insolvency or winding-up procedures, having affairs administered by a liquidator or the courts, entering arrangements with creditors, suspending business activities, or being subject to similar legal proceedings.
2. Have been declared in breach of social security or tax obligations through a final judgment or decision. This also applies to individuals or entities found guilty of serious professional misconduct, violating laws or ethical standards, with the misconduct reflecting wrongful intent or gross negligence.
3. Have been convicted of offenses like fraud, corruption, involvement in criminal organizations, money laundering, terrorism-related crimes, child labor, or human trafficking. This extends to individuals in key roles within the organization.
4. Have, through a final judgment or administrative decision, been established to have created an entity in a different jurisdiction to evade fiscal, social, or other legal obligations in the jurisdiction of its registered office. This also applies if an entity has been created with such intent. Again, this includes individuals in key roles within the organization.

4. Mentors

4.1 Profile and added value

Mentors enrolled in the programme embody a unique set of characteristics that distinguish them as invaluable guides and supporters for aspiring entrepreneurs in the sustainable agrifood economy. They hold advanced education in fields such as Management, Economics, or related disciplines, often acquired through executive programmes or specialized courses. This educational background equips them with the necessary tools to navigate the complexities of entrepreneurship and sustainability.

Driven by a profound passion for entrepreneurship, the mentors eagerly immerse themselves in the dynamic ecosystem of the sustainable agrifood economy. They are committed to promoting sustainable practices within the sector, prioritizing environmental consciousness and social responsibility in their mentorship approach.

Mentors will have the opportunity to work with teams and early stage startups helping them identify real industrial needs identification and market studies for team developing technologies, products or services aligned with the strategic areas shown in section 2.2. They will support efforts to enhance financial sustainability through identification of possible partnerships, contributing to impactful ventures in the sustainable agrifood economy.

4.2 Role and commitment

The mentors understand the importance of availability in mentorship. They are dedicated to guiding and supporting project teams throughout their journey throughout the programme. Their willingness to offer invaluable insights and mentorship ensures that project teams receive the guidance they need to succeed.

With a wealth of experience in entrepreneurship or relevant industries, the mentors bring practical knowledge and lessons learned to the table. Their experience enriches the mentorship, providing project teams with real-world insights and strategies for success. As key figures in guiding and mentoring the participating teams, the mentors will play a crucial role in fostering innovation and promoting sustainable practices within the agrifood economy.

Throughout the Acceleration stage of the programme, during 8 weeks teams will develop a Go-To-Market Plan and mentors will guide participants in refining business strategies, identifying target markets, and establishing a robust foundation for future success, with an estimated commitment of 2 hours per week (1h of preparation + 1h meeting with the teams). In the subsequent 2 weeks, teams will prepare a Pitch, and mentors will work closely with participants to craft a compelling presentation and enhance their delivery skills (one meeting per week of 1h with the teams + 1h of preparation). The goal is to ensure participants can

effectively convey their ideas and value propositions to potential investors, partners, and stakeholders, aligning with the mentors' vision of nurturing impactful ventures that drive positive change in the sustainable agrifood economy.

Mentors will be invited to participate in the online Demo Day. By attending, they will have the opportunity to network with the consortium members and to attend the pitch presentation of the participating teams and acknowledge the feedback from the jury.

5. Selection Process of the participants

The ERASMUS+ AGRIFOOD4FUTURE Acceleration Programme will run in two editions, each one hosting 10 working groups selected among eligible applicants.

The selection of eligible applicants will be led by BGI and BGT, according to the following criteria, having different weights and being the total maximum evaluation 10 values:

1. Innovativeness: Innovative nature of the solution (1.5 value);
2. Impact: Impact of the solution for the transformation of the Agrifood sector (1.5 value);
3. Market needs: Solution relevant to market needs (1.5 value);
4. Sustainability: The project is aligned with EU sustainability goals (1 value);
5. Background/Foreground IP: Possibility of creating or already owning intellectual property (IP) with further development and exploitation (1.5 values);
6. Team: Quality and composition of the team (including diversity and gender equality, but not limited to - 1 value);
7. Roadmap: Goals for the next 2 years (covered in the timeline included in the short presentation submitted with the application form - 1 value);
8. Participants track-record: Past participation in Agrifood conferences or summits will be a plus (1 value).

After the application deadline, the selection team will validate eligibility criteria and select the best projects. Successful startups will be notified of their programme acceptance *via* email until early September 2024. The notifications made by email ensure timely communication and clarity for participants in the programme, allowing them to plan and prepare for the involvement in the programme. Additionally startups could also be called up for a brief

interview by a video call. The interview may be part of the selection process (if considered, it will be part of the selection criteria 1).

Teams that were not included in the 1st Edition of the programme are welcome to apply to the second edition. There is no restriction on this topic.

6. Demo day and Prizes

The AGRIFOOD4FUTURE *consortium* is excited to announce that among the innovative teams of students and startups participating in this programme, two of the best will be honored with a prestigious award. These accolades aim to recognize and reward the outstanding contributions of these startups in advancing the agricultural and food sectors. The award, reflective of our commitment to fostering innovation and excellence. This award stands as a symbol of encouragement and motivation for participants to strive for excellence within the AGRIFOOD4FUTURE community.

The teams will be evaluated by the following criteria to a maximum of 10 values:

1. Business Model (2.5 values)
 - a. Business Model potential
 - b. Market Potential
2. Team (2.5 values)
 - a. Composition
 - b. Background knowledge
3. Impact on the Agrifood Sector (2.5 values)
 - a. Problem to be solved
 - b. Technology proposed
4. Pitch (2.5 values)
 - a. Performance while presenting
 - b. Performance while answering Q&A

The attribution of the prize will happen on the online Demo Day, where the participants will do the pitch and will be evaluated by a Jury. There will be chosen two top-performing teams, 1st and 2nd place.

The team winning the 1st place will have the exceptional chance to participate in an incubation programme in Portugal hosted by the AGRIFOOD4FUTURE *consortium* partner BGI. This opportunity includes access to state-of-the-art laboratories and field facilities for comprehensive exploration and testing of innovative agrifood technologies from every angle. Additionally, this team will have 4 hours of mentoring with the AGRIFOOD4FUTURE *consortium* partner VALORIAL that will include a Business Plan Analysis and an Innovation Diagnostic, and 6 hours of mentoring with the AGRIFOOD4FUTURE consortium partners UCSC, C-ER, and Phorma

Mentis. Moreover, this team will also have access to state-of-the-art laboratories in France, tailored to cater to the specific needs of this top-performing team.

The team winning the 2nd place will have the opportunity to participate in an incubation programme in Portugal hosted by the AGRIFOOD4FUTURE consortium partner BGI, this opportunity includes access to state-of-the-art laboratories and field facilities for comprehensive exploration and testing of innovative agrifood technologies from every angle. Additionally this team will have 6 hours of mentoring with the AGRIFOOD4FUTURE consortium partners UCSC, C-ER, and Phorma Mentis.

7. Final Documents

Participants may be requested to provide additional documents later in the process for the validation of their legal entity, verification of their bank account, ethics review, and a declaration of compliance with exclusion criteria. Participants also agree to take part in the Programme impact survey and furnish extra information, particularly regarding financial data and details on investment capital raised, for a period of up to three years following the Programme's conclusion. Lastly, participants in the Programme are obligated to permit and facilitate any checks, reviews, audits, and investigations conducted by the AGRIFOOD4FUTURE Commission.

8. Images Permission

By agreeing with this rules and regulations document the participants hereby declare, in compliance with prevailing legislation and without prejudice to any rights of honor, privacy, and self-image, their explicit authorization for the utilization, by any means and in any available format, of photographs, videos, and all forms of imagery captured during the ERASMUS+ AGRIFOOD4FUTURE Acceleration programme and events.

