



# PLAYBOOK

Innovation Prizes Bootcamp  
26 October – 4 November 2020



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



## PLAYBOOK CONTENTS

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# 1. What to expect



# Main goals

Outperform at the EIT Food Innovation Prizes:

1. Deliver a 5-minute online pitch capable of providing the uttermost convincing representation of your startup business model, company achievements and team capabilities.
2. Respond convincingly to the hardest questions in Q&A-sessions and side meetings.





## More than just pitch training

The objective of Bootcamp is to help startups with all aspects ranging:

- from a clear representation of the customer (customer persona, customer journey and customer pains), to the precise definition of the addressable market,
- from the identification of the exact company value proposition, to the company market and competitive positioning,
- from a sound description of the business model and key value metrics, to all elements of business validation (product development status, early traction, prizes, etc.), and
- from a robust development roadmap, to a convincing description of the team composition and capabilities.

## Bootcamp host Peter Kruger

The Bootcamp training for the EIT Food Innovation Prizes will be provided by Peter Kruger of eZecute:

- 25y experience as entrepreneur, investor, executive manager and advisor
- 7y agrifood-tech investing experience
- Tech expertise: digital services, AI, agrifood
- CEO of eZecute and Startupbootcamp FoodTech
- MSc Physics



## Top agrifood-tech experts to support Bootcamp



**Chiara Sattin**

*Farmer & Innovation Scout*

- VP at Confagricoltura Padova
- Lecturer of Technological Green Innovation and Sustainable Agriculture at Rome Business School



**Max Leveau**

*Entrepreneur & Startup Advisor*

- COO & Managing Director Italy at Forward Fooding
- Digitalisation expert



**Natalia Blokhina**

*Investor B2C Food Startups*

- Portfolio growth advisor at InfraFund RVC LLC
- Board member at Yooli Foods
- Co-founder at Brighter Ventures



## Ten intense days of learning and feedback

### Run-up (12-15 October)

- 17 interviews (1 / team)

### Bootcamp (26 Oct – 4 Nov)

- 3 workshops
- 6 battlegrounds (2/team)
- 51 1-to-1s (3/team)

Total live engagement per team will be circa 17 hours

## Highly interactive and data-driven

We like data:

At the beginning and end of Bootcamp, you will receive reports derived from a total of 2600+ performance evaluation data points.

### Run-up

- 17 team surveys
- 20+ data points /survey

### Bootcamp

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

# Bootcamp structure

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



## Workshop

A workshop kicks off each module. These are plenary sessions led by Peter, in which you are interactively trained on the modules' themes:

1. Pitch training
2. Financial ask and company valuation
3. Fundraising and sales (exact theme of Workshop 3 will be defined following post-interview survey)

# Workshop content

## 1. Pitch basics

Startups will be supported in reviewing their current investor pitch by digging into the pitch components: problem, solution, business model, market, positioning, validation, roadmap, team, etc. This will help to identify key strengths & weaknesses in content, underlying business practice and overall approach. Basic notions regarding online public speaking and pitch structure shall be provided.

## 2. Financial ask and valuation

Startups will perform a deep quantitative re-analysis of their financial planning. Teams will be introduced to heuristic methods for very-early-stage startup valuation which will bring a deeper understanding of the company long-term vision. As a result, at the end of this module, each team will have obtained the tools required to put a price tag on their company.

## 3. Fundraising process

Fundraising is a particular sales process. It is primarily about understanding the investor (the customer). So fundraising is also about building the right funnel, lead generation, monitoring the right metrics and following up effectively to investor leads and expectations. During this workshop, founders shall be introduced to an industry standard fundraising process model.



## Battleground

- Modules 1 and 3 include a special format called battleground.
- Under Peter's moderation, you are challenged to make your pitch in front of the rest of your group and 1 or 2 experts. Every pitch is followed by a 40-minute Q&A, during which all teams are challenged to provide feedback.
- At the end of every battleground, teams and experts vote on the key elements of each team's pitch.
- Instead of a battleground, Module 2 includes an assignment that you will work on with your team between the workshop and your 1-to-1.

