

# TeamUp 2025: Terms and Conditions

## Contents

|                                                  |   |
|--------------------------------------------------|---|
| 1. General information about the programme ..... | 1 |
| 2. Programme stages and commitment.....          | 2 |
| Stage 1: Application.....                        | 2 |
| Stage 2: Matchmaking.....                        | 2 |
| Stage 3: Exploration .....                       | 2 |
| Stage 4: Graduation.....                         | 3 |
| 3. Important dates.....                          | 3 |
| 4. Eligibility criteria for applicants .....     | 4 |
| 5. Selection criteria.....                       | 5 |
| 5.1. Online application selection criteria ..... | 5 |
| 5.2. Exploration stage selection criteria.....   | 8 |
| 5.3. Pitching Days evaluation criteria.....      | 8 |
| 6. IP rights and confidentiality.....            | 9 |
| 7. Personal data processing.....                 | 9 |
| 8. Contact details.....                          | 9 |

## 1. General information about the programme

[TeamUp](#) is a programme offered by EIT Food. TeamUp matches leading technologists with entrepreneurial business professionals and supports them on their journey to co-create truly impactful agrifood ventures. This 6-month programme provides important tools and support to build your startup including expert guidance, world-class training, mentorship, networking and funding.

TeamUp programme is available through [Regional Innovation Scheme](#) (RIS), a specific outreach initiative within EIT Food that aims to help entrepreneurs and innovators in those Eastern and Southern European countries that currently spend less on research and development.

TeamUp is open for the following two groups of applicants from the RIS countries:

- Technologists with a solution/technology that can transform the food system;
- Business professionals with skills and experience to build a successful agrifood startup.

## 2. Programme stages and commitment

The TeamUp programme consists of the following stages: **Application, Matchmaking, Exploration and Graduation.**

### Stage 1: Application

Application – Interested entities are invited to apply for the registration platform available on [TeamUp](#) programme webpage. The selection panel continuously evaluates applications according to the selection criteria ([see 5.1. Online application selection criteria](#)). If the selection panel lacks information required to evaluate some applications, the candidates who submitted those applications may be asked for additional information or an online interview to determine the final selection.

EIT Food informs all applicants about the selection results and invites successful applicants for the Matchmaking stage.

### Stage 2: Matchmaking

The applicants invited for the Matchmaking stage are taken through the following steps:

- A variety of matchmaking exercises and scenario challenges with business or tech co-founder applicants
- Skills and experience pitching and compatibility analysis
- Purpose and values assessment and co-founder alignment
- One-on-one interview with TeamUp team and agrifood experts
- Individuals profile evaluation using a psychometric test for self-reflection and sharing
- Peer review feedback
- Ongoing networking
- Access to matchmaking platform

The aim of this stage is for the applicants to find a match and team up with a tech or business co-founder (each newly created team will consist of one tech founder and one or more business professionals).

At the end of the Matchmaking stage, the participant submits a proposal that must include the co-founders they would like to be matched with. EIT Food evaluates the proposals ([see 5.2. Exploration stage selection criteria](#)) and creates the final list of teams.

EIT Food informs all applicants about the results of the Matchmaking stage. The applicants, who fail to find a successful match during the Matchmaking stage, are not accepted to continue on the TeamUp programme. Applicants who successfully form a team during the Matchmaking stage and are selected by EIT Food, sign a subgranting agreement with EIT Food and are accepted as participants of the next stage of the TeamUp programme.

### Stage 3: Exploration

At this stage, the commitment of the participants could become similar to that of a part-time job for a few weeks. The chosen teams are taken through three months of training and coaching to nurture and create strong co-founder relationships with aligned purpose and values on solid business foundations. The participants receive a labelled training consisting on of team building activities, leadership and business skills training sessions.

The aim of this stage is for the teams to work on creation and validation of value proposition and business model of their agrifood solution. Another important goal is for the co-founders to explore how they work together, align their vision and approach to work.