The participants grant permission for the ERASMUS+ AGRIFOOD4FUTURE *consortium* and any associated entities, to utilize such materials for institutional dissemination across various platforms and mediums. This includes but is not limited to photographs, illustrations, videos, animations, pamphlets, websites, social networks, advertising, and all materials produced for the purpose of information and dissemination related to the ERASMUS+ AGRIFOOD4FUTURE accelerator programme. This authorization is provided free of charge or any compensation

requirement. The rights outlined herein may be exercised on one or multiple occasions, anywhere, utilizing any known or future technical means, without the necessity of prior authorization or entitlement to additional compensation.



Co-funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

II.2 Presentation to scout for participants



AGRIFOOD

4Future

Centers of Vocational Excellence in Smart Farming and Sustainable Food Systems

April - June 2024



Co-funded by
the European Union



Entrepreneurship and Acceleration Programme

First Edition



Co-funded by
the European Union

Who are we?

A consortium with **23 partners** with the mission to support the **transformation** of the **Agrifood** sector towards **digitalisation**, **decarbonisation**, and **sustainability**.



Co-funded by
the European Union

AGRIFOOD4FUTURE

is committed to:

1. Create a permanent link and collaboration between the **education and labor market**;
2. **Empower farmers** and operators of the agrifood sector in **smart farming** and **sustainable food systems**;
3. Stimulate the **exchange of educational and professional practices** in the field of smart farming and sustainable food systems between VET providers, research organizations and businesses **throughout Europe**;
4. Ensure **support to new entrepreneurs** through business incubators and innovation hubs;
5. Greening agriculture and improving the health of soils,
6. Develop technical support services to SMEs and farmers regarding decarbonization and digitalization of their farms, and
7. Develop a skills ecosystem and means to attract and fully use investments.



Entrepreneurship & Acceleration programme

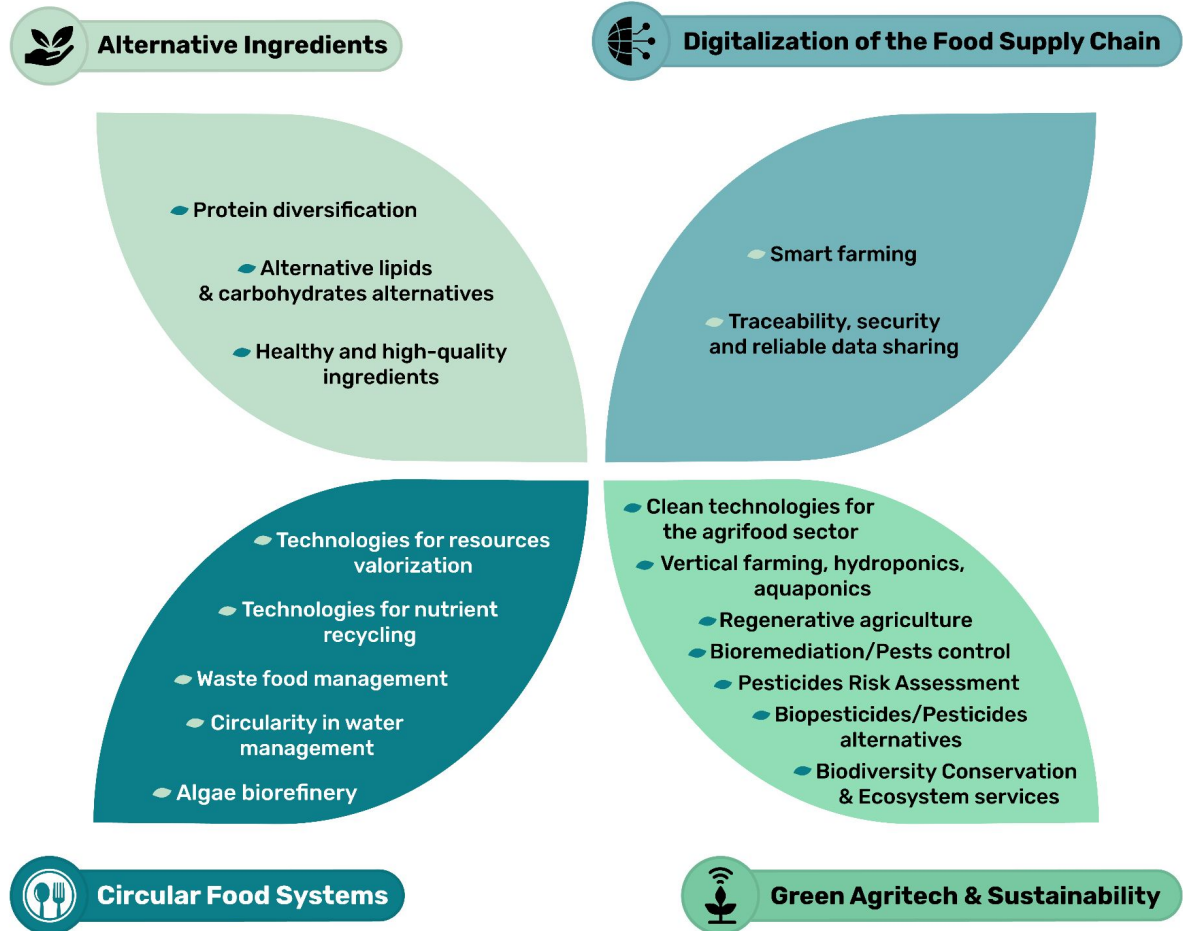
- Aims at **capacitate young entrepreneurs** and **accelerate the growth** of their solutions.
- This programme is directed to:
 - **Early-stage startups**
 - **Teams of VET, Master and/or PhD students** (up to 3 people) developing a solution in the Agrifood sector



Co-funded by
the European Union


AGRIFOOD
4Future

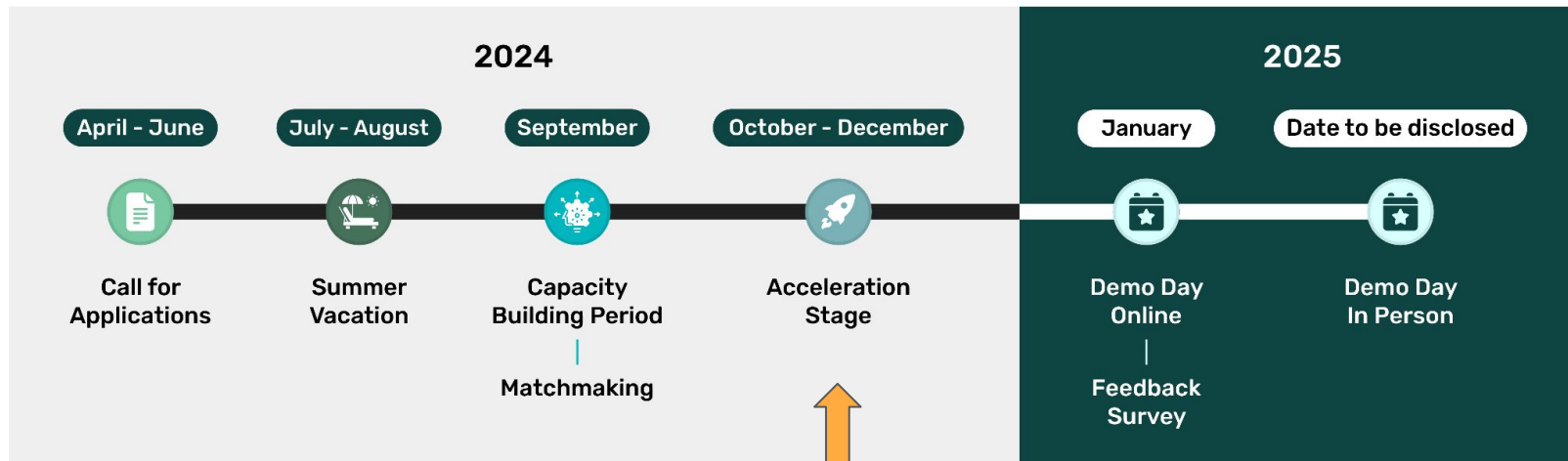
Focus areas



Co-funded by
the European Union

When is it going to happen?