# 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

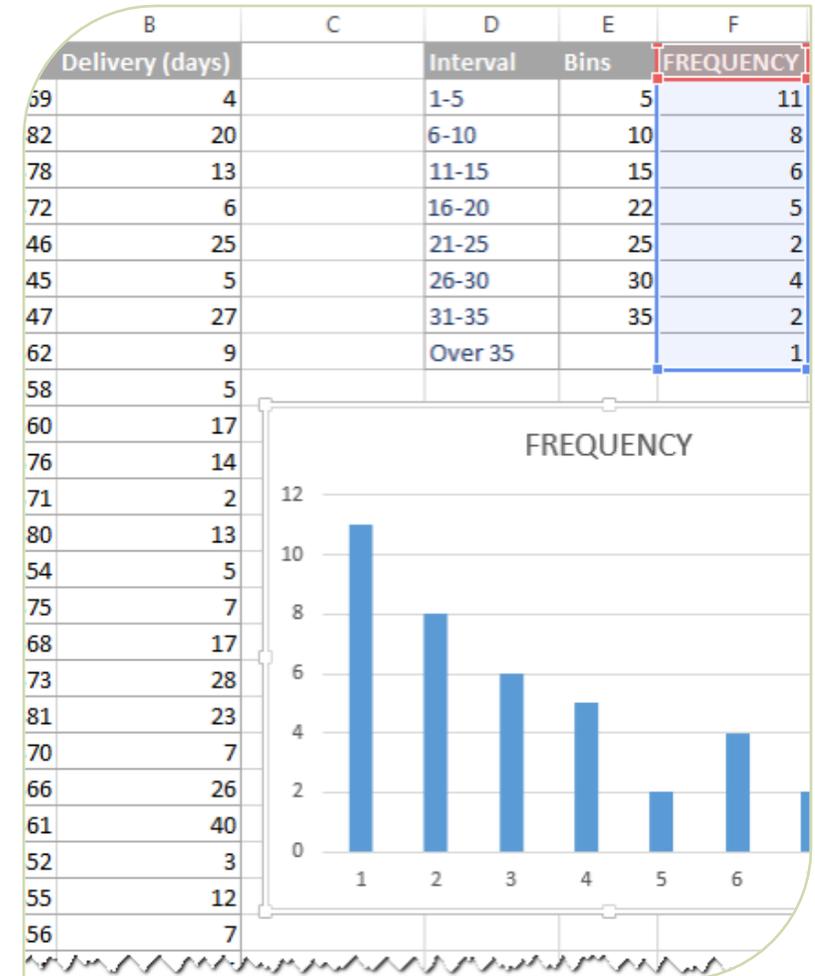


## 1-to-1

- 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.

# Micro-surveys and evaluation reports

- At the end of Modules 1 and 3, you receive a report on your team's pitch performance along with that of the cohort for comparison.
- These reports will be derived from the votes cast in the micro-surveys at the end of battleground and 1-to-1 sessions.