During this 3-month stage, each team gets a monthly 2,000 EUR gross stipend per team to be distributed as follows:

- 1,000 EUR gross to one Tech cofounder,
- 1,000 EUR gross to one Business co-founder.

EIT Food is only paying stipends for one Tech Cofounder and Biz Cofounder per Team even when the Teams are composed by more than one Biz Co-founder.

The stipend will be paid to the teams based on their active participation in the programme and upon completion of certain monthly assignments requested by EIT Food. The detailed information and requirements for funding during this stage will be described in the subgranting agreement participants will be asked to sign before the Exploration stage.

The participants who fail to show active participation in the programme and/or do not submit all requested assignments are asked to leave the programme. EIT Food has the ultimate power to decide who remains in the programme and benefits from funding.

#### Stage 4: Graduation

In the final stage of the programme, the teams are taken through an evaluation process, where most successful teams are given the opportunity to win prizes.

The teams who want to compete for prizes, pitch during Pitching Days in November 2025. Each team presents a 5-minute pitch and answers questions from the jury panel. The jury evaluates each pitch according to the evaluation criteria ([see 5.3. Pitching Days evaluation criteria](#)).

Four teams that receive the highest scores from the jury panel are awarded with the prizes of up to €40.000. In order to be eligible to receive one of the prizes, the startup must be registered before December 8<sup>th</sup>, 2025. The winning teams are also granted extra coaching hours.

### 3. Important dates

In 2025, TeamUp programme will run fully online. Any changes will be communicated by EIT Food on the [programme website](#) as well as in the Terms and Conditions document.

| Stage                                                                   | Date                                                                 |
|-------------------------------------------------------------------------|----------------------------------------------------------------------|
| <b>Submission of online applications - Tech and Business applicants</b> | March 18 <sup>th</sup> - April 30 <sup>th</sup> (23:45 PM CET), 2025 |
| <b>Evaluation of applications</b>                                       | Until May 16 <sup>th</sup> , 2025                                    |
| <b>Successful Tech and Business applicants invited for matchmaking</b>  | Until June 2 <sup>nd</sup> , 2025                                    |
| <b>Onboarding for Tech and Business applicants</b>                      | Until June 13 <sup>th</sup> , 2025                                   |
| <b>Matchmaking</b>                                                      | June – July, 2025                                                    |

|                                                               |                                    |
|---------------------------------------------------------------|------------------------------------|
| <b>Successful applicants invited to participate in TeamUp</b> | Until July 31 <sup>st</sup> , 2025 |
| <b>Exploration</b>                                            | August - October, 2025             |
| <b>Evaluation and Graduation</b>                              | November 2025                      |

Some dates may change, the organizers will inform accordingly on the project website: <https://www.eitfood.eu/projects/teamup> and/or by emailing programme participants directly. The exact dates of Matchmaking and Exploration phases would be defined in Participant Consent Form and Subgranting Agreement.

## 4. Eligibility criteria for applicants

TeamUp is open for the applicants who meet the following eligibility criteria:

For Tech co-founder applicants:

- They are citizens and/or have registered company in one of the following RIS ([Regional Innovation Scheme](#)) countries:
  - EU Member States: Bulgaria, Croatia, Cyprus, Czechia, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain;
  - Outermost Regions: Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain);
  - Horizon Europe Associated Countries: Montenegro, North Macedonia, Serbia, Turkey, Ukraine, Albania, Bosnia and Herzegovina, and Israel.
- They have received less than 60,000 EUR in funding from EIT Food in 2024;
- They have an innovative agrifood technology/solution that has a potential in contribution to one or more EIT Food's Missions goals ([EIT Food's Missions](#)) and/or could provide deep tech solution in field of agrifood tech;
- They have submitted a complete application in English and have a proficient level of English to participate in the TeamUp programme fully (approximately C1 level);
- They are not currently participating in EIT FAN (Food Accelerator Network) or EIT Food RisingFoodStars programme. In case they are selected in one of the above programmes during their participation in TeamUp, they will be asked to choose a preferred programme to continue.