Entrepreneurship and Acceleration Program - 1st Edition



A mentor will be attributed to your team and will guide you on this phase of the programme.

 Co-funded by
the European Union

 AGRIFOOD
4Future

Implementation of the programme



Capacity Building

3 weeks

Teams will learn the basics:

- Entrepreneur's Do's and Don'ts
- Investment Readiness, Funding Opportunities, and Fundraising
- Marketing strategy
- Business Model Canvas
- Building the Right Team
- Legal and regulatory aspects
- Intellectual Property



Acceleration

8 + 2 weeks



Go-To-Market Plan:

The teams will develop a Go-to-Market Plan during 8 weeks with the **guidance of the Mentor**.



Pitch:

The teams will develop a Pitch during 2 weeks receiving **feedback from the Mentor**.



Demo Day

Online

Pitch presentation by the teams

- A Jury will **evaluate** the teams
- **2 winning teams** will be chosen
- Teams will have the possibility to **showcase their solution** to stakeholders of interest
- Opportunity to **engage** with the **consortium partners**



Co-funded by
the European Union

Estimated Dedication: 6 hours/week



Why should you participate?

- Learn how to transfer your solution from the academic environment to the market
- Develop and improve your entrepreneurial capabilities
- Have the opportunity to be supported by a mentor that will guide you to structure a Go-To-Market strategy
- Be part of this pioneer ERASMUS+ project with a consortium distributed Europe wide
- **In-person Demo Day:** opportunity to network and Pitch in an event that will take place in Portugal. It will provide the participants of both editions a **platform to showcase their innovative agrifood solutions** to a diverse audience, including investors, industry experts, and potential collaborators.



Prize

The **2 most promising teams** will have the opportunity to integrate the BGI **Incubation Programme** in Portugal and a pack of mentorship hours from leading experts from VALORIAL, UCSC, C-ER, and Phorma Mentis.



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the European Union



Are you developing an
innovative solution on the
Agrifood sector?

Apply now!



Co-funded by
the European Union


AGRI FOOD
4Future

Thank you for your attention!



Co-funded by
the European Union

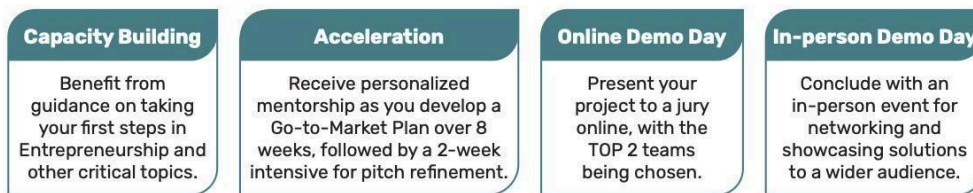
II.3 One pager to scout for participants



Program Overview

The **AgriFood4Future Entrepreneurship and Acceleration Program** is your gateway to starting your entrepreneurship journey. Spanning 5 months, this program offers comprehensive training, ongoing mentorship, and international exposure to elevate your venture to success.

The program comprises **4 key phases**:

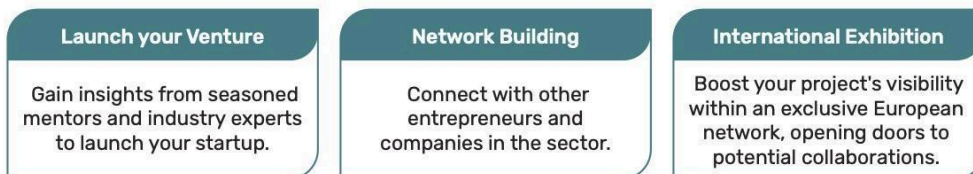


Participant Criteria

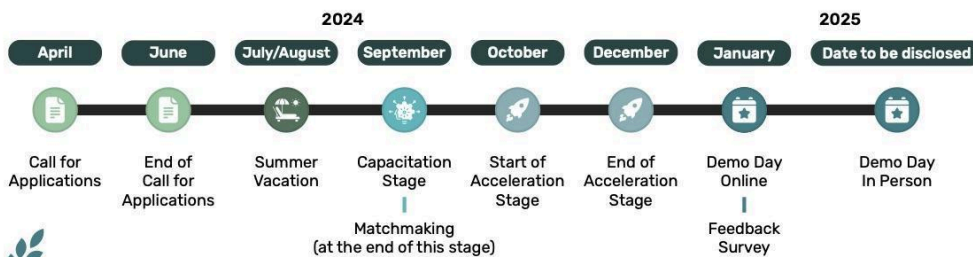
- Early stage agrifood startups (TRL 2 to 6).
- Master's, PhD or VET (Vocational Education & Training Centers) students who are developing a solution in alignment with our **strategic focus areas**:



Benefits



Program Timeline: Entrepreneurship and Acceleration Program 1st Edition



For further questions, please reach out to:



Are you ready to boost your tech business in the agrifood sector?



[Apply now](#)

II.4 Registration form for participants

AGRIFOOD4FUTURE ENTREPRENEURSHIP AND ACCELERATION PROGRAMME

This Entrepreneurship and Acceleration Programme is a comprehensive initiative aimed at cultivating entrepreneurial skills and fostering innovative projects among early-stage startups and VET (Vocational Education and Training), Master and PhD students developing a technology/service/product in the Agrifood sector.
You can find the Rules and Regulations of the programme [HERE](#).

Deadline of registration: June 30th

 [Switch account](#) 

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

*** Indicates required question**

Email *

Your email

Name of the team representative *

Your answer

Email of the team representative *

Representative image. Please find the registration form [HERE](#).

II.5 Presentation to scout for mentors



AGRIFOOD

4Future

Centers of Vocational Excellence in Smart Farming and Sustainable Food Systems

April - June 2024



Co-funded by
the European Union



Entrepreneurship and Acceleration Programme

First Edition



Co-funded by
the European Union

Who are we?

A consortium with **23 partners** with the mission to support the **transformation** of the **Agrifood** sector towards **digitalisation**, **decarbonisation**, and **sustainability**.



Co-funded by
the European Union



AGRIFOOD4FUTURE

is committed to:

1. Create a permanent link and collaboration between the **education and labor market**;
2. **Empower farmers** and operators of the agrifood sector in **smart farming** and **sustainable food systems**;
3. Stimulate the **exchange of educational and professional practices** in the field of smart farming and sustainable food systems between VET providers, research organizations and businesses **throughout Europe**;
4. Ensure **support to new entrepreneurs** through business incubators and innovation hubs;
5. Greening agriculture and improving the health of soils,
6. Develop technical support services to SMEs and farmers regarding decarbonization and digitalization of their farms, and
7. Develop a skills ecosystem and means to attract and fully use investments.