# 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%

## Contact info



**MARINA HAGOORT**

eZecute

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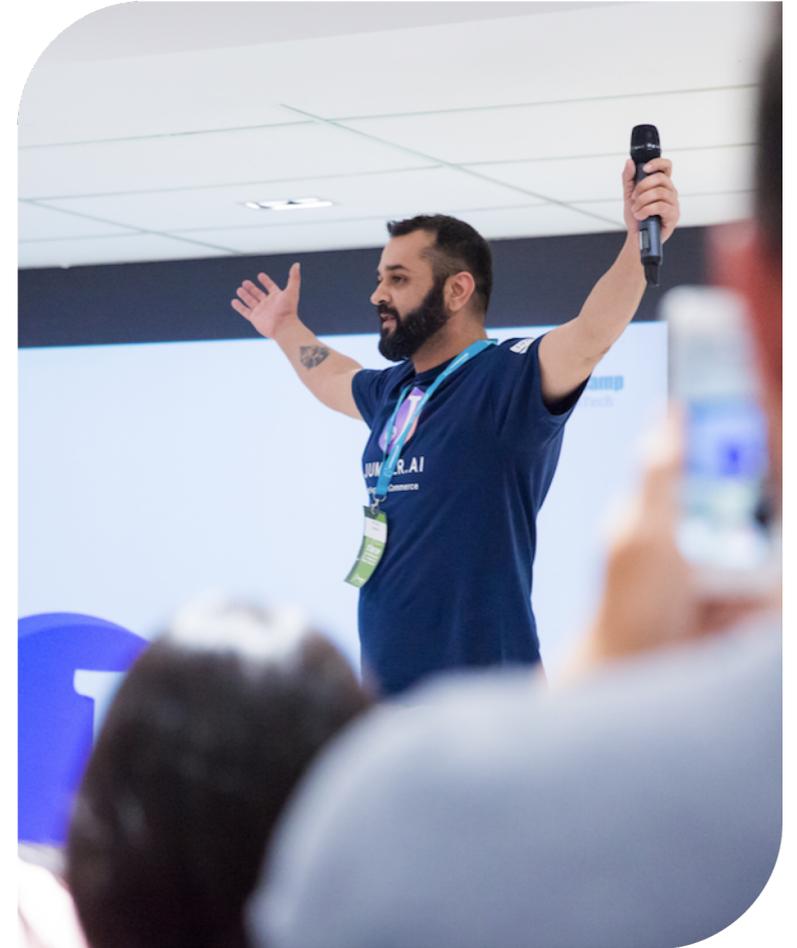
+39 333 8086268

## 2. Getting ready



## Update and share your pitch deck

- Following your interviews, you will have the opportunity to review your pitch deck taking into account your conversation with Peter.
- Please send your updated pitch deck to [hagoort@ezecute.com](mailto:hagoort@ezecute.com) by 20 October.
- The insights from the interviews, survey and pitch decks will be used to tailor the Bootcamp sessions to your needs.



# Scheduling and joining sessions [checklist]

1. Please accept the calendar invites we send you.
2. Make sure you have Zoom installed.
3. Prepare to participate in the sessions from a location with a strong and reliable internet connection.
4. Ask to join the meeting shortly before commencement of a session, so you will be let in at the scheduled start.



# 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





## Pre-Bootcamp deadlines

- 20 October** Update your pitch deck and send it to [hagoort@ezecute.com](mailto:hagoort@ezecute.com)
- 20 October** Complete the post-interview survey on [Pre-Bootcamp Survey](#)
- 25 October** Complete the participant consent form and send it to [hagoort@ezecute.com](mailto:hagoort@ezecute.com)



# Remember your battleground group

## 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

# Monday 26 October



CET	Session	Team	Expert
9:00 - 10:00	Intro	All	All
10.30 - 12.00	Workshop	All	
14:00 - 18:30	Battleground	Group II	Max & Natalia
14:00 - 15:00	1-to-1	AgroGrIN Tech	Chiara
15:00 - 16:00	1-to-1	EcoDish	Chiara
16:00 - 17:00	1-to-1	Humanless Agriculture Technologies	Chiara

# Tuesday 27 October

<b>CET</b>	<b>Session</b>	<b>Team</b>	<b>Expert</b>
9:00 - 12:45	Battleground	Group III	Chiara
10:30 - 11:30	1-to-1	Atlas Agro Science	Max
11:30 - 12:30	1-to-1	SMAPP LAB	Max
14:00 - 18:30	Battleground	Group I	Chiara & Max
14:00 - 15:00	1-to-1	CoPheeCo	Natalia
15:00 - 16:00	1-to-1	Solublue	Natalia
17:00 - 18:00	1-to-1	Zus BeeOtics	Natalia
18:00 - 19:00	1-to-1	Regrowth	Natalia

