

# EIT FOOD ENTREPRENEURSHIP PROGRAMMES

**[eitfood.eu/entrepreneurship](https://eitfood.eu/entrepreneurship)**

EIT Food, the world's largest and most dynamic  
food innovation community



Co-funded by the  
European Union



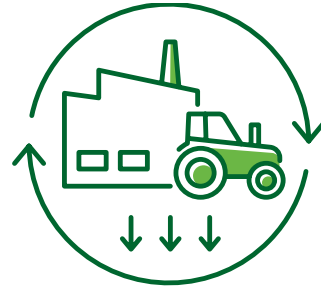
# Our Missions

We operate through a mission-based approach which puts improving outcomes for people and planet as the starting point for our work.



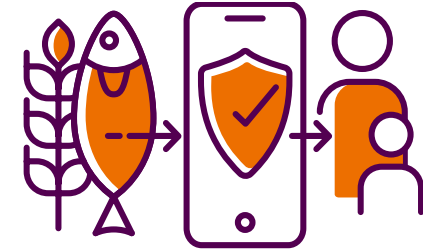
## HEALTHIER LIVES THROUGH FOOD

We will make a material difference to quality of life by enabling more consumers to have better choices through access to affordable, healthier products and actionable information.



## A NET ZERO FOOD SYSTEM

We will scale a systems approach that enables the transition to sustainable and regenerative agriculture practices, creates new markets and opportunities for food waste and loss reduction, and empowers all stakeholders to play an active role in the circular food economy.



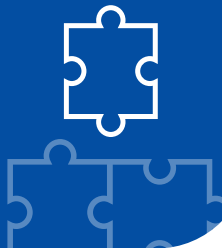
## REDUCING RISK FOR A FAIR & RESILIENT FOOD SYSTEM

We will improve food security and safety for consumers everywhere by enabling and establishing resilient and dependable digitally enabled food supply chains.

# Our activities

## EDUCATION

Attracting, developing and empowering **bright minds** to lead the transformation of the food system.



## INNOVATION

Acceleration of food innovation to transform the food system.



## ENTREPRENEURSHIP

Supporting innovative **impactful agrifood entrepreneurs and startups** to deliver new food innovations and businesses across Europe.



## PUBLIC ENGAGEMENT

Activities designed to engage with **people** so that they can become agents of change in the food system.







# TEST FARMS

Test and validate your agritech  
solution in the field!