Entrepreneurship & Acceleration programme

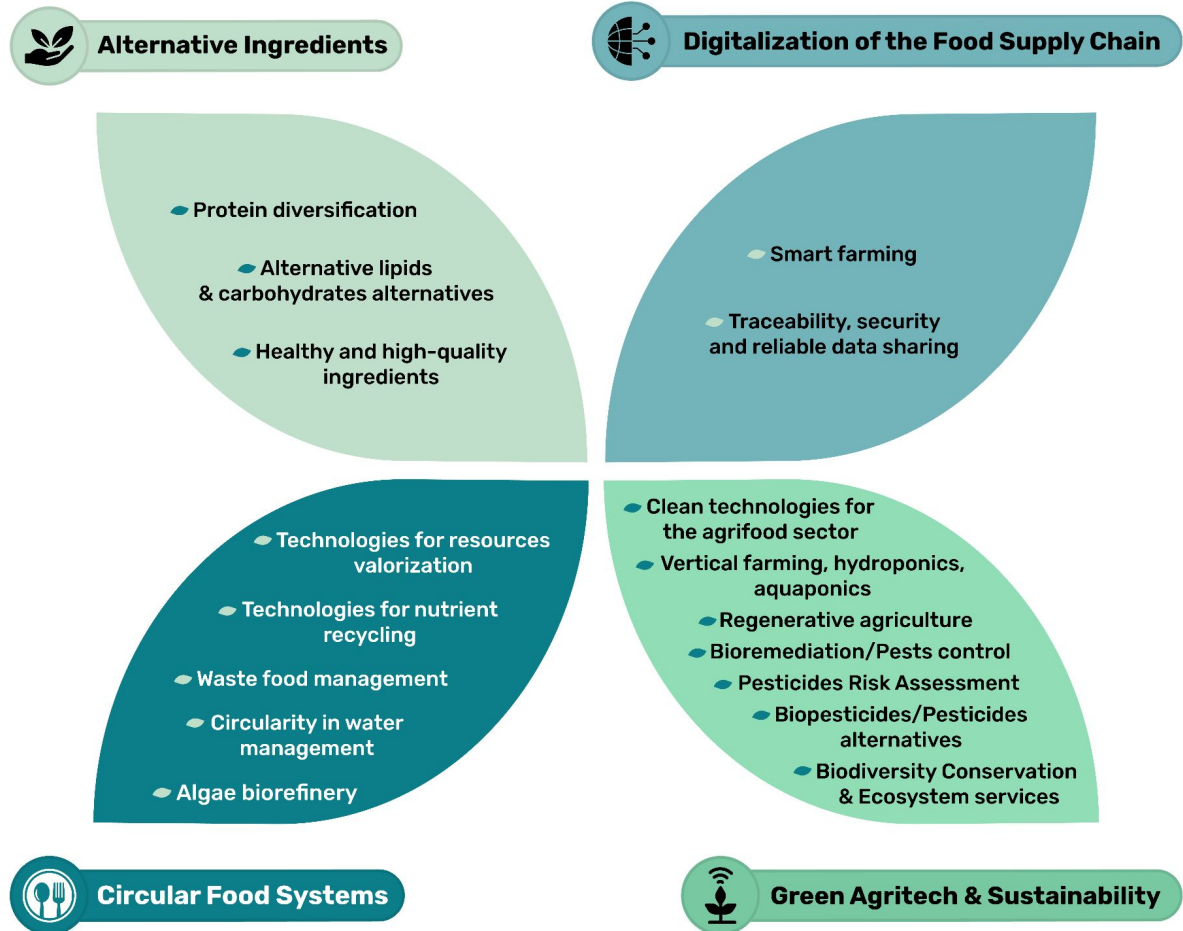
- Aims at **capacitate young entrepreneurs** and **accelerate the growth** of their solutions.
- This programme is directed to:
 - **Early-stage startups**
 - **Teams of VET, Master and/or PhD students** (up to 3 people) developing a solution in the Agrifood sector



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4Future

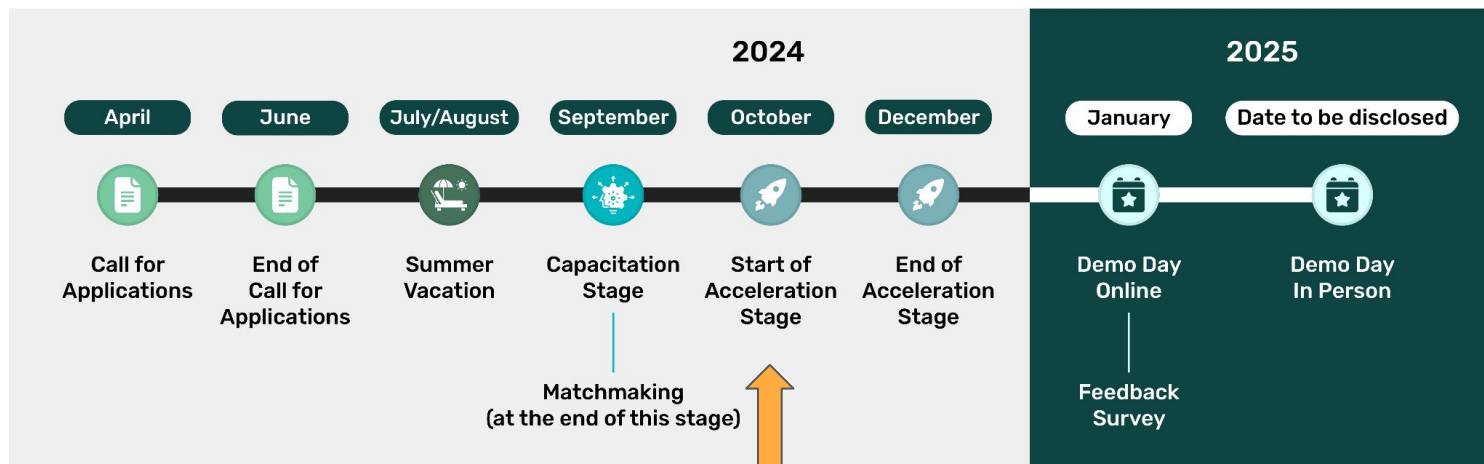
Focus areas



Co-funded by
the European Union

When is it going to happen?

Entrepreneurship and Acceleration Program 1st Edition



Mentors will work with the teams on their Go-to-Market Plan and give feedback on their Pitch.

Co-funded by
the European Union

Implementation of the programme



Capacity Building

3 weeks

Teams will learn the basics:

- Entrepreneur's Do's and Don'ts
- Investment Readiness, Funding Opportunities, and Fundraising
- Marketing strategy
- Business Model Canvas
- Building the Right Team
- Legal and regulatory aspects
- Intellectual Property



Acceleration

8 + 2 weeks



Go-To-Market Plan:

The teams will develop a Go-to-Market Plan during 8 weeks with the **guidance of the Mentor.**



Pitch:

The teams will develop a Pitch during 2 weeks receiving **feedback from the Mentor.**



Demo Day

Online

Pitch presentation by the teams

- A Jury will **evaluate** the teams
- **2 winning teams** will be chosen
- Teams will have the possibility to **showcase their solution** to stakeholders of interest
- Opportunity to **engage** with the **consortium partners**



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the European Union

Mentors' Profile

- Entrepreneurship enthusiasts with an education, and from executive programmes, in the areas of Management, Economics, or others related to Entrepreneurship.
- Eagerness to gain or develop experience coaching a team of students or a young startup that is developing an impactful solutions in the Agrifood sector
- Support the identification of real industrial needs and market studies directed to the solution of the Agrifood sector
- Previous professional experience will be a plus



Matchmaking

You will tell us your areas of interest in the Agrifood sector

We will take into consideration your background and experience

We will match you with a team in the one of the areas of your interest

We will align your background and expertise with the needs of the team



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the European Union

Why should you be a mentor?

- Be part of the technology transfer process, supporting innovative solutions that will facilitate the digital and green transition on the Agrifood sector
- Support the development of entrepreneurial leaders
- Have the opportunity to support early stage startups or teams of students with groundbreaking solutions
- Be part of this pioneer ERASMUS+ project with a consortium distributed Europe wide
- Be part of the AGRIFOOD4FUTURE network



What will be expected

Meet the team during 1h each week during 8 weeks - mentor them for a successful development of a Go-to-Market Plan

Prepare the meetings - dedicate 1h to be prepared

Give feedback to the team - during 2 weeks have two 1h meetings for Pitch feedback



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the European Union



Join us in this mission!