# Wednesday 28 October

CET	Session	Team	Expert
9:30 - 10:30	1-to-1	OGOR	Chiara
9:30 - 10:30	1-to-1	Sorterman	Max
9:30 - 10:30	1-to-1	Augam	Natalia
10:30 - 11:30	1-to-1	MICROBE+	Chiara
10:30 - 11:30	1-to-1	Thermosolar Hive	Max
11:30 - 12:30	1-to-1	HEIJUS	Chiara
11:30 - 12:30	1-to-1	Oscillum Biotechnology	Max

# Thursday 29 October



<b>CET</b>	<b>Session</b>	<b>Team</b>	<b>Expert</b>
10.30 - 12.00	Workshop	All	
14:00 - 15:00	1-to-1	AgroGrIN Tech	Max
14:00 - 15:00	1-to-1	Coffeco	Chiara
15:00 - 16:00	1-to-1	EcoDish	Max
15:00 - 16:00	1-to-1	Atlas Agro Science	Natalia
15:00 - 16:00	1-to-1	Solublue	Chiara
16:00 - 17:00	1-to-1	Humanless Agriculture Technologies	Max
16:00 - 17:00	1-to-1	SMAPP LAB	Natalia
16:00 - 17:00	1-to-1	Regrowth	Chiara
17:00 - 18:00	1-to-1	Zus BeeOtics	Chiara

# Friday 30 October



<b>CET</b>	<b>Session</b>	<b>Team</b>	<b>Expert</b>
9:30 - 10:30	1-to-1	OGOR	Max
9:30 - 10:30	1-to-1	Sorterman	Natalia
9:30 - 10:30	1-to-1	Augam	Chiara
10:30 - 11:30	1-to-1	MICROBE+	Max
10:30 - 11:30	1-to-1	Thermosolar Hive	Natalia
11:30 - 12:30	1-to-1	HEIJUS	Max
11:30 - 12:30	1-to-1	Oscillum Biotechnology	Natalia

# Monday 2 November



<b>CET</b>	<b>Session</b>	<b>Team</b>	<b>Expert</b>
10.30 - 12.30	Workshop	All	
14:00 - 18:30	Battleground	Group II	Chiara
14:00 - 15:00	1-to-1	AgroGrIN Tech	Natalia
15:00 - 16:00	1-to-1	EcoDish	Natalia
16:00 - 17:00	1-to-1	Humanless Agriculture Technologies	Natalia

# Tuesday 3 November



<b>CET</b>	<b>Session</b>	<b>Team</b>	<b>Expert</b>
9:00 - 12:45	Battleground	Group III	Max & Natalia
9:30 - 10:30	1-to-1	Atlas Agro Science	Chiara
11:30 - 12:30	1-to-1	SMAPP LAB	Chiara
14:00 - 18:30	Battleground	Group I	Natalia
14:00 - 15:00	1-to-1	CoPheeCo	Max
15:00 - 16:00	1-to-1	Solublu	Max
16:00 - 17:00	1-to-1	Regrowth	Max
17:00 - 18:00	1-to-1	Zus BeeOtics	Max

# Wednesday 4 November



<b>CET</b>	<b>Session</b>	<b>Team</b>	<b>Expert</b>
9:30 - 10:30	1-to-1	OGOR	Natalia
9:30 - 10:30	1-to-1	Sorterman	Chiara
9:30 - 10:30	1-to-1	Augam	Max
10:30 - 11:30	1-to-1	MICROBE+	Natalia
10:30 - 11:30	1-to-1	Thermosolar Hive	Chiara
11:30 - 12:30	1-to-1	HEIJUS	Natalia
11:30 - 12:30	1-to-1	Oscillum Biotechnology	Chiara





## AgroGrIN Tech

AgroGrIN Tech is a business that applies sustainable, green and low-cost solutions within the fruit supply chain. The aim is to monetise the waste streams generated in fruit management and transform the waste to value through the application of a patented technology that separates enzymes and vitamins. Since the process is green, it is possible to use the remain parts of the fruits to generate dry juices and dry flours, allowing the total reintegration of economic value, achieving ZERO waste and applying a circular economy concept to the fruit industry.

