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Exploration phase proposal

Fill in this template with the required information
to apply for the second phase of TeamUp 2025!

Deadline: July 20th, 2025 (EOD)



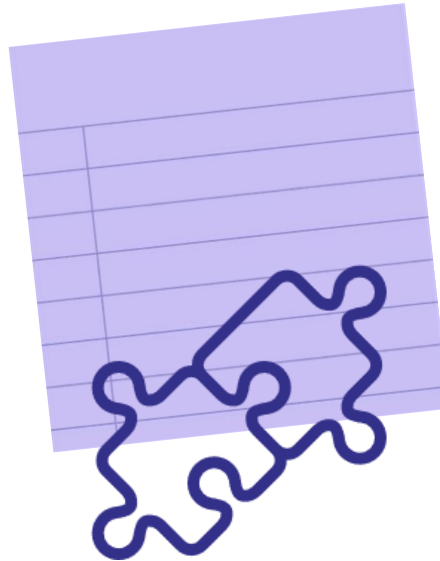
Project summary (max. 2 slides)

1. Problem

What problem are you trying to solve with your agrifood solution or technology? Who are your customers and what issues or needs do they have?

2. Solution

Please shortly describe your agrifood technology or solution. How does your solution solve the problem/need of your customers?



3. Competitors

Who are your competitors? How are your customers solving their problem at the moment? Please consider both direct and indirect competitors.

4. Advantage

What is distinctive and innovative about your solution? What differentiates it from the competitors?



Problem

#1: Perishables have a high risk for bacterial growth on the shelf, which threatens human health and is a huge contributor to overall **food waste**.



**1.3B
Tonnes**
wasted each
year

#2: Plastic packaging is an environmental pollutant that is challenging to dispose of properly through recycling or effective waste management, and it also threatens **microplastic accumulation** in the environment and the human body.



**250K
Tonnes**
microplastics
in oceans

Solution

We make food packaging and coating solutions are antibacterial, antioxidant, 100% natural biopolymer-based, and offer excellent protection.

Our products:

- ★ Extend the shelf life of products
- ★ Edible
- ★ Easily washed off with water
- ★ Upcycle food waste
- ★ Do not contain petrochemical raw materials



Project summary Slide 2



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Team



Team member 1

Tech/Business Co-founder

Role in the project
Brief description of skills and
experience



Team Member 2

Tech/Business Co-founder

Role in the project
Brief description of skills and
experience



Team Member N

Tech/Business Co-founder

Role in the project
Brief description of skills and
experience



The Team



Co-founder 1

Strengths

- **UX Research & Strategy:** Establishes a strong foundation.
- **Fieldwork Insights:** Validates sustainable farming practices.
- **Global Innovation Facilitator:** Adheres to UX principles and systems thinking.



Co-founder 2

Strengths

- **Strategic Expertise:** Essential for growth and scaling.
- **Brand & Business Development:** Insight-driven strategy and agile execution.
- **Multinational Experience:** Extensive background in B2C and B2B markets.

Team

Why would you be a great team?



Please tell us, how did you meet and connect with each other?

- How often did you meet?
- What activities have you done?

What's the key thing that attracted you to each other?

Do you have any differences?

Do you have complementary skills, experience and professional network?

Do you have a shared vision and ambition when it comes to the development of a startup?

Do you see any potential risks/problems/challenges within your new team?

How do you imagine your journey after TeamUp?



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Please tell us, how did you meet and connect with each other?

How often did you met?

What activities have you done?

ADVOCATE
(INFJ-T)



Here, let me show you the right path...

CAMPAIGNER
(ENFP-T)



What do you mean "life is boring"? Are we doing on the same planet?

- Complementary skill sets and expertise
- Good communication
- Diverse backgrounds with diverse networks
- **Perfect combination of**
a dreamer and a pathfinder



**What's the key thing that attracted
you to each other?**



Do you have any differences?



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**Do you have complementary skills,
experience and professional network?**



**Do you have a shared vision and
ambition when it comes to the
development of a startup?**



Do you see any potential risks/problems/challenges within your

Challenges

- 1) **Jobs that are very time consuming** and quite demanding in terms of dedication. Makes individual free times difficult to be compatibilized.
- 2) **Geographically disperse**. Each one of us lives in a different city, challenge mainly during Pilot Project.
- 3) **Unforeseeable challenges**, we are living crazy times, this can affect us as individuals and impact the Team.

Overcoming the Challenges

- 1) **Planning** all tasks and interactions with **anticipation**. As the project evolves, we will have to **find more time and flexibility**.
- 2) Physical distance, we will have to rely on **flexibility**, good **coordination** and great **communication**.
- 3) **Commitment** with each other, a **truthful and honest communication**, alignment on the **purpose** and **long-term view**.

When there is a will, there is a way!