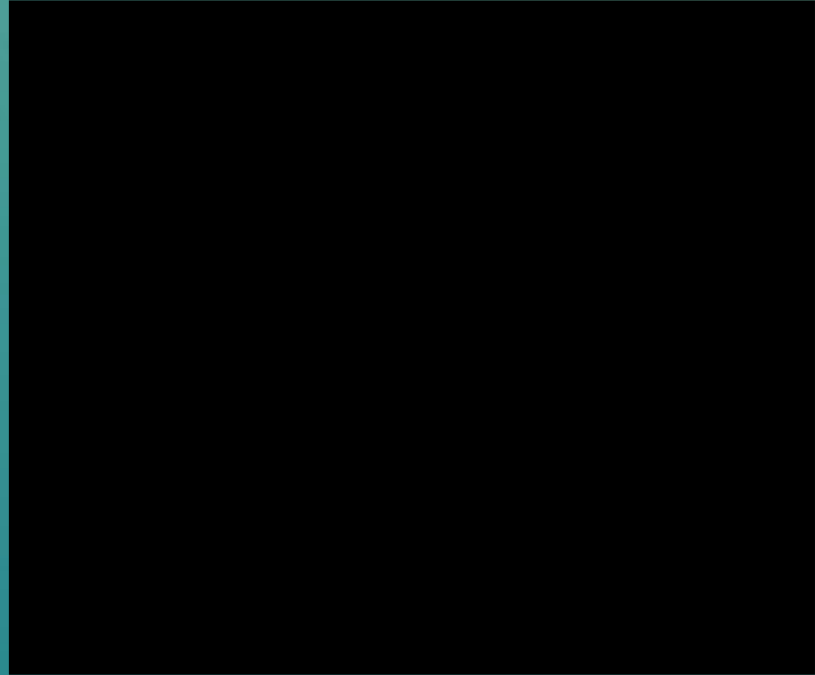
[Register here!](#)



Co-funded by
the European Union

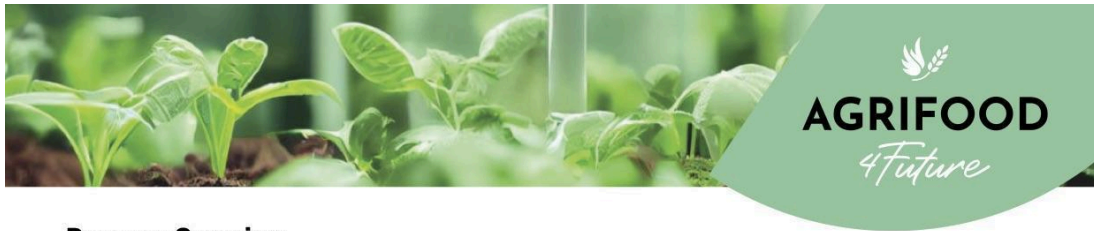

AGRI FOOD
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Thank you for your attention!



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the European Union

II.6 One pager to scout for mentors



Program Overview

The **AgriFood4Future Entrepreneurship and Acceleration Program** offers a 5-month opportunity to mentor and support student teams and early-stage startups in agrifood solutions. Structured mentorship, training, and international exposure are provided across these key phases:

<p>Capacity Building</p> <p>Teams will learn about critical topics such as Funding Opportunities, Marketing Strategies, Legal Aspects, among others.</p>	<p>★ Acceleration</p> <p>As a mentor, you'll provide guidance as startups develop Go-to-Market Plans over 8 weeks, followed by a focused 2-week period for pitch refinement.</p>	<p>Online Demo Day</p> <p>You'll be able to connect with consortium members and witness startups pitch to a jury online.</p>
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Mentor Criteria

- **Entrepreneurship enthusiasts** with a background in Management, Economics, or related fields.
- **Eager to coach** student teams or young agrifood startups.
- **Capable of identifying real sector needs.**
- **Previous experience** in entrepreneurship is preferred.

Roles & Responsibilities

Guide

To provide expert advice and share insights and guidance to help teams face challenges and develop effective strategies.

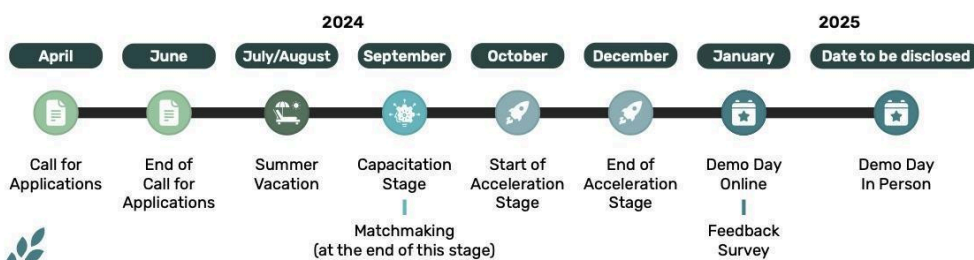
Inspire

To motivate participants, promoting a positive mindset, and commitment to excellence, while celebrating achievements along their journey.

Benefits

<p>Enrich your CV</p> <p>Leverage your expertise and enhance your CV as a distinguished mentor, while empowering talented teams in launching their ventures.</p>	<p>Increase your Network</p> <p>Connect with fellow mentors and entrepreneurs, expanding your network within the agrifood sector and beyond.</p>	<p>Get International Exposure</p> <p>Elevate your profile within an exclusive European network, opening doors to potential collaborations and partnerships.</p>
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Program Timeline: Entrepreneurship and Acceleration Program 1st Edition



For further questions, please reach out to:



Are you ready to foster the next generation of agrifood entrepreneurs?



[Apply now](#)

II.7 Registration form for mentors

AGRIFOOD4FUTURE ENTREPRENEURSHIP AND ACCELERATION PROGRAMME

This Entrepreneurship and Acceleration Programme is a comprehensive initiative aimed at cultivating entrepreneurial skills and fostering innovative projects among early-stage startups and VET (Vocational Education and Training), Master and PhD students developing a technology/service/product in the Agrifood sector.
You can find the Rules and Regulations of the programme [HERE](#).

Deadline of registration: June 30th

 [Switch account](#) 

The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

*** Indicates required question**

Email *

Your email

Name *

Your answer

LinkedIn *

Representative image. Please find the registration form [HERE](#).