Débora Campos	CEO
Ana Vilas Boas	Product
Ricardo Gómez-García	Engineer





## Atlas Agro Science

ATLAS AGRO SCIENCE is a start-up designed to find innovative solutions related to the utilisation of renewable biological sources by incorporating circular economy and reversed logistic system. The efforts of the company are focused on solving a significant environmental problem, such as the increasing quantities of sewage sludge from wastewater treatment plants, which we utilise and convert into a safe resource for agriculture. With ATLAS we deliver product that helps make the food system better for people's health, the environment and more trustful.

Nikolay Mitkov	CEO
Alexandra Velkova	Sales & Marketing
Diyana Dermendzhieva	R&D





## Augam

Within the knowledge-based bioeconomy, a new biodegradable soil pot with increased efficiency of plant growing is developed. The raw materials of the product are by-products of agriculture, energy production, wood processing, as well as the by-product of the lake recultivation - organic lake sediments – sapropel. The product is biodegradable, environmentally friendly, “zero waste” and made with a circular economy approach. As well, the product improves soil quality. In addition, usage of the product reduces working hours spent on transplanting seedlings from pots to soil, because the pot can be directly embedded in the soil, containing the seedling, without affecting plant roots.

Vaira Obuka

CEO





## CoPheeCo

CoPheeCo transforms coffee waste to food, cosmetics and your next furniture! We valorise the organic residues of spent coffee grounds to isolate their constructive nutrients. CoPheeCo additives target the food and cosmetics industries as they are used as natural preservatives. Greece produces annually over 30,000 ton of spent coffee grounds that eventually end up in landfills. We propose the collection of spent coffee grounds, with reverse logistics, and upcycling by following an innovative production process. CoPheeCo's competitive advantage is a much higher purity/cost index than those of competitors. Finally, our team has managed to create a second product by utilising our coffee by-products for the production of an innovative biocomposite material called "CoPheeCo board". This innovative material is here to become a sustainable substitute for traditionally used wood and paper based composite materials.

Alexis Pantziaros                      Engineer

Marios Vlachogiannis                Engineer

Stavros Tsompanidis                 Sales





## EcoDish

Globally, crop residues - the plant waste left in the field after harvest - total >5bn metric ton. On the other side, almost 10mn of plastic packaging waste ends up in European landfills each year with the estimated decomposition time exceeding several decades. Our ECODISH initiative aims to convert agricultural waste into compostable and edible tableware. This approach uses a high pressure/high temperature technology that needs just water and plant excess fibrous waste as raw materials. After use, these dishes can be composted or used as animal feed for a new round of agricultural production. This approach represents a small step towards circular economy, which is central to bringing the agrifood sector towards long-term sustainable development.

Jaroslav Michalko

Tomas Jambor





## HEIJUS

HEIJUS is 100% unfiltered apple juice with added super herbs. We are on a mission to bring healthier beverage options to consumers with sustainable packaging and ingredient sourcing in mind. We use unfiltered apple juice made exclusively from fresh local apples, so it preserves considerably more beneficial nutritional value than clear apple juice. The ingredients that make HEIJUS apple juice stand out are herbs (lemongrass, matcha, mint, ...) which we add to our “base”, to achieve unique, better and fuller flavour. The quality of our product is also proven by a certificate of best quality (Izbrana kakovost Slovenia).