For Business co-founders applicants:

- They are citizens and/or have registered company in one of the following RIS ([Regional Innovation Scheme](#)) countries:
  - EU Member States: Bulgaria, Croatia, Cyprus, Czechia, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain;
  - Outermost Regions: Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain);

- Horizon Europe Associated Countries: Montenegro, North Macedonia, Serbia, Turkey, Ukraine, Albania, Bosnia and Herzegovina, and Israel.
- They have received less than 60,000 EUR in funding from EIT Food in 2024;
- They have experience in business development and/or entrepreneurship;
- They have submitted a complete application in English and have a proficient level of English to participate in the TeamUp programme fully (approximately C1 level);
- They are not currently participating in EIT FAN (Food Accelerator Network) or EIT Food RisingFoodStars programme. In case they are selected in one of the above programmes during their participation in TeamUp, they will be asked to choose a preferred programme to continue.

## 5. Selection criteria

### 5.1. Online application selection criteria

**Online application.** Interested candidates submit their tech or business applications before April 30<sup>th</sup> (23:45 CET), 2025. The applications are evaluated according to the selection criteria (see below). The applicants who do not meet all eligibility criteria ([see 4. Eligibility criteria](#)) will be automatically rejected. The application forms are available via TeamUp programme webpage

If the selection panel lacks information required to evaluate some applications, the candidates who submitted those applications may be asked for additional information or an online interview to determine the final selection.

The applicants with the highest total scores will be invited to the Matchmaking stage. The final number of applicants invited to the Matchmaking stage will be determined by EIT Food in consultation with the panel of evaluators.

Only applicants who meet all eligibility criteria ([see 4. Eligibility criteria](#)) will have their applications evaluated. The answers provided in the application form submitted by the applicants will be evaluated according to the following selection criteria.

### Selection criteria for individuals applying as a Tech Founder

| Criteria                                                                                                                                      | Question                                                                                                                                                                                                                                                                                                                                                    | Weight |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. The proposed solution addresses a relevant problem in one of EIT Food Missions.                                                            | <ul style="list-style-type: none"> <li>- Please shortly describe your agrifood technology or solution. What is distinctive and innovative about your solution?</li> <li>- What problem are you trying to solve with your agrifood solution or technology?</li> <li>- To which EIT Food's missions does your technology/solution relate the most?</li> </ul> | 25%    |
| 2. The applicant displays relevant agrifood experience and expertise.                                                                         | <ul style="list-style-type: none"> <li>- LinkedIn profile/Resume</li> <li>- What problem are you trying to solve with your agrifood solution or technology?</li> <li>- Please shortly describe your agrifood technology or solution</li> <li>- Please submit a short (max 1-2 pages) presentation/executive summary on your technology/solution</li> </ul>  | 25%    |
| 3. The applicant displays the passion and motivation to lead an impactful agrifood startup.                                                   | <ul style="list-style-type: none"> <li>- What role would you like to have in your startup? Why this specific role?</li> <li>- What motivates you to participate in TeamUp, and how can this programme help you?</li> <li>- How many hours per week can you dedicate to the TeamUp programme?</li> </ul>                                                     | 25%    |
| 4. The proposed solution has the potential to scale and transform Europe's food system and deliver social, environmental and economic impact. | <ul style="list-style-type: none"> <li>- What problem are you trying to solve with your agrifood solution or technology?</li> <li>- Please shortly describe your agrifood technology or solution</li> </ul>                                                                                                                                                 | 25%    |

|  |                                                                                                                                                                                                                |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | <ul style="list-style-type: none"> <li>- Please submit a short presentation/executive summary on your technology/solution</li> <li>- Please specify the readiness level of your technology/solution</li> </ul> |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

Every criterion will be scored on a 1-5 scale, where 1 represents “not meeting the criterion” and 5 – “meeting all relevant aspects of the criterion”.