Annex III

III.1 Communication plan of the programme

1st Edition (April 2024 - July 2024)								
Dates	Social Media	Topic	Format	Image/Video Copy	Text (EN)	Status	Metrics	Links
01/04/2024	LinkedIn Facebook Twitter	Call Open	Image	(AgriFood4Future Logo + BGI Ready to grow your business and revolutionize the agri-food industry?	Ready to grow your business and revolutionize the agri-food industry?	Published	Impressions Engagements Clicks	LinkedIn: https://www.linkedin.com/ Facebook: https://www.facebook.com/ Twitter: https://twitter.com/
16/04/2024		Poll: Future of Food	Poll	Entrepreneurship & Acceleration Questions: What's your vision for the #FutureOfFood?	Join us in the AgriFood4Future Entrepreneurship & Acceleration Program, now @AgriFood4Future is committed to help young and talented entrepreneurs to	Published	Impressions Engagements Clicks	LinkedIn: https://www.linkedin.com/
29/04/2024		Program Details & Timeline	Image	(AgriFood4Future Logo + BGI Ready to elevate your business project to the next level? 🚀	What's your vision for the #FutureOfFood?	Published	Impressions Engagements Clicks	LinkedIn: https://www.linkedin.com/ Facebook: https://www.facebook.com/
06/05/2024		Target & Benefits	Image	Entrepreneurship & Acceleration Applications are open!	Applications for the Entrepreneurship & Acceleration Program are now open!	Published	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link
20/05/2024		Strategic Areas	Carousel	🏆 Training, Mentorship, Global Open to Early Stage Start-ups Slide 1: (AgriFood4Future Logo) Calling all agrifood innovators! 🌟	The AgriFood4Future Entrepreneurship & Acceleration Program was carefully designed. If you are developing an innovative technology, product or service in the agrifood sector, you are invited to apply for the program. Entrepreneurship training.	In progress	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link
05/06/2024		Capacitation: Program Thematics	Partner will share	Script: [Interspersing images of entrepreneurs]	If you're spearheading change in these strategic areas, the AgriFood4Future Entrepreneurship & Acceleration Program is the perfect opportunity for you. Introducing the #Capacitation Phase of the @AgriFood4Future's Entrepreneurship & Acceleration Program.	In progress	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link
12/06/2024		Partners & Prizes	Partner will share	Slide 1: (AgriFood4Future Logo)	A 3-week online training to accelerate your agri-food business ideas.	In progress	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link
17/06/2024		Acceleration Program Phase	Partner will share	Script: [Dynamic music plays as images of entrepreneurs]	Introducing the backbone of our Entrepreneurship & Acceleration Program: a 3-week online training to accelerate your agri-food business ideas.	In progress	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link
24/06/2024		Deadline Extension	Image	(AgriFood4Future Logo + BGI Exciting news! We've extended the deadline for applications to our Entrepreneurship & Acceleration Program. 🎉	Swipe through to meet the individuals and organizations guiding our #entrepreneurship journey. After unveiling the Capacitation Phase, it's time to dive into the Acceleration Phase. Over 10 weeks, we're dedicated to supporting you in accelerating your agri-food business ideas.	In progress	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link
28/06/2024		Deadline Reminder	Image	Entrepreneurship & Acceleration Only 3 days left!	New Deadline: July 1st Only 3 days left! 🕒 Apply for @AgriFood4Future's Entrepreneurship & Acceleration Program.	In progress	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link
December 2024		Demo Day	Image	TBC	TBC	Waiting	Impressions Engagements Clicks	LinkedIn: link Facebook: link Twitter: link

III.2 Publication 1 (01/04/2024)



BGI - Building Global Innovators
4.345 seguidores
1 m · 🌐

Ready to grow your business and revolutionize the agri-food industry?

Join us in the AgriFood4Future Entrepreneurship & Acceleration Program, now open for applications! 🚀

🏆 Gain entrepreneurship skills, mentorship, and international exposure to turn your sustainable business idea into reality.

👤 Who is it for?

- Startups (TRL 2 to 6) and young entrepreneurs;
- Masters, PhDs or VET students (Vocational Education & Training Centers students) who are developing a technology, product or service aligned with the strategic areas of the program.

👉 This acceleration program is part of the [AgriFood4Future](#), an [#ErasmusPlus](#) project dedicated to fostering innovation in vocational education, higher education, and ongoing training in the fields of Smart Farming and Sustainable Food Systems.

Find out more and apply here: <https://lnkd.in/dkWtYEuQ>

[#AgriFood4Future](#) [#Entrepreneurship](#) [#FutureOfFood](#)



**Entrepreneurship
& Acceleration Program**
Applications are open!

APPLY NOW

[#AgriFood4Future](#)
[#FutureOfFood](#)





Co-funded by the
European Union

👍❤️👤 Eduarda Monteiro e mais 13 pessoas

1 compartilhamento

III.3 Publication 2 (16/04/2024)



BGI - Building Global Innovators
4.345 seguidores
3 sem • 

AgriFood4Future is committed to help young and talented entrepreneurs to build a sustainable and thriving #agrifood industry. But we want to hear from YOU! 🗣️

If you want to turn your vision into reality, learn more about our Entrepreneurship & Acceleration Program!

Discover how we're empowering early stage startups, Masters, PhDs and VET students to grow their businesses and drive innovation in the sector 🚀🌱.

The program is powered by BGI with the support of **BGT Consulting Group - Business | Government | Technology** .

🔗 More information here: <https://lnkd.in/dkWtYEuQ>


#AgriFood4Future #Entrepreneurship #Acceleration #BusinessCreation

What's your vision for the #FutureOfFood? 🍎


O autor pode ver como você vota. [Saiba mais](#)

Food Chain Digitalization 📄	7%
Alternative Ingredientes 🌱	27%
Green Agritech 📄	27%
Circular Food Systems 🔄	40%

15 votos • Enquete encerrada

 9 2 compartilhamentos

III.4 Publication 3 (29/04/2024)



BGI - Building Global Innovators
4.345 seguidores
1 sem • 🌐


Join **AgriFood4Future** on an exciting journey of innovation and entrepreneurship in the agri-food sector! 🍅🚀

Applications for the Entrepreneurship & Acceleration Program are now open! From mapping promising talents to the final presentation of innovative solutions, our timeline describes the main stages of our 1st edition.

Ready to launch your business and leave your mark? Apply and be part of the future of food: <https://swki.me/Y9uG62mA>

#AgriFood4Future #Entrepreneurship #FutureOfFood #FoodInnovation

Entrepreneurship & Acceleration Program
1st Edition - 2024/25



2024

April - June: 1st Open Call

July - August: Selection Process

September: Capacitation Stage (3 weeks)
Matchmaking (Teams and Mentors)

October - December: Acceleration Phase (10 weeks)

2025

January: Demo Day Online
Feedback Survey

End of 2025: Final Event

#AgriFood4Future #FutureOfFood

Co-funded by the European Union

Tomaz C.C. Stilwell e mais 11 pessoas

1 compartilhamento

III.5 Publication 4 (06/05/2024)



BGI - Building Global Innovators
4.345 seguidores
2 d • Editado • 🌐

Ready to elevate your business project to the next level? 🚀

The AgriFood4Future Entrepreneurship & Acceleration Program was carefully designed for early-stage startups, young entrepreneurs and students eager to make their mark in the sector!

If you are developing an innovative technology, product or service in the agrifood area, discover the program's perks:

- 💡 Entrepreneurship training;
- 👉 Personalized mentorship;
- 🌐 Connection with a European Network of partners and stakeholders in the area of entrepreneurship.

Find out more and sign up now: <https://lnkd.in/dkWtYEuQ>

BGT Consulting Group - Business | Government | Technology

#AgriFood4Future #Entrepreneurship #Innovation #Training



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AGRIFOOD

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Erasmus + AGRIFOOD4FUTURE
Entrepreneurship and Acceleration
Program

Deliverable 3.2 (Results)



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Abstract

The purpose of this document is to resume the results of the Entrepreneurship and Acceleration program of the ERASMUS+ AgriFood4Future project.

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1 List of abbreviation

AF4F	AGRIFOOD4FUTURE
KPI	Key Performance Indicator
VET	Vocational Education Training
TRL	Technology Readiness Level

Executive Summary

The Erasmus+ **AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme** has successfully concluded two impactful editions, achieving its key KPI of **20 with 22 participants** completing the programme over the two editions. The programme has established itself as a flagship initiative for empowering early-stage agrifood startups and entrepreneurial teams across Europe and beyond.

Designed to support VET, Master's and PhD students, as well as emerging ventures developing TRL 2-6 agrifood solutions, the programme fostered the creation of **innovative, sustainable and market-driven projects** that align with European priorities in the **green and digital transitions, circular economy and smart farming**.