Andrej Pelko

Engineer

Valentina Bojanec

Product



# Humanless Agriculture Technologies

The importance of ensuring a healthy food and environment system in the EU is among first. At the same time, more pesticide control, better carryover control and alarms, better pesticide application tracking across the EU and less pesticide pollution as an ultimate aim, is a task of every government and movement across the EU. Dr Agro intends to use its algorithms, AI and ML in a way to create a user and environmentally friendly app for everyone in that system.

Branimir Popov

CEO

Nikola Stanić

FTM

Marko Milovanović

CTO

Đura Gregoric

Product Owner





## MICROBE+

MICROBE+ has developed innovative microbiological bioproducts that combine biological product and molecular biology. Our bioproducts - probiotics for plants are multi-strain, thanks to which they provide comprehensive plant protection against a wide spectrum of plant pathogens. Our mission is to create efficient and inexpensive bioproducts to protect and stimulate plant growth in crops, orchards, flowers and ornamental plants. Our bioproducts are dedicated for farmers, designed to minimise losses in key crops caused by the presence of pathogens. Our bioproducts reduce abiotic stress caused by, among other things, limited availability of water (drought) or its excess (periodic flooding), improperly prepared soil, disturbances in the availability of nutrients for plants and soil erosion.

Anna Ogar

CEO

Łukasz Kafel

CFO

Adam Kuzdraliński

CTO

Marcin Stachyra

CMO

Renata Michniak

COO





## NCELLUM

Cross-industry nanotechnological bioplastics manufacturer of nanocrystalline cellulose composites. It is a biocompatible, biodegradable, economical material for multiple functions eco-bottles. The key to the idea is nanocrystalline cellulose, which has been chosen for its exceptional properties and will be extracted from corn and pine cones waste. The idea is to reduce plastic waste in our landfills and to create safe for an environment, living organisms, sustainable, economical and easily recyclable products.



Sergio Assenov

Co-CEO

Linu Tè

CTO

Eglė Narmontaitė

Co-CEO

Liucija Urbelyte



## OGOR

Farmers do not know the soil's natural fertility areas and they apply fertilisers and pesticides in bulk. Based on the principle that the crop state is the only true measure of soil fertility, we built a platform centred around satellite data helping farmers understand the consequences of their practices on the natural fertility areas. We build a farmer community, helping them feel secure during the season, and provide in-time warning of pests and diseases. With OGOR, farmers will not lose money this season on work or inputs, as they will have up-to-date analytics about the field evolution and the community support.

Dafina Jeaca	COO	Valentin Popescu	CDO
Cornel Nitu	COO	Daniela Faur	CRO
Andrei Duhnea	CTO		





## Oscillum Biotechnology

Oscillum is a biotechnology company focused on the development of sensors with various applications for the agrifood industry. Along with our technology, we develop biodegradable labels that are used as sensors. Currently, we are using our technology for smart packaging. Our sensors would report the state of decomposition of fresh food, indicating when a product must be discarded by colour change. Our label complements the expiration date, but is more intuitive since it works through colour changes. In this way the consumer can discard food in poor condition and save others that, although they have lost organoleptic properties, remain edible.

Pablo Sosa

CEO

Luis Chimeno

CMO



**Oscillum**  
FOOD SAFETY





## Regrowth

The farming sector is a production anomaly, as food demand grows, the social and economic structure of farmers erode. Regrowth aims to tackle this problem through different approaches; 1) Introduction of regenerative farming methods, 2) Integration of Precision Livestock Farming and 3) Community reinforcement via a digital ecosystem. The young startup had achieved several accomplishments: an experimental farm was founded to test techniques and technologies, a set of sensors were developed and contacts with the local farmers were established. In this short time, Regrowth has won a prize of €20,000 and is currently in the process of depositing its first patent.

