

SEEDBED INCUBATOR

A 6-month programme that aims to transform innovative ideas into market-validated business propositions

Innovation Hub | For Future Food Systems



APPLICATIONS FOR SEEDBED OPEN NOW

at www.eitfood.eu/projects/seedbed
or contact a.maerdian@dil-ev.de



The EIT Food Seedbed Incubator Programme

The EIT Food Seedbed Incubator Programme is delivered by top EIT Food Partner Universities and Research and Innovation Organisations (Seedbed Hubs), providing their expertise in technology and product commercialisation to help entrepreneurs launch or progress a commercially viable business.

Seedbed hubs provide participants with the skills, mentoring and funding to get out of the building and test innovative ideas directly with 100+ potential customers and end-users and learn how to progress from a great idea to a validated business proposition.

At the end of the programme, entrepreneurs present their learning journey to a panel of experts, receiving constructive feedback and the chance to secure follow-on funding from EIT Food to help participants launch or progress their business.

Seedbed programmes will enable you to identify key customers, test the market and take your minimum viable product or service from a commercial proposition to a validated business

Who Should Apply?

Are you doing or supporting research that has commercial potential? Have you got an innovative technology that could revolutionise the food system? Then our Seedbed Incubator Programme could be for you!

The EIT Food Seedbed Programme is focused on supporting three participant groups with business propositions underpinned by science and technology, that could transform the food system:

- ✓ **Entrepreneurial Teams** seeking to validate the commercial potential of their innovation
- ✓ **Science Entrepreneurs** seeking to validate the commercial potential of technology they are developing as a student, academic or employee at a Research Organisation or University
- ✓ **Recently incorporated companies** (spinouts or startups, typically less than a year old) seeking to validate the commercial potential of their innovation

Research Centres and Universities: We are particularly interested in working with tech transfer and commercialisation offices across Europe to support the transformation of research discoveries into commercial ventures.



Benefits of Seedbed

The EIT Food Seedbed Programme provides participants with world class start-up training and coaching to identify their core business assumptions and support to refine their business value propositions. The programme