Co-funded by the  
European Union





# Test Farms

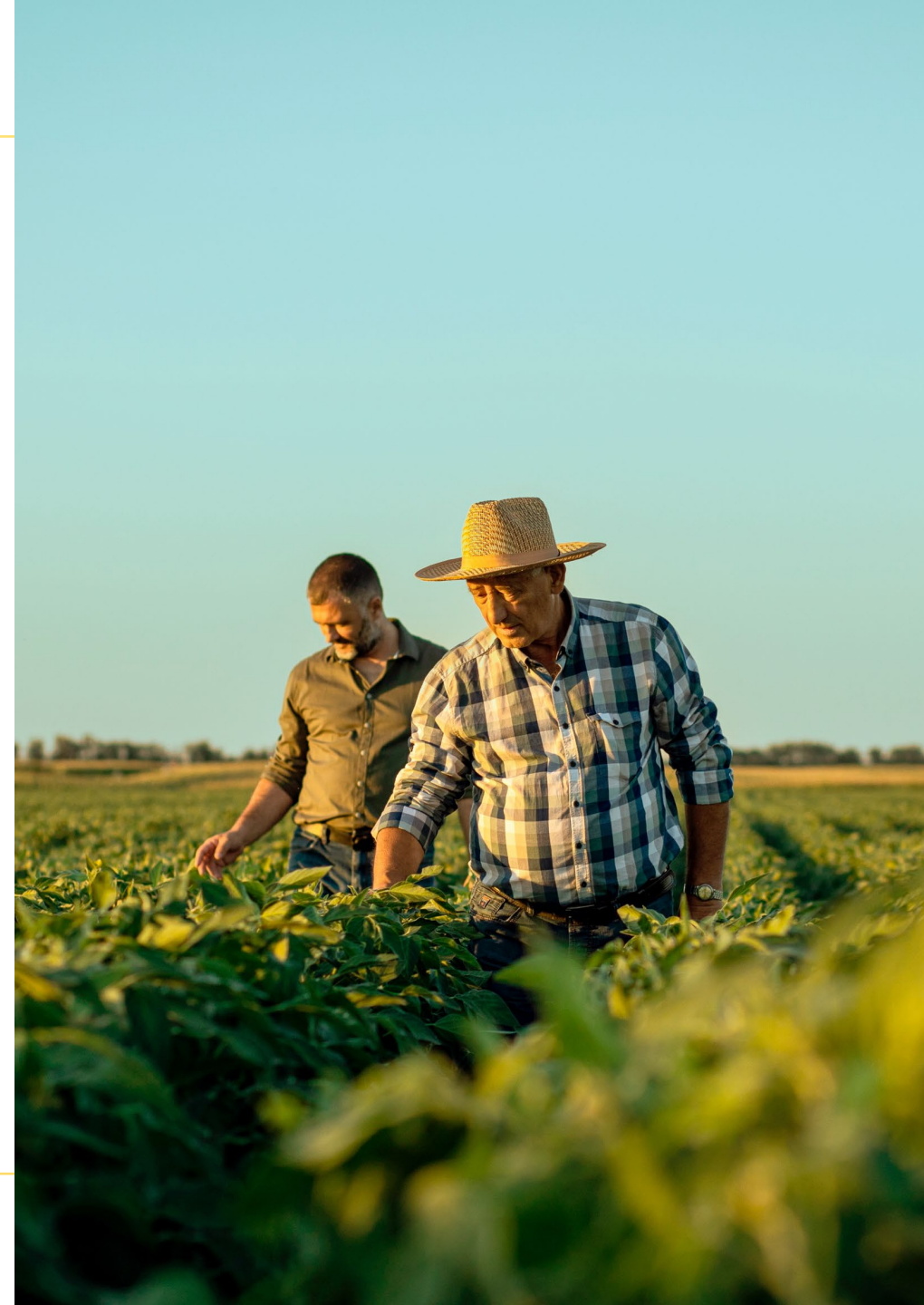


Have you created an **innovative solution** that can make a positive change and improve agricultural practices?

Test Farms programme will help to validate your agritech technology or product in real conditions and **increase your chances for commercial success!**

FIND OUT MORE [HERE](#)

APPLICATION STARTS IN SPRING 2025



# Programme Goals

EIT FOOD ENTREPRENEURSHIP

Supporting technological transformation in agriculture by:



Enabling startups to test and validate their products and services and then showcase them to potential clients and investors.



Giving farmers access to innovation and technology validated by EIT Food.



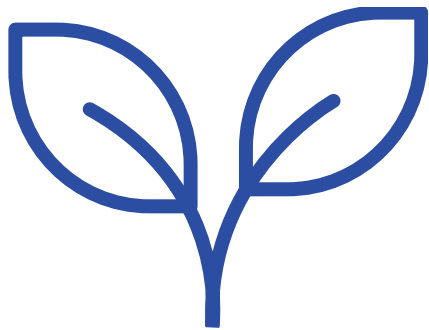
Promoting sustainable innovations round agriculture.



# For Whom?

**Incorporated startups, teams & individuals with innovative agritech solutions that can be tested on farm, with crops or livestock.**

**The innovation should resolve an agriculture challenge related to\*:**



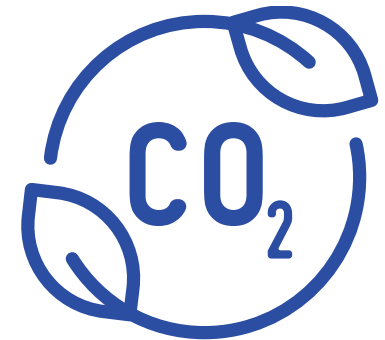
**Sustainability**  
(input reduction)