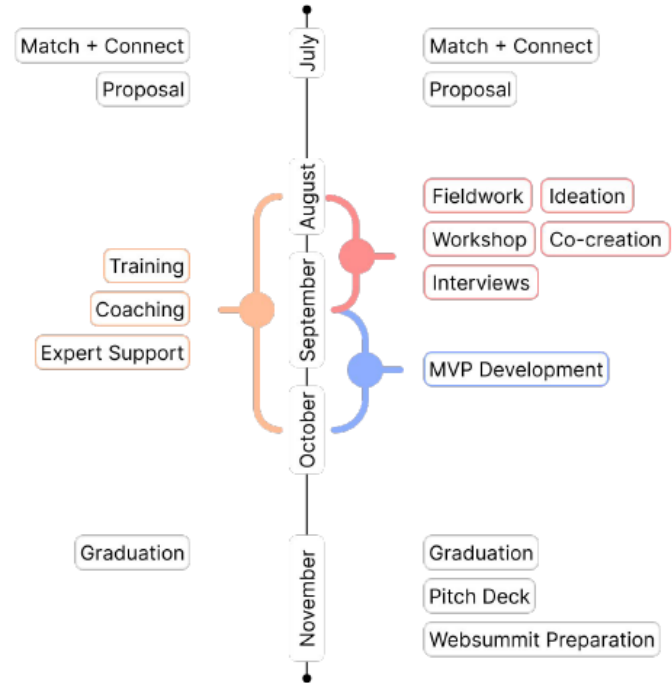


Exploration Phase

What do you expect from this phase?

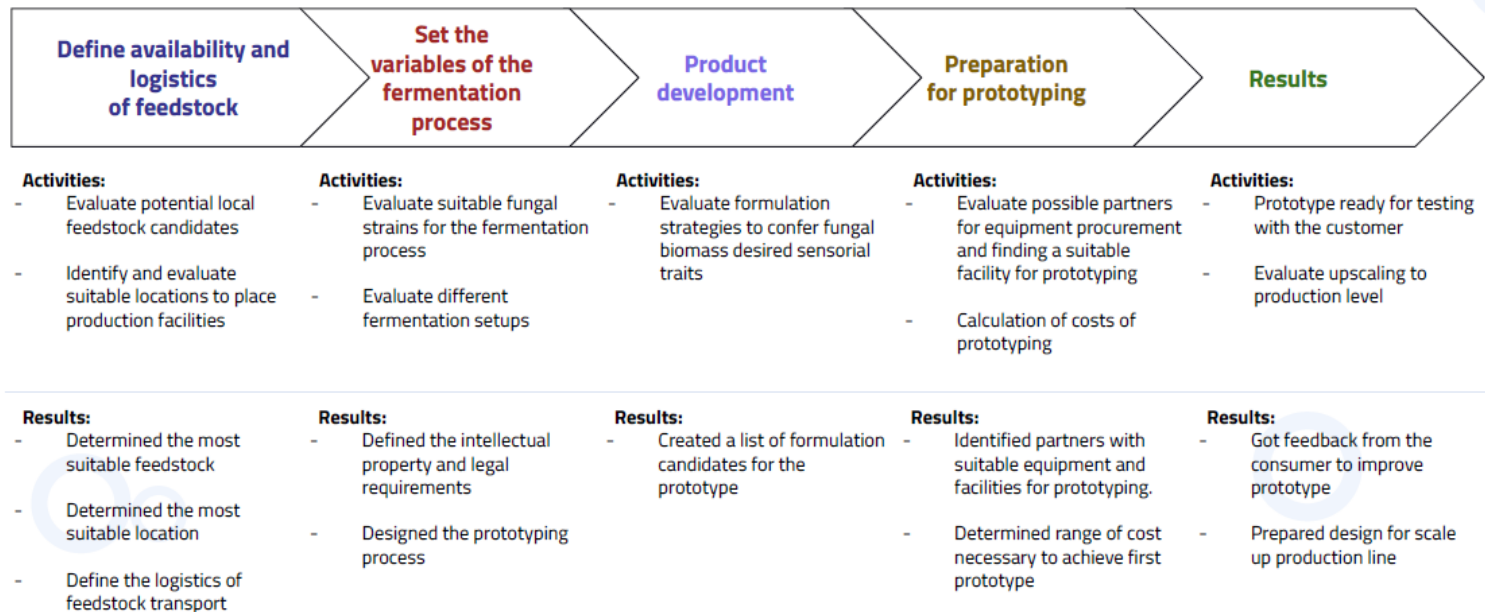
Example: What type of training and support would you like to see in the programme?

What would you like to achieve by the end of Exploration?



Exploration Phase

What do you expect from this phase?



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Plan for the Exploration phase

Priorities

- 
- Productivity actions definition and Azolla variants selection
 - Definition of Testing Parameters, Quality Control Procedures and Experiments to be conducted
 - Processing Machinery, Product Formulation and Samples distribution plan
 - Identification of R&D funding programs

Goals

- 
- Agricultural Production Plan
 - Azolla Processing Plan and Sample distribution Plan
 - Quality, Experiments and Testing Plan
 - Funding Plan

Plan for the Exploration phase

Month 2 – September 2024

Priorities

Goals

1. Finetuning POC* – User Engagement Validation	POC* communication materials refinement and onsite set up.
2. Co-Design MVP – Solution Validation	Design Thinking Workshop with Team and MVP Design Expert.
3. Set up Online Presence	Create Landing Page, Key social media accounts, and organic growth plan.



How do you imagine your journey after TeamUp?



Evaluation criteria

Criteria	Part of the presentation evaluated
1. The product/solution the team presents is innovative, scalable and has the potential to transform Europe's food system and deliver social, environmental and economic impact.	Project resume
2. The co-founders have complementary skills and experience and have the potential to form a strong team.	Team
3. The team has a clear, feasible and ambitious plan for the Exploration phase.	Plan for the Exploration phase

Each criterion will be scored on a 0-5 scale, where 0 represents “not meeting the criterion” and 5 – “meeting all relevant aspects of the criterion”. Each proposal can receive a maximum of 15 points.



Thanks!

Make sure your Proposal is uploaded
[HERE](#) before the deadline