Over the course of two months, in both editions (2024 and 2025), participants progressed through a structured journey combining **entrepreneurial training, tailored acceleration and international exposure** via an online Demo Day event. The programme successfully translated ideas into actionable business projects, while promoting collaboration, knowledge exchange and mentoring from leading European experts.

Beyond a conventional training initiative, AGRIFOOD4FUTURE project and initiatives such as this one functions as a **capacity-building platform** bridging education, research and business. By equipping participants with the skills, networks and experience necessary to launch and scale innovative ventures, the programme empowers a new generation of agrifood innovators ready to shape a **sustainable, resilient and inclusive food system** in Europe.

1 Description of the Programme Implementation

In order to let BGI consolidate and present the results of the **Entrepreneurship and Acceleration Programme**, several materials and analyses were developed with the support of BGT to organize, monitor and report the outcomes achieved during the implementation phase. These materials were also used to guide the consortium partners in collecting and validating data on participants, mentors and programme activities.

1st edition:

- Took place in **September to December 2024**.
- Received **21 applications**, with **6 participants** successfully taking part.

2nd edition:

- Ran from **May to June 2025**.
- Out of **28 applications**, **16 participants** successfully completed the course.

The programme included a **structured timeline of activities**, combining **didactic sessions, mentoring sessions and pitching events**, designed to maximize learning and entrepreneurial development. The **role of consortium partners and stakeholders** was crucial in supporting participants, providing mentoring and facilitating the programme's implementation.

The mentors involved in the programme understand the importance of **availability and commitment in guiding project teams**. They dedicate their expertise to supporting participants throughout their journey, offering **invaluable insights and practical knowledge** derived from their experience in entrepreneurship and relevant industries. This ensures that project teams receive the guidance necessary to succeed, fostering innovation and promoting **sustainable practices within the agrifood economy**.

The lists of participants from both editions, together with the mentors and the respective agenda, are available in Annex I.

2 Results & Outcomes

The **AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme** was designed to support early-stage startups and entrepreneurial teams (2-3 members, including VET, Master's, and PhD students) developing technologies, services or products with high potential for innovation and sustainability in the agrifood sector. Over two editions, the programme provided a 13-week journey combining **capacity building, mentoring, acceleration and pitching**, culminating in international online **Demo Days**.

This section presents the quantitative indicators (KPIs) and qualitative outcomes achieved, demonstrating the programme's contribution to entrepreneurial skills development, innovation capacity and ecosystem strengthening.

2.1 Quantitative Indicators (KPIs)

The programme was structured into **three core stages**:

Phase 1 - Entrepreneurial Capacity Building (3 weeks):

Participants engaged in masterclasses aimed at strengthening business acumen and preparing for challenges in the agrifood industry.

Estimated workload: 5 hours/week over 3 weeks (sessions + preparation + follow-up).

Phase 2 - Acceleration Phase (10 weeks):

Go-To-Market Plan Development (8 weeks): Mentors guided teams in refining strategies, identifying markets and building robust business foundations.

Mentor workload: 2h/week (1h preparation + 1h meeting).

Pitch Preparation (2 weeks): Mentors supported participants in crafting compelling pitches and improving delivery skills, preparing them to effectively communicate their value proposition to investors, partners and stakeholders.

Phase 3 - online Demo Days

Participants showcased their solutions to international audiences, including investors, industry experts and consortium members.

The KPI set in the proposal for this programme was 20 startups involved. This target was successfully achieved and exceeded, with a total of 22 startups benefiting from the two editions of the programme. Specifically, 6 startups completed the first edition and 16 completed the second edition, demonstrating strong engagement and continuity across cohorts.

1st Edition Results:

Applications: 21 applications received → 10 startups selected → 6 completed the programme.

Mentors: 24 mentors contacted → 8 actively engaged (1 mentor/startup). Some mentors remained unallocated due to participant withdrawals.

Capacity Building: Coordinated by *Soraia Caetano (BGI)*, with contributions from 6 expert speakers.

Training sessions & workshops: Structured sessions combining mentoring, masterclasses and thematic bootcamps.

2nd Edition Results:

Applications: 28 startups applied → 25 selected → 20 joined → 18 completed the programme.

Mentors: 32 mentors contacted → 21 actively engaged (1 mentor/startup). Some mentors remained unallocated due to participant withdrawals.

Capacity Building: Coordinated by *Catarina Casadinho (BGI)*, with contributions from 7 expert speakers.

Training sessions & workshops: Combined thematic workshops, mentor hours (average 2h/week in Go-To-Market plan + pitch preparation) and structured acceleration sessions.

For both editions, the list of participating startups, mentors, speakers and their respective agendas can be found in Annex I.

2.2 Qualitative Outcomes

The programme supported highly diverse teams from **Europe, Brazil, the USA and Palestine**, creating a cross-cultural entrepreneurial environment. The measurable impact included:

- **100% of participants** stated they would recommend the programme.
- **88% confirmed** a positive impact on their personal and professional development.
- **Average satisfaction score:** 3.63/4.
- Participants highlighted the **practical tools, quality of mentorship, and collaborative ecosystem** as key success factors.

Winning teams from both editions — *Palgae* and *Fermentory* (1st edition), *Clareza Angular* and *Agriflores* (2nd edition) — demonstrated strong innovation potential and tangible contributions to sustainable agrifood systems. Winners gained access to:

1st Prize:

- Opportunity to participate in an incubation programme with BGI
- 4 hours of mentoring with AGRIFOOD4FUTURE partner VALORIAL, including a Business Plan Analysis and Innovation Diagnostic
- 6 hours of mentoring with AGRIFOOD4FUTURE partners UCSC, C-ER and Phorma Mentis

2nd Prize:

- Opportunity to participate in an incubation programme with BGI
- 6 hours of mentoring with UCSC, C-ER and Phorma Mentis

The feedback survey was created by our partner ISQ, and the template can be found in Annex I, along with the pitch evaluation criteria.

These outcomes illustrate the programme's ability to foster entrepreneurship, support early-stage innovations and create pathways for impactful agrifood solutions in Europe and beyond.

3 Impact Assessment

The **AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme** has generated significant impact at multiple levels, contributing both to the direct objectives of Erasmus+ and to broader EU policy priorities. By supporting early-stage agrifood entrepreneurs, fostering innovation and strengthening entrepreneurial capacity, the programme has acted as a catalyst for skills development, employability and sustainability in the agrifood sector.

Entrepreneurship & Innovation: The programme enhanced entrepreneurial skills among VET, Master's, and PhD students, as well as early-stage startups, by guiding them through the entire innovation journey - from idea validation to the development of Go-To-Market strategies and pitching to potential investors. This aligns with the EU's *Entrepreneurship Competence Framework (EntreComp)* and the Erasmus+ priority of fostering innovation in education and training.

Employability: Participants acquired key transversal and business-oriented skills - strategic thinking, investment readiness, marketing, and business model design - which are directly transferable to future career paths. The focus on practical mentoring and real-world application increased participants' readiness for entrepreneurial or corporate roles within the agrifood sector.

Sustainability: By prioritising startups and projects aligned with the **green and digital transitions, circular economy and smart farming**, the programme directly supported the

European Green Deal and the Farm-to-Fork Strategy. Mentors and speakers also integrated sustainability principles into their guidance, ensuring that participants' projects promote long-term environmental and social impact.

3.1 Measured Impact on Participants

- **Startups supported:** Across its two editions, the programme successfully supported **22 startups/entrepreneurial teams**, with **6 completing the 1st edition** and **16 completing the 2nd edition**.
- **Mentorship & training:** Around **40 mentors and expert speakers** were engaged, providing targeted, high-quality support to participants. Each team benefited from a personalised mentorship structure, averaging 2 hours per week, complemented by workshops and thematic masterclasses.
- **Skills development:** Participants significantly improved their entrepreneurial knowledge base, particularly in areas such as market entry strategies, fundraising, legal and regulatory aspects and team building. Feedback collected indicates that the programme enhanced participants' confidence and ability to translate innovative ideas into viable business opportunities.
- **New ventures & partnerships:** Several startups developed during the programme reported progress towards new business partnerships, improved investment readiness and stronger positioning to apply for national and EU funding opportunities. The online Demo Day facilitated connections between participants, mentors and stakeholders, creating pathways for future collaboration.