Pierfrancesco Di Giuseppe      CEO

Michael Odintsov- vaintrub      COO





## SMAPP LAB

The SMAPP LAB team develops a digitised trap family, which monitors pest insects and predicts effectively several pest control points. The methods used nowadays do not allow farmers to guard efficiently against these pests. In addition, due to climate change, the life cycles of different pests are changing, which cannot be traced without real-time data collection. SMAPP LAB gives decision support to the farmer by automated pest monitoring for crop protections. Based on our collected data our goal is to provide accurate predictions of the pest population. Therefore, the farmers control them efficiently at the right time. Our new aim is to complete our forecast with satellite data too.

Donát Posta

CEO

Anna Bereczki

Head of Research





## Solublu

SoluBlue is a material technology company that provides uniquely innovative and sustainable B2B solutions for a changing world. We make hyper-biodegradable, natural biopolymers and composite materials using only renewable resources, for applications in a range of product-types and market sectors.

Ayca Dundar

CEO

Francis Field

CTO

Graeme Hossie

Corporate Development





## Sorterman

Many people who want to sort food packages are not sure how to do so. We provide a mobile application that enables you to scan the EAN code and it gives immediately the answer to which bin the waste should go. Our innovation is to use EAN codes as a source of sorting information. It is easy for users and cost-effective to food producers. There is no such application that works by scanning the EAN codes and/or giving 100% answer based on your location and concrete product.

Anneli Ohvril

CEO

Lilian Ariva

COO



# Thermosolar Hive

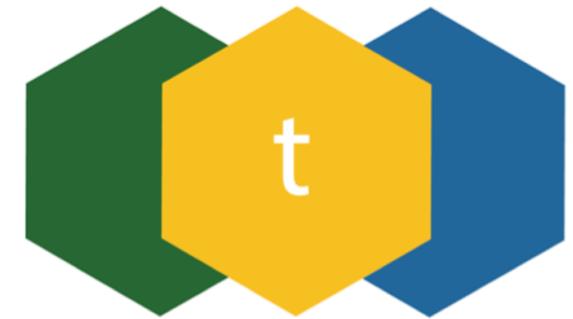
Thermosolar Hive promises to turn the honeybee crisis around by the elimination of parasitic mite Varroa destructor, the main source of bee colony mortality in the world. Besides that, Thermosolar Hive enables beekeepers to produce honey without chemicals. It utilizes the sunshine to heat the bee colony and honeycombs. The heat does not harm the bees, brood, nor the honeycombs, yet it kills all the Varroa mites inside the cells.

Jan Raja

CEO

Katarína Kvašňovská

Customer Care & Marketing



THERMOSOLAR HIVE





## Zus BeeOtics

We use the most advanced tools to further research honeybee health. The use of pesticides in agriculture, as well as environmental pollution, are killing beneficial bacteria in bees and disrupting their natural balance. This makes the bees sick, weak and susceptible to parasitic and microbial infections. Our team is developing a product that would heal an imbalance in the bee gut microbiome that is caused by environmental factors, thus improving honey yield and strengthening their immunity. By introducing lab-cultured beneficial bacteria isolated from healthy bees in non-polluted areas, we hope to restore the natural microbial balance and stop bee decline.

Vladimir Zrnić

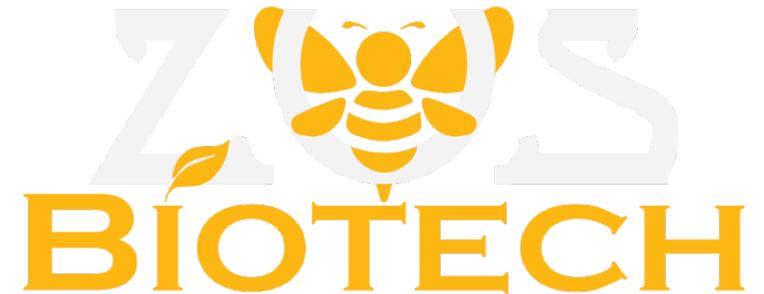
CEO

Danijel Selgrad

Product

Filip Uljanić

CTO





Food

We cannot wait to start Bootcamp!

e@ecute



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