**Precision  
agriculture**



**Digital  
traceability**

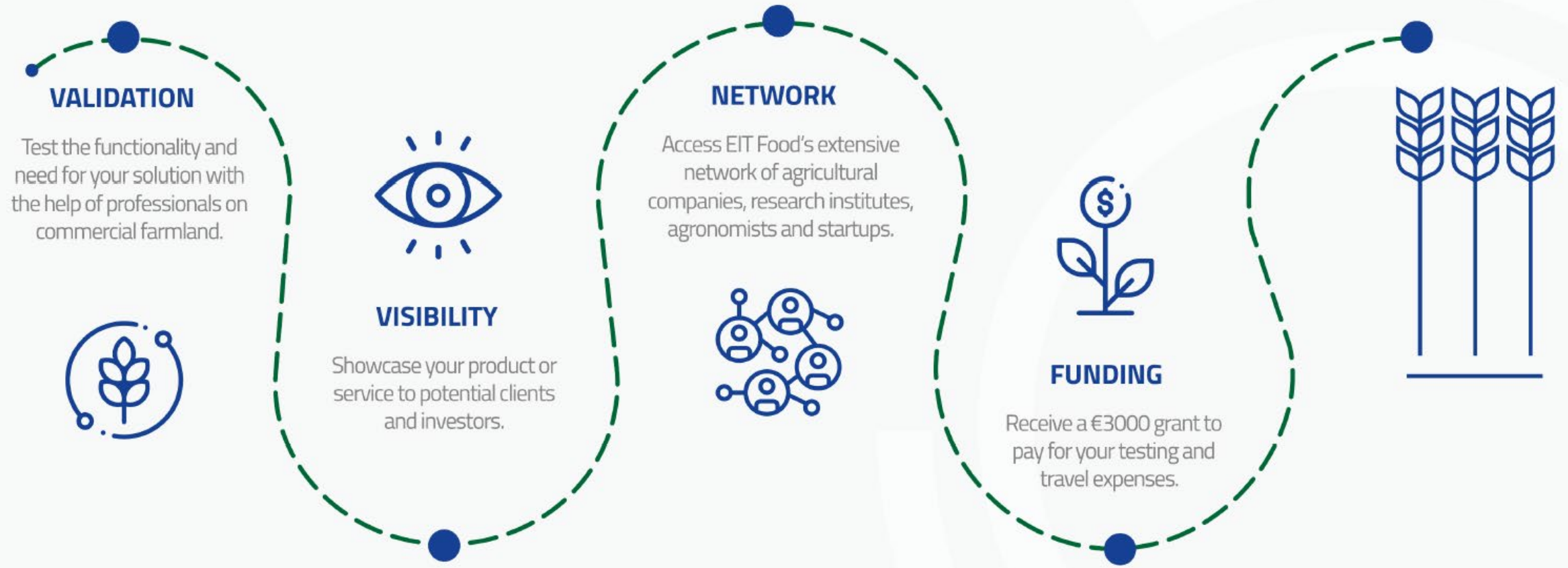


**CO2 monitoring**

\*Detailed challenges can be found at program page

# Why should you join our programme?

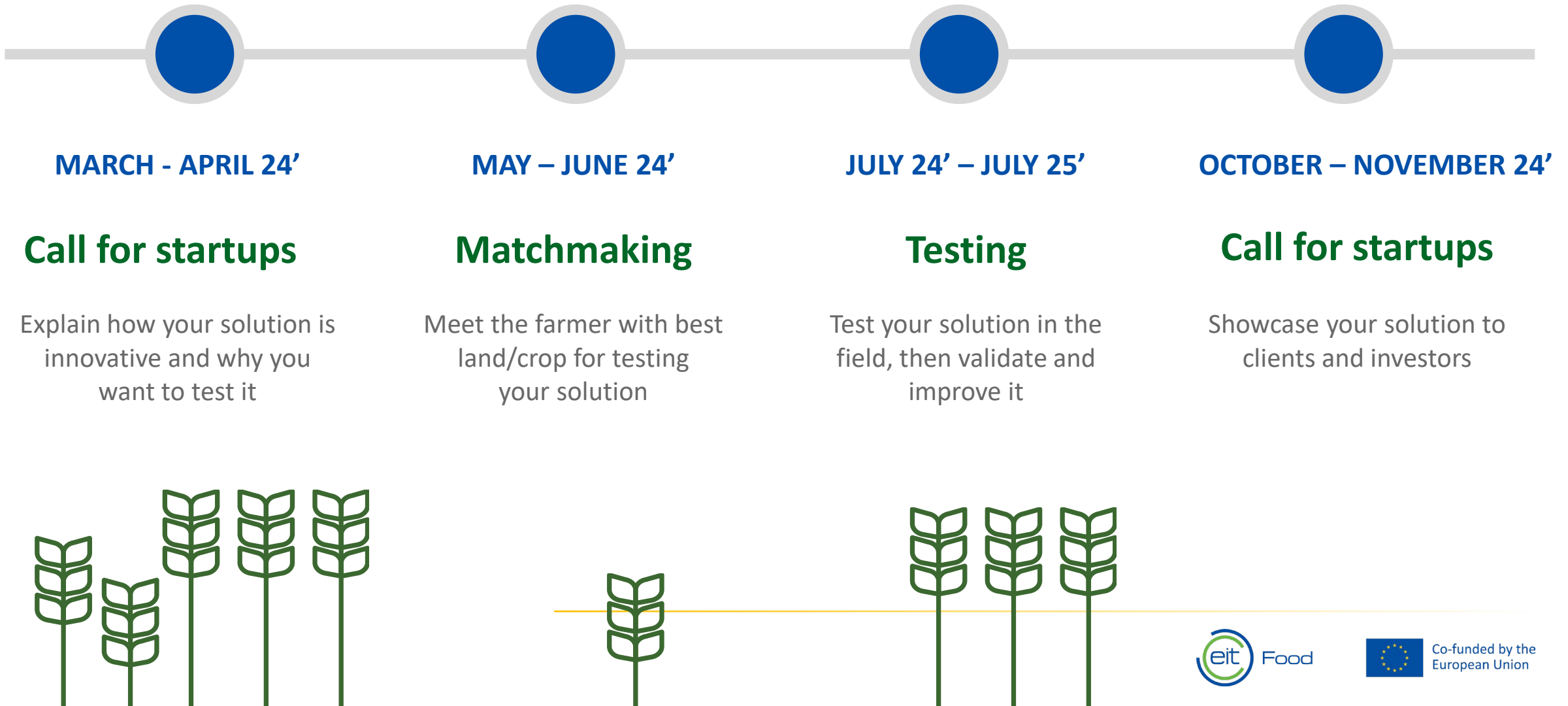
EIT FOOD ENTREPRENEURSHIP





# Programme overview

EIT FOOD ENTREPRENEURSHIP



# Rocking the European Playground: Unleashing the Startup Internationalization Strategy

**SALES BOOSTER**



Co-funded by the  
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# Sales Booster

Sales Booster is a **custom-made** programme of EIT Food that helps your innovative **startup explore and enter new agrifood markets in Europe**.

During this programme you will gain **trainings, coaching, expert advice and network** to prepare for the development and **growth** of your startup **in the new markets**.

FIND OUT MORE [HERE](#)

*APPLICATION STARTS IN SPRING 2025*



**Sales Booster - Explore  
new markets and  
grow your venture  
in the agrifood sector**



Co-funded by the  
European Union



# SALES BOOSTER



## 2 online group sessions

Market Fit, Client Value and Impact & International Sales and B2B partnership in Agrifood.

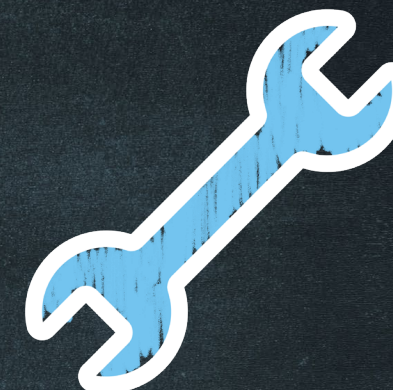


## Sessions with industry/country experts



## Introduction to EIT Food Community

EIT Food partners, Hubs, other contacts, etc.



## Customized support of Growth Advisor

Implementation and development of the Internationalization Plan based on individual needs.

# WHO CAN APPLY?

## CRITERIA

- ✓ Startup registered in one of the Regional Innovation Scheme (RIS\*) countries;
- ✓ Not currently enrolled in EIT Food Seedbad, Food Accelerator Network or RisingFoodStars association;
- ✓ An **innovative agrifood technology or solution**;
- ✓ OR you have **an impactful product or service in another sector, that can be applied in the agrifood** industry fitting one of EIT Food's focus areas and contributing to EIT Food Mission/s (<https://www.eitfood.eu/missions> );
- ✓ You have readiness to start expanding your sales abroad;
- ✓ You want to expand sales in the geographical area covered by EIT Food