3.2 Spill-Over Effects for Local and Regional Innovation Ecosystems

The programme actively engaged **universities, research institutes and industry players** across Europe, strengthening the bridge between education, research and business in the agrifood sector. By involving regional actors and international experts, the programme fostered knowledge transfer and cross-border collaboration, contributing to the development of **innovation ecosystems** that support agrifood entrepreneurship.

The visibility of the programme, supported through communication campaigns, publications and online Demo Day events, has raised awareness of entrepreneurship opportunities in agrifood and has the potential to inspire other regional and European initiatives.

4 Materials & Tools Developed

A range of materials and tools were developed throughout the **AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme** to support implementation, ensure quality and facilitate dissemination. These resources were designed both for internal coordination of the consortium and for external use by participants, mentors and stakeholders.

4.1 Training Materials and Guidelines

To ensure consistency and quality in programme delivery, a comprehensive set of training resources and guidelines was created, including:

- **One-Pager for Mentors**, outlining roles and expectations.
- **Rules & Regulations of the Programme**, providing a framework for participation.
- **Evaluation Criteria Table**, used to assess participant progress and final pitches.
- **Go-To-Market Plan and Pitch Templates**, supporting participants in structuring their business strategies and presentations.

All materials not previously presented in **Deliverable 3.2** are included in **Annexes** for reference.

4.2 Communication and Dissemination Materials

The programme included an extensive communication and dissemination strategy to promote visibility and outreach. Key actions and outputs included:

- **Scouting campaigns** and targeted **Calls to Action** to attract participants and mentors.
- Posts and updates shared through **LinkedIn and Facebook**.
- Programme coverage in the **project newsletter**.
- A **final article** summarising the programme's outcomes and impact.

These actions ensured wide dissemination of opportunities and results, strengthening the visibility of the programme at European and regional levels.

4.3 Recordings and Presentations

All sessions delivered during the programme were recorded in order to be integrated into the **Learning Modules** available on the project website (specifically **Module 5**). This ensures that the content remains accessible for future learners and can contribute to the programme's sustainability and replication.

Additionally, the final online **Demo Day presentations** were also recorded. However, as the Go to Market Plan and Pitch are covered by a **Non-Disclosure Agreement (NDA)**, they will not be shared within this deliverable.

5 Dissemination & Exploitation of Results

Dissemination and exploitation were integral components of the **AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme**, ensuring that the results and impacts reached not only the direct participants but also the broader agrifood and innovation ecosystem.

5.1 Communication Plan Execution

The programme followed a structured communication plan to promote its activities and outcomes. Key dissemination actions included:

- **Events:** Organisation of two online Demo Days, providing international visibility to participating startups and creating opportunities for networking with mentors, consortium partners, and stakeholders.
- **Publications and Media Coverage:** Targeted calls for participants and mentors were published on **LinkedIn and Facebook**, complemented by visibility in the **project newsletter** and the publication of a **final article** summarising the programme's achievements.
- **Outreach Campaigns:** Scouting actions and tailored calls to action were launched to attract startups, PhD/Master's students, and mentors from across Europe.

Communication and dissemination efforts from BGI and BGT are presented in Annex III.

These activities significantly increased programme outreach and reinforced AGRIFOOD4FUTURE's position as a platform for agrifood entrepreneurship and innovation.

5.2 Stakeholder Engagement

The programme successfully engaged a wide range of stakeholders, strengthening connections between **universities, incubators, investors, SMEs and industry associations**. Mentors and expert speakers brought added value from different sectors, ensuring diversity of perspectives and expertise.

This engagement fostered knowledge exchange, created new collaboration opportunities and ensured that participants were exposed to relevant ecosystems capable of supporting their entrepreneurial journey beyond the programme.

5.3 Strategies for Exploitation

To maximise long-term impact, a set of exploitation strategies has been defined:

- **Open-source training content:** Learning materials and recorded sessions have been integrated into the project website (Module 5), ensuring that future learners and institutions can benefit from the programme's resources (<https://agrifood4future.com/training/>).
- **Replicability Guide:** The modular structure of the programme, combining capacity building, tailored mentoring, and pitching, provides a replicable framework that can be adapted to different contexts and sectors.
- **Integration into future initiatives:** Consortium partners are exploring opportunities to build on AGRIFOOD4FUTURE within future Erasmus+ calls, Horizon Europe projects, and regional acceleration initiatives.
- **Network exploitation:** The network of startups, mentors, and stakeholders established through the programme will continue to serve as a basis for future collaborations, partnerships, and ecosystem strengthening.

5.4 Lessons learned

By combining targeted dissemination with clear strategies for exploitation, AGRIFOOD4FUTURE ensures that the programme's outcomes will extend beyond its lifecycle, contributing to the development of **sustainable, innovative and competitive agrifood ecosystems in Europe**.

6 Sustainability & Follow-up

Ensuring the sustainability of the **AGRIFOOD4FUTURE Entrepreneurship and Acceleration Programme** beyond the project's lifecycle has been a key consideration in its design and implementation. The outcomes achieved across the two editions demonstrate not only the programme's immediate value but also its potential for replication, scalability, and long-term integration into European agrifood innovation ecosystems.

6.1 Replication and Scalability

The programme has been structured in a modular and adaptable way, making it easily replicable in different geographical and institutional contexts. The combination of **capacity-building sessions, tailored acceleration, and structured mentoring** provides a tested framework that can be scaled up or adapted to other sectors within Erasmus+ or Horizon Europe initiatives. The tools, training materials, and methodologies developed (Annexes I–III) remain as open resources for future use by consortium partners and stakeholders.

6.2 Maintaining Networks of Startups and Mentors

One of the most valuable results of the programme has been the creation of a **dynamic network of startups, mentors, and ecosystem actors**. This network will be maintained and expanded through:

- Continuous communication and engagement via digital platforms and social media.
- Opportunities for alumni startups to join future editions, regional demo days, or industry events.
- Collaboration with mentors beyond the programme to strengthen innovation ecosystems and create long-term partnerships.
By sustaining these relationships, the programme ensures that the knowledge, expertise, and connections generated continue to benefit participants and the wider agrifood sector.

6.3 Continuation Funding and Partnerships

To ensure continuity, consortium partners are actively exploring avenues for additional funding and partnerships, including:

- Integration of the AGRIFOOD4FUTURE methodology into future **Erasmus+ calls**, particularly within the *Alliances for Innovation* and *Centres of Vocational Excellence* frameworks.
- Leveraging synergies with **Horizon Europe** programmes, particularly under Cluster 6 (*Food, Bioeconomy, Natural Resources, Agriculture and Environment*) to sustain acceleration activities.
- Engagement with **regional development agencies, incubators, and industry associations** to co-fund or host future editions.
- Exploration of private-sector sponsorships and partnerships with investors and agrifood companies interested in supporting innovation pipelines aligned with the EU's green and digital priorities.
- **Long-Term Vision**

The long-term ambition is for AGRIFOOD4FUTURE to evolve into a **permanent acceleration platform for agrifood innovation**, connecting education, research, and business across Europe. By consolidating the networks and resources developed during the Erasmus+ project, the programme can continue to foster sustainable agrifood ventures, contributing to the resilience and competitiveness of the European food system.



Figure 1. AgriFood4Future project logo