INTRO

Innovation Prizes Bootcamp
26 October

EIT Food is supported by the EIT
a body of the European Union

AGENDA

- 9:00-9:10 – The EIT Food Team
- 9:10-9:25 – The Bootcamp Expert Team
- 9:25-9:50 – The Bootcamp startups (1 min. pitch)
- 9:50-10:00 – Q&A
- 10:00-10:30 – Break
- 10:30-12:00 – Pitch Workshop

The EIT Food Team

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Top agrifood-tech experts to support Bootcamp

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MARINA HAGOORT

agrogrin tech

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ATLAS AGRO

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Augam

CoPheeCo

EcoDish

HEIJUS

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HAGTEC
HUMANLESS AGRICULTURE TECHNOLOGIES

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MICROBE+

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NCELLUM

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OGOR

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eZecute

Oscillum

FOOD SAFETY

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RE

Regrowth

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SMAPP LAB

eit Food

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Solublue

Sorterman

THERMOSOLAR HIVE

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ZOS BIOTECH

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Break

More than just pitch training

Outperform at the EIT Food Innovation Prizes:

1. Outperform at the EIT Food Innovation Prizes.
2. Dig into your company and business model.

Bootcamp structure

	Module 1	Module 2	Module 3
When	Mon 26 – Wed 28 Oct	Thurs 29 – Fri 30 Oct	Mon 2 – Wed 4 Nov
Workshop	Pitch training	Financial ask and valuation	Fundraising and sales
Battlegrounds	3	-	3
Assignment		1 (individually completed)	
1-to-1s	17	17	17
Surveys	131	17	114
Reports	17	-	17

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Battleground groups

Group I

1. AgroGrIN Tech
2. EcoDish
3. Humanless Agriculture Technologies
4. OGOR
5. MICROBE+
6. HEIJUS

Group II

1. Atlas Agro Science
2. SMAPP LAB
3. Sorterman
4. Thermosolar Hive
5. Oscillum Biotechnology
6. Solublue

Group III

1. CoPheeCo
2. Regrowth
3. Augam
4. ZUS Beeotics
5. NCELLUM

1-to-1

- Every module, your team has an individual session with a different expert.
- These sessions consist of a 5-minute pitch by your team, followed by a 45-minute Q&A and 10 minutes for expert evaluation.
- At the end of the 1-to-1, the expert votes on the key elements of your team's pitch.

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Highly interactive and data-driven

2600+ data points

Run-up

- 17 team surveys
- 20+ data points /survey

Bootcamp

- 160 battleground team surveys
- 102 expert surveys
- 10+ data points /survey

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Where to find everything?

A password protected web page shall include all relevant links to the content of this Bootcamp:

- https://www.ezecute.com/EIT-Food-Innovation-Prizes-Bootcamp.html
- password: j249Ca_UiR

Pitch Workshop

Size doesn’t matter…

- 30’’ elevator pitch
- 1-minute pitch
- 3-minute pitch
- 5-minute pitch
- One-pager
- Investor Deck

…context does

Tips and Tricks

- The earlier you prepare the outline of your pitch, the easier it will be to build.
- Focus on the powerful story first.
- Make sure you share one thought per sentence.
- Once the story is clear and you have memorized it, you can identify pointers about clear convincing delivery. But you will never persuade if you have no story.
- Make sure your slides support the story. The slides are NOT your script. They are there to trigger you with the story flow.

Our team has done well here until now, but the environment is fundamentally changing

1

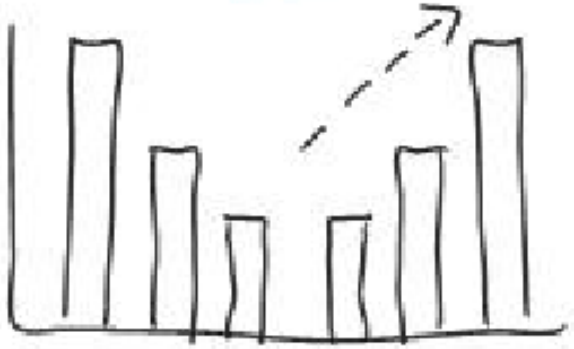
You're here to help us figure out what we're going to do

2

What worked in the past isn't working anymore – and you're feeling the impact

3

You'd like to find a new way to do things that works



Change your way of thinking 3 ways to get breakthrough results

Storyboard your presentation

Learning and iterating

- What is your why? Can be in opening, team or end.
- Use any opportunity for practice. Schedule appointments in your calendar.
- Practice your script standing up (or sitting straight), using your hands, and speaking out loud. You cannot memorise in silence!
- Record yourself on camera. See how you present.
- Time yourself!