\*RIS countries: Bulgaria, Cyprus, Croatia, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Montenegro, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Turkey, Ukraine, Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain);



# CHOICE CRITERIA



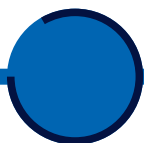
## WHAT ARE WE ASSESSING?

- ✓ Proposed product/service addresses **relevant problem** in agriculture;
- ✓ Proposed solution is **innovative and distinguished from current offerings** and addresses a relevant need in the market;
- ✓ The proposed solution has the **potential to improve Europe's food system**;
- ✓ Business model's viability and potential;
- ✓ The expansion capability (sales/business development team and resources available);
- ✓ Motivation and planning capability in relations to expansion plans in areas covered by EIT Food (within agrifood sector for agrifood startups or to the agrifood sector for non-agrifood startups);



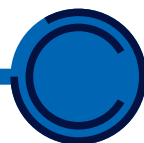
# TIMELINE

## PROGRAMME



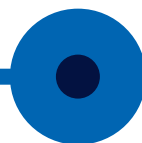
**MARCH**

Application for startups opens



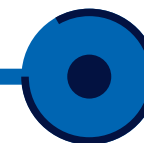
**APRIL 29 -> 10 MAY**

Application for startups closes



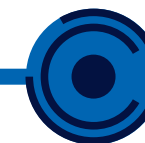
**MAY**

Selection of startups  
Matchmaking with growth advisor



**18-19 JUNE**

Group session, know-how about internalization and start of work with growth advisor



**JUNE-NOVEMBER**

Work with growth advisor and development of Internationalization Action Plan



# Sales Booster provides:

- Tailored support that **takes into account business growth stage, current needs, and geographical focus.**
- A short workshop with business and agrifood experts that will provide know-how on internationalisation
- Individual work with a growth advisor.
- Support, from exploration process to the development of an expansion plan.
- Optionally, meetings with business and industry experts from the EIT Food network and our pool of experienced coaches.
- By the end of the programme, each startup develops and submits an internationalisation action plan for a chosen country.





# New Product Development Training - NPD Skills

Trainings **designed for food sector professionals from RIS countries**, each dedicated to the field of new product development within the food industry, focusing on its practical application.

- Project Management
- Consumer-centric approach and design thinking
- Functional food: theory and practice
- Sensory evaluation and its role in food product design
- Technology management
- New Product Development in a VUCA world

## Why?

- ✓ Network and share your experiences with **directors, managers, researchers, scientists, and other experts working in the agri-food industry**
- ✓ Learning through **experience**
- ✓ Create and execute NPD projects
- ✓ Understand the principles of **design thinking** in the consumer-driven NPD process
- ✓ Develop skills to create innovative food product concepts responding to current **consumer needs** and **market trends**

Find out more  
HERE



# Impact Funding Framework



**Route 1:**  
**Collaborative Programmes**  
*Larger-scale, multi-stakeholder, systems-change projects*

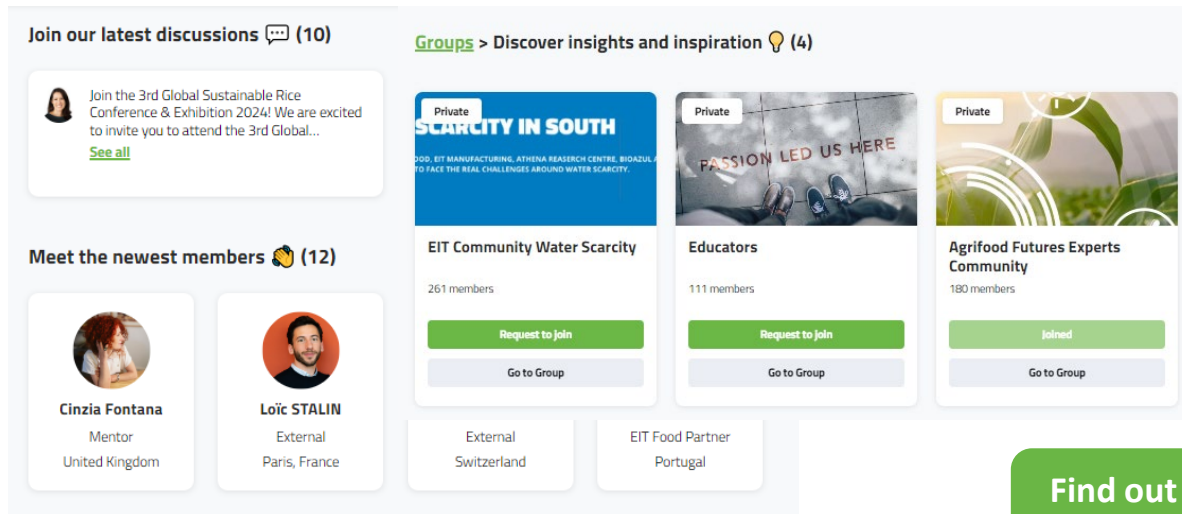
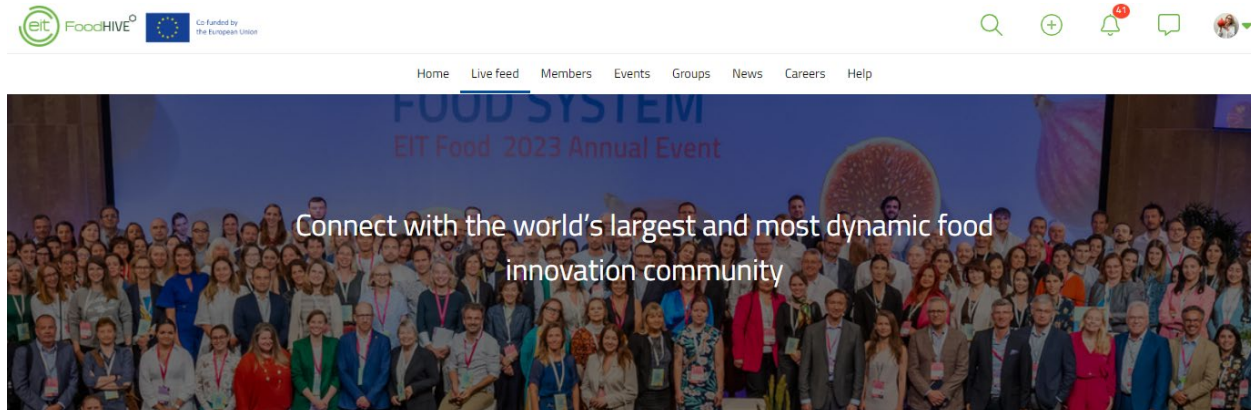
**Route 2: Single Projects**  
*Fast-paced, nearer-term projects delivering immediate **innovation, education, and/or entrepreneurship impact***

Supporting innovative projects tackling challenges like protein diversification, regenerative agriculture, and food transparency. With budgets ranging from €10,000 up to €1 million, funding helps startups, NGOs, and other organisations deliver tangible social, environmental, and economic impacts.



**14th November 2024**  
4th Submission Deadline

# FoodHIVE Community



EIT FoodHIVE community connects individuals and organisations involved in the **agri-food sector**.

Offering collaborative space for **networking, sharing ideas, and discussing innovations in food systems**.

Focusing on addressing challenges in **sustainability**, health, and food production, aiming to foster **knowledge exchange** among industry professionals, startups, and researchers. Members can participate in **events, join specialized groups, and stay updated on industry news**



# OUR PROGRAMMES

EIT FOOD ENTREPRENEURSHIP



## Seedbed

For aspiring entrepreneurs and researchers looking for

**MARKET VALIDATION  
TO COMMERCIALISE THEIR  
INNOVATION**

**LAUNCH**

4-6-month programme  
40 teams/ cohort  
+ Seedbed + for teams with  
investment potential



## Food Accelerator Network

For registered (pre-) seed startups  
with traction indicators looking for:

**TECH VALIDATION AND BUSINESS  
ACCELERATION**  
**TO DRIVE THE ULTIMATE GOAL: A  
SUCCESSFUL MARKET ADOPTION**

**ACCELERATE**

2-3 month programme  
50 startups / cohort



## RisingFoodStars

For impact-driven aspiring  
scaleups looking for:

**COMMERCIAL CAPABILITIES  
UPSCALING  
FOR RAPID GROWTH**

**SCALE**

Up to 3 years membership  
30-40 startups/ cohort

# INDUSTRY PARTNERS ACTIVELY INVOLVED

EIT FOOD ENTREPRENEURSHIP

## Industry partners 2023



## Investors Community



## Universities/ Research centres



## Startups







# Seedbed Incubator

## LAUNCH

For technology developers, both professionals and academics, who are looking to deeply understand their customers and validate whether there is the market need for their innovation

[entrepreneurship.eitfood.eu/launch](https://entrepreneurship.eitfood.eu/launch)



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We actively scout for novel technological innovations owned and/or developed by coachable talent that could be applied to solve food system challenges. Talents include **Professionals, Researchers, Scientists, and Engineers** interested in gaining direct, hands-on experience with a structured and proven process for validating the market need for their innovative concept with real potential customers.

## Eligibility Criteria

- **TECH:** STEM-based, (bio)technology prototype or lab proof of concept at TRL4 (the technology has been validated in a lab environment) that could be applied to solve at least one of the EIT Food's mission challenges
- **TALENT:**
  - **Team where an Individual owns IP:** At least 2 team members (1 EU citizen) can participate in the programme
  - **Team where Institute owns IP:** Academic + member from Research Technology Office
  - **Venture owns IP:** Recently launched venture (<12m), 0-1 employees, currently in proof-of-market phase, not fundraising/no previous equity investment (only grant funded)

# KEY BENEFITS AND OUTCOME



- Partake in a structured and proven process for validating the market need for deep tech innovations
- Supported by dedicated business experts who act as a business co-founder to test core business assumptions and identify relevant market(s)



- Exclusive membership to an ecosystem of world leading agrifood players
- Warm introductions and invitations to agrifood industry networking events
- Platform to nurture peer to peer collaborations



- Up to \*10k € equity-free funding for travel to networking events and meetings to speak with at least 100 customers and end users, to test the market need and refine commercial assumptions and validate market need

\*8k + further 2k available for those highly engaged with market validation



- Seedbed Incubator Alumni have access to exclusive, ongoing networking events tailored to early – stage, deep tech ventures
- Shortlisted high-potential technologies are further supported by EIT Food to launch and nurture a new venture based on validated market need.

As an outcome, participants will be able to objectively assess the market potential of their innovative concept using customer data and insights they have collected first-hand: concrete data to launch and fund their new agrifood venture

# TIMELINE AND OVERVIEW

EIT FOOD SEEDBED INCUBATOR 







# EIT Food Accelerator Network

## Accelerate

For impactful **agrifoodtech** startups looking for tech validation and commercial acceleration to boost their go-to market **readiness**.

[entrepreneurship.eitfood.eu/accelerate](https://entrepreneurship.eitfood.eu/accelerate)



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## 1 Validate your technology and win up to € 50,000

- Identify your **technology gaps** and re-shape your **product tech development roadmap** with experts
- **Pitch your tech validation case** and **win a price** up to € 50,000
- **Connect with** EIT Food's network of **facilities and equipment**



## 2 Prepare for commercialisation and access investors & corporates

- **Master classes** to further advance your **corporate and investment readiness**
- **Coaching / Mentorship**
- Opportunity for **direct financial support** from EIT Food & tailored matchmaking with agrifood investors
- **Exclusive exposure** to up to 10 corporate programme partners to **explore collaboration**



## 3 Extend your EU Agrifood Tech Network and partner with key players in Europe

- **Introduction** to leading corporate partners and investors **in the sector**
- **Exposure during** demo days and **major** agri-food tech events
- **Up to € 1,500 funding** for travel to networking events and meetings



European (pre-) seed funded startups, aiming to further validate their technology and accelerate their investment and commercial readiness



- Have successfully completed market validation
- Have a prototype, pilot project (paid or unpaid)
- Have between 1 and 10+ employees, not including interns and contractors
- Revenues: between 0-500 thousand Euros
- Last funding round: grant /pre-seed/ seed/ pre-series A
- Provide a technological solution in one of the EIT FAN Tech Validation Themes
- Ideally, have demonstrated traction for example through letters of support, sales, or signed letters of intent

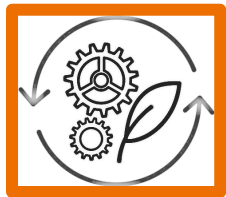


# TIMELINE AND OVERVIEW

EIT FOOD ACCELERATOR NETWORK 



## FOOD BIOPROCESSING Helsinki Hub



- Cellular agriculture
- Precision fermentation (e.G. Protein lipids, pigments)
- Single cell proteins
- Plant cells
- Mycoproteins
- Production technologies (e.G. Predictive modelling and measurement tools)

## NEXT GENERATION OF PLANT-SOURCED SOLUTIONS Paris Hub



- New ingredients from plant sources (incl. Algae)
- Enabling processes, technologies
- Upcycling, side stream valorisation
- Clean label innovation
- Natural food preservatives

## SUSTAINABLE FOOD PACKAGING Bilbao Hub



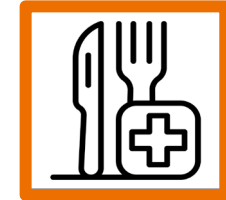
- New materials from renewable resources
- Eco-friendly coatings and laminates
- Smart packaging
- Minimal processing technologies
- Resource efficient packaging
- Recycling improvement & new reuse business models

## FUTURE PROOF AGRICULTURE Munich Hub



- Adaptation to climate change
- Soil health
- Water management
- Bio inputs
- Crop innovations
- Smart farming

## FOOD AS MEDICINE Haifa Hub



- Targeted and functional foods
- Food reformulation
- Probiotics, prebiotics, symbiotics and postbiotics
- Food bioactive ingredients (antioxidants and beyond)
- Food for healthy ageing

## UNIVERSITIES – RESEARCH CENTERS – CORPORATES







# RisingFoodStars

## SCALE

For aspiring scaleups looking to successfully **scale up** their commercial capabilities to embark on the transformational **journey**.

[entrepreneurship.eitfood.eu/scale](https://entrepreneurship.eitfood.eu/scale)

# WHO ARE WE LOOKING FOR?

RISINGFOODSTARS are impact-driven ventures that demonstrate the desire, potential and readiness to begin their transformational journey to unlock their commercial potential and scaleup rapidly and sustainably.



## IMPACT DRIVEN

*Checklist: Drive for impact explicit in the mission, values, business model, KPIs*



## MARKET-VALIDATED INNOVATION

*Checklist: Existing IP Strategy with TRL>6 (Industry pilot prototype validated)*



## GROWTH MINDSET LEADERS

*Checklist: Team >10 with both technical and commercial skills*



## READY TO UNLOCK THEIR COMMERCIAL POTENTIAL

*Checklist: Raised late Seeds / Series A/ OR generating a revenue of at least 100K with a multi-customer portfolio.*

## A STRONG CORE MEMBERSHIP AND NEW ON-DEMAND SIDE TRACKS

### 3 SIDE TRACKS TO CHOOSE FROM

ADDITIONAL BOOST TO YOUR SCALEUP JOURNEY ON  
A NEED-BASIS



### CORE MEMBERSHIP

TAILORED SUPPORT TO CHALLENGE, DESIGN AND  
IMPLEMENT YOUR OWN SCALING JOURNEY



# KEY BENEFITS IN THE CORE MEMBERSHIP

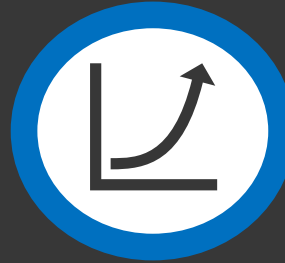
3 on-demand tracks to choose from; aiming to boost your scaleup journey in a focused, hands-on and tailored manner.	CORE MEMBER	CORE MEMBER WITH ON-DEMAND SIDE TRACKS
Eligibility for EIT Food impact fund		
Access to corporate venturing services		
Visibility in relevant European fairs and reimbursement of your travel expenses ( <i>up to 2,000 euros or 4 trips</i> )		
Exclusive access to RisingFoodStars mentorship platform : <i>50+ hand-picked experts and mentors in the industry; 6h of reimbursed mentorship hours</i>		
Exclusive access to tailored RisingFoodStars workshop menu open to all your team		
Personalised scaleup diagnosis of your company		
Individual support and coaching by RisingFoodStars Management team		
Participation to events and open calls organised by EIT Food at European level		

## 3 “ON-DEMAND” SIDE TRACKS TO BOOST YOUR SCALING JOURNEY



### TRACK 1: “SERIES A” INVESTMENT READINESS

- Two days in person Bootcamp in small teams (max 8 startups) covering all you need to be ready for your series A fundraising
- Access to best-in class tools, models, templates, frameworks built by top-notch investors.
- Additional 4h of exclusive mentorship in a 1:1 format with the best mentors in the market
- Detailed 1h feedback session on your series A pitch from our investment team.
- Privileged access to leading series A investors in Agrifood-tech



### TRACK 2: UNLOCKING YOUR COMMERCIAL POTENTIAL

- Two days in person Bootcamp in small teams (max 8 startups) covering all you need to speed up your commercialisation
- Additional 4h exclusive 1:1 mentorship with best mentors and experts in the area
- Feedbacks on your commercial pitch to key customers from our CVS team
- Dedicated support to apply and get access to EIT Food innovation funding



### TRACK 3: VISIBILITY BOOST

- Visibility in events: First right of refusal on free tickets, boots and pitching\* (*whenever relevant and subject to availability*), up to 6 events per year.
- Hands-on workshop on how to revive your purpose and branding
- Extra travel budget: + 2 trips (1000 euros) covering EIT Food sponsored events or your choice of relevant events related to your scaling journey
- Extra media boost: support on video/ content generation, PR, social media, podcast...

# 2024 DETAILED CALENDAR OF ACTIVITIES\*



Co-funded by the European Union

	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Mentorship	All-yearlong 1:1 mentorship on-demand						
		1:1 RFS Managers					1:1 RFS Managers
Workshop menu	Essentials of Series A	Upskilling your pitching			Impact measurement	Leadership capabilities	Org./ HR.
	Essentials of commercialisation						
Events	Foodhack Summit			Anuga Horizon	FFT London	Venture Summit	FIE
	Big Meet				WATS London	Israel Agrifood	
Side tracks				Track 1: Series A bootcamp	Track 3: Revamping your branding	Track 2: Commercialisation bootcamp	

Note: \* The dates and scopes of some activities might change subject to demand and unforeseen circumstances.



## OUR FEE STRUCTURE FOR 2024 NEW MEMBERS (JUL-DEC'24)

### CHOICE OF 2 ON-DEMAND TRACKS

3,600 euros

*\*20% discount on the 2<sup>nd</sup> service*

### CHOICE OF 1 ON-DEMAND TRACK

2,000 euros

### CORE MEMBER

4,500 euros

*\*\* Pro-rated to 2,250 euros to cover 6 months of membership in 2024.*

2,250 euros

4,250 euros

5,850 euros

# MEET OUR 2023 COHORT OF 33 MOST PROMISING SCALEUPS

## HEALTHIER LIVES THROUGH FOOD

VERDIFY

NASEKOMO

ALIGA  
microalgae

Mushlabs



ONEGO



Green Spot  
Technologies



EnginZyme



Seed-X

## NET ZERO FOOD SYSTEMS



DryGro

onethird  
FOOD WASTE PREVENTION



deepplanet



computomics®  
Food and Farming Systems Data Analytics

fyteko  
The Science of Bioprocess

ecobean8  
PRODUCED BY FARMERS



ekolive

## FAIR AND RESILIENT SUPPLY CHAIN



SafetyNet  
TECHNOLOGIES

fresh  
sens



TILKAL



Delicious Data GmbH



SOILCAPITAL



Yangi

3D printing plant-based materials resulting in flavour and texture of beefsteaks.



**Early 2018**

Company inception under the name Jet Eat in Israel

**2018**

Integrates the 1st cohort of **EIT FAN**, is awarded a €60K prize used to finalise prototype

**2019**

Rebrands as Redefine Meat and raises \$6 million round led by CPT Capital

**2020**

Joins **EIT Food network** as a **RisingFoodStar** + partners with Givaudan to accelerate the alternative protein ecosystem and prepare market distribution

**2021**

Raises \$29 millions

**2022**

Raises \$135 millions. 4 months later \$250 millions



0 to 50 employees



\$170 millions raised



# FOR QUESTIONS RELATED TO OUR PROGRAMMES, **GET IN TOUCH!**

EIT FOOD ENTREPRENEURSHIP



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