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# EIT FOOD BUSINESS CREATION

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



Co-funded by the  
European Union



# FLAGSHIP PROGRAMMES

EIT Food works with entrepreneurs at all stages of their journey, from validating their market to scaling up their business to achieve impact.

## LAUNCH



### Seedbed Incubator

For aspiring entrepreneurs, & newly formed startups in need of market validation

## ACCELERATE



### EIT Food Accelerator Network

For (pre-) seed funded startups, aiming to achieve pilot and investment readiness

## SCALE



### RisingFoodStars

For ambitious scaleups, with a solid customer base, ready for global expansion

# EIT FOOD CONNECTS WORLD-LEADING INDUSTRY AND IMPACTFUL AGRIFOOD STARTUPS

Access to strategic advisors

Co-development opportunities

Proof of concepts

Pilot projects

Customer connections

Strategic investments

## Some of our Corporate Partners



# EIT FOOD INVESTS IN EUROPE'S MOST PROMISING AGRIFOOD STARTUPS

Direct financial support  
(equity free)

EIT Food impact fund

FoodSparks fund

EIT Food Investor  
Community

Some of our portfolio companies



# OUR SIX FOCUS AREAS



**ALTERNATIVE PROTEINS**



**TARGETED NUTRITION**



**SUSTAINABLE AGRICULTURE**



**SUSTAINABLE AQUACULTURE**



**DIGITALIZED TRACEABILITY**



**CIRCULAR FOOD SYSTEMS**





# LAUNCH: SEEDBED INCUBATOR

## What to expect?

Seedbed Incubator is a six-month pre-accelerator programme delivered across five EU hubs that aims to transform innovative ideas into market-validated business propositions.



Access to expert training and mentoring to identify their core business assumptions and develop a roadmap to validate with stakeholders.



Up to 6k Financial support to get out of the lab and other incubation spaces to speak to at least 100 stakeholders, customers and users to test the market need and refine product ideas.



Follow-on support to spin-out or start-up a new company, or fund pilot feasibility tests with identified partners via EIT Food's Business Services and Financial Services Scheme.



# LAUNCH: SEEDBED PROGRAMME

Seedbed is a 6-month pre-accelerator programme that aims to transform innovative ideas into market-validated business propositions.

Participating teams receive:

Access to expert training and mentoring.

Financial support to get out of the lab and other incubation spaces.

Potential for follow-on support via EIT Food's Business Services and Financial Services Scheme.

The programme is delivered by EIT Food Partners in multiple geographical regions, and is focused on:



## ASPIRING ENTREPRENEURS

Teams looking to validate the market potential of their innovation and launch a new company.



## ENTREPRENEURIAL ACADEMICS

Teams looking to commercialise intellectual property (IP) belonging to their research organisation.



## NEWLY-FORMED COMPANIES

Spinouts or startups, typically younger than 12 months looking to validate the market potential of their innovation and establish partnerships.



## RECENTLY LAUNCHED COMPANY: VEGSHELF



[www.vegshelf.com](http://www.vegshelf.com) | [@vegshelf](https://twitter.com/vegshelf)

Based in Düsseldorf, Germany, Vegshelf is a digital B2B platform streamlining the discovery, sampling and sourcing processes of European plant-based food and beverage brands.

The platform is designed for supermarkets, restaurants, and food service outlets, giving exposure to emerging plant-based product suppliers as they grow their brands and businesses.

WATCH VIDEO



**"The EIT Food Seedbed programme helped us to discover our users. We managed to talk with more than 100 store owners, restaurant owners and plant-based food brands, allowing us to clarify our business model and learn how to build it from there."**

Baiba Soika, Vegshelf



# ACCELERATE: EIT FOOD ACCELERATOR NETWORK

The EIT Food Accelerator Network runs for four months and is delivered at seven unique innovation hubs across Europe and Israel.

Each hub connects impactful agrifood startups with industry-leading corporate and research partners, to pilot innovative technology and drive the ultimate goal of every business: a successful market adoption



Build skills, benefit from mentoring and gain exposure to your market, potential customers, investors and media.



Become part of a rich network of businesses and research institutions, making crucial relationships that will help you fast-track your progress.



Access to facilities such as labs, pilot sites, agricultural land.



Potential for follow-on funding for some startups as part of our supporting traction scheme.



# CASE STUDY: TOTALCTRL



[www.totalctrl.com](http://www.totalctrl.com) | [@TotalCtrlAS](https://twitter.com/TotalCtrlAS)

Based in Norway, TotalCtrl is a food waste prevention software startup helping companies to save money and time, all while preventing food waste through better control of inventories based on expiration dates.

TotalCtrl's vision is to eliminate food waste across the entire food value chain, from farm to consumer, and create a future without food waste, where all people have healthy food to eat.

WATCH VIDEO



**"The beauty of the EIT Food Accelerator Network is that you are put in touch with a range of food sector businesses and people that have the same industry mindset as you. You are able to take a closer look at your business model and see what works and what doesn't."**

Charlotte Ashmin, TotalCtrl



# SCALE: RISINGFOODSTARS ASSOCIATION

RisingFoodStars is a network of successful, impactful agrifood scaleups, EIT Food helps each company to scale to the next level in becoming the international gamechangers of the future.



Easy access and personalised introductions to world-leading corporates, academia and research organisations.



Opportunities to partner in EIT Food innovation projects with a trusted network of leading global companies and partners.



Increased visibility through accessing high-impact international agrifood and startup events.



Tailored support to scale up, raise investment and tackle typical startup growing pains.



## CASE STUDY: SWISS DECODE



swissdecode.com | @SwissDeCode

SwissDeCode, based in Switzerland, helps farmers and food manufacturers to produce food that is safe and authentic in a sustainable manner by providing rapid, on-site food safety solutions.

SwissDeCode's solution works in 30 minutes, compared to some laboratory results which can take up to seven days, helping to reduce waste and streamline processes.

WATCH VIDEO



*"One of the biggest issues facing any startup is a lack of credibility - it can be difficult to form connections with the right people in large corporations. With EIT Food, these introductions were facilitated and personalised, and we were talking with some of the largest companies in Europe. Joining the programmes is the easiest way to be validated by the agrifood market."*

Brij Sahi, SwissDeCode

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# GET INVOLVED!

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