Speak out!

- Learn to breath (vocalize if necessary)
- Visualize your body in the space
- Feel your feet touching the ground
- Laser target the audience
- Any move on stage must have a meaning
- The rationale is in the voice
- The emotion is on the slides

Pitch Content Structure

1. Intro
2. Problem
   (the customer journey and pains)
3. Solution
   (what exactly do you do?) (Demo)
4. Business model (1): pricing
   (how do you make money?)
5. Market size
6. Competition and how you are different
7. Traction (partners [announcements])
8. Business model (2): growth
   (adoption strategy and go-to-market)
9. Funding
   (where will it bring you? plus roadmap)
10. Team
    (why are you doing this?)
11. Recap: 3 points
12. End slide: Founders@email

This is no religion, but, if you want to go different, just make sure you know why…

1. Kickass opening and Intro

- Your name and role (Proud of your team? How many co-founders? How many employees?)
- 1 Sentence of your startup purpose/vision/mission
  “how you are changing the world”, “what real world objective you aim to achieve”
- Impressive traction statement
  “why you have x number of customers” “why company y is working with you”

2. What is the Problem?

- This must speak about your CUSTOMER and must be aligned to your MARKET (Section 5)
- What PAINS does the CUSTOMER JOURNEY generate?
- Storyline tips:
  - Find a VILLAIN.
  - What would happen if we all did nothing?
  - Great if you can relate it to something you have faced personally.

3. Explain the solution

All about the value proposition

Ideally you want to show one value prop for each customer pain.

Explain a Clear Solution (can you show a demo?).

Tips: How has your team taken up the **problem** (Section 2) and come up with a working **solution**? How do you know it will scale?

4. Pricing

Put a € value to your value prop

Idenitify your base economic units

How is the customer going to pay?

How is your offer structured?

This is Business Model Part 1

5. Market Size

1Bn+

- How many customers?
- Your market is: (number customers) * (your price)
- It should be at east €1Bn
- Put out the key relevant segments/geographies

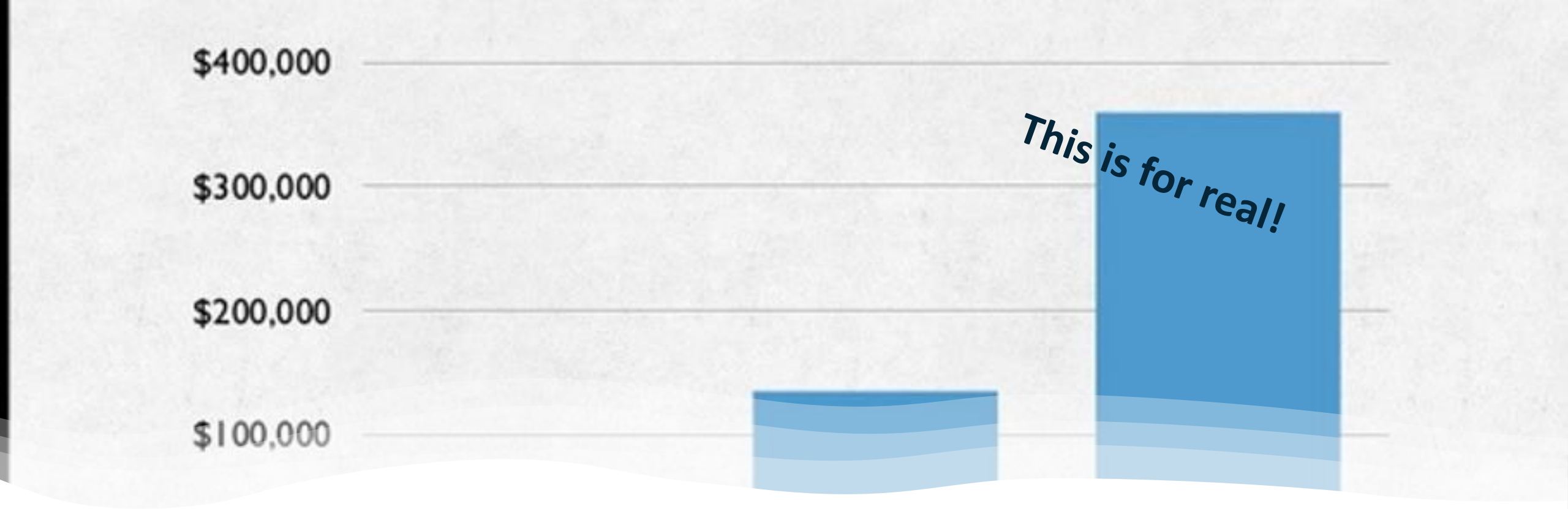
***The market size is defined by the amount of annual revenue you could earn if you achieved 100 percent market share, which equals number of users times revenue. Calculate number of users using bottom-up (customer lists, trade associations) and top-down methods (market reports) to verify. Calculate estimated revenue based on what your customers currently spend and how much value you're providing.**

6. Competition & Competitive Advantage

Better a 2-parameter positioning diagram than an 8-column table

- Your competitive edge must correspond to the value proposition (as defined in 3).
- This slide is where you nail down your product's USP.
- You are unlikely to be first.
- In fact, the presence of competitors proves there is a market.

"This competitor has great traction and proves the market is there, but we will outcompete them because we will add this....., or we have identified this additional value, service or xxxx"



7. Traction & Testimonials & Announcement

- How far have you gone? What are the meaningful metrics in your startup right now?
- What have you achieved through prior bootstrapping/angel/seed rounds?
- Nice spot to mention your key clients and partners (and to make BIG announcements).

8. Customer adoption and go to market strategy

How does your engine of growth work? Is it Pay (LTV, CAC)? Viral? Sticky?

How do you process your funnel (AARRR)?

How do you manage your sales channels and communication?

What is your initial market?

How about supply management?
(if it isc omplex or critical to the business, dedicate a whole slide)

This is Business Model Part 2

9. Funding

1. YOUR FINANCIAL ASK. How much are you looking for?
2. THE WHY. Why do you need the money and what will you use it for? *Give 2-3 strong goals that you plan to achieve at end of runnway and that prove your vision. These should include some strong targets of growth (x10 revenue growth is a must if you are asking for seed)*
3. (OPTIONAL) Who's your ideal investor?

10. Team

- Who are the main players in the team?
- Why are they special?
- Impress investors with individual core attributes.
- Express what has been achieved up until now by the current team.
- Mention mentors of advisors only if they really have strong relevance to the project.

Only share relevant details about the team. e.g. we have a **perfect team** because we have a great coder, designer and salesperson - all that we needed to launch a beta version last year. Or we are cool because we have done startups before, so we know what it takes to be creative whilst respecting a deadline. Or we know this industry inside out because of x, y and z.

11. Recap

- The opportunity.
- Why me?
- Why you?

12. End slide contact info

1. Literally, founders@startup.com + cell phone
   a) no exceptions!

Grand Final pitch format

- 5-minute live Zoom pitch
- EIT Food recommends a structured storyline

Selection criteria	Weight
The applicant clearly understands and articulates a real problem/challenge they are trying to tackle.	10%
The proposed solution is sufficiently distinctive, innovative and suitable to tackle the problem it articulates.	10%
The proposed solution clearly addresses a specific need of the identified market and is well differentiated from competitive offerings.	10%
The business model articulates a clear route to market and is scalable and realistic.	10%
The team has the necessary skills, expertise and experience to exploit the identified market opportunity.	10%
The Innovation Prize will be catalytic for the development of the idea and successful exploitation of the market opportunity.	25%
The innovation has the potential to transform Europe's food system and deliver social, environmental and economic impact.	25%

Food

We cannot wait to start Bootcamp!

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