### Selection criteria for individuals applying as a Business Professional

| Criteria                                                                                               | Questions                                                                                                                                                                                                                                                                                                              | Weight |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1. The applicant has sufficient experience and expertise in entrepreneurship and business development. | <ul style="list-style-type: none"> <li>- LinkedIn profile/Resume</li> <li>- Please describe a situation in which you succeeded because of your entrepreneurial mindset?</li> </ul>                                                                                                                                     | 25%    |
| 2. The applicant displays the passion and motivation to lead an impactful startup in agrifood.         | <ul style="list-style-type: none"> <li>- What role do you think you would play in a startup? Why this specific role?</li> <li>- What motivates you to participate in TeamUp, and how do you think this programme can help you?</li> <li>- How many hours per week can you dedicate to the TeamUp programme?</li> </ul> | 25%    |
| 3. The applicant displays sufficient knowledge of the agrifood industry.                               | <ul style="list-style-type: none"> <li>- To which EIT Food’s missions does your experience relate the most? Could you please elaborate on your experience in this area?</li> <li>- LinkedIn profile/Resume</li> </ul>                                                                                                  | 25%    |
| 4. The applicant has a relevant network to support the startup growth.                                 | <ul style="list-style-type: none"> <li>- Describe a situation/success story in which you have used your agrifood network to make an impact</li> </ul>                                                                                                                                                                  | 25%    |

Every criterion will be scored on a 1-5 scale where 1 represents “not meeting the criterion” and 5 – “meeting all relevant aspects of the criterion”.

## 5.2. Exploration stage selection criteria

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.

| 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 stage.                                                                                                  | Plan for the Exploration stage     |

## 5.3. Pitching Days evaluation criteria

Each pitch will be evaluated according to the criteria presented below. Each criterion must be scored from 1 to 5 (1 being the lowest score and 5 – the highest).

| Criteria                     | Explanation                                                                                                                                                                                                                     | Weight |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1.Problem solution fit       | The proposed solution is distinctive, innovative and can effectively tackle a well-defined/identified problem.                                                                                                                  | 15%    |
| 2.Business model             | The business model articulates a clear route to market, is scalable and realistic.                                                                                                                                              | 15%    |
| 3.Prize impact               | The prize will be catalytic for development of the idea and successful exploitation of the market opportunity.                                                                                                                  | 20%    |
| 4.Team and TeamUp journey    | The team has the necessary skills, expertise and experiences to exploit the identified market opportunity. The team developed successfully during the programme. They are fully aware of their strengths, weaknesses and roles. | 25%    |
| 5. Impact on the food system | The innovation has big potential to improve Europe’s food system and deliver social, environmental and economic impact.                                                                                                         | 25%    |

Please note that if there is a tie, the winners will be selected based on the combined score received for selection criteria number 4 and 5.

In case a prize winner have not submitted all required documents within the deadline, the next eligible team in the ranking, who took part in EIT Food TeamUp Pitching Days, shall receive the notice regarding this and is entitled to receive the prize.

Startups winning and accepting to receive EIT Food TeamUp winning prize from EIT Food will be requested to sign a Simple Agreement Future Equity (SAFE) in addition to the prize agreement. Templates for the prize agreement and the SAFE are provided by EIT Food;

## 6. IP rights and confidentiality

The applications submitted to EIT Food for TeamUp programme are handled confidentially. Everybody that reads the applications during the review process is bound by confidentiality agreements.

Applicants retain full and exclusive ownership of their intellectual property rights. The organizers and their authorized representatives in the programme undertake to ensure the confidentiality of the ideas and projects presented and developed throughout the competition.

## 7. Personal data processing

EIT Food will process the data collected for the purposes of this competition. Please see our [Data protection clause here](#).

## 8. Contact details

In case of any questions or inquiries, please contact TeamUp Programme lead:

**Juan Ignacio Zaffora, Senior Regional Startup Manager** ([juan.zaffora@eitfood.eu](mailto:juan.zaffora@eitfood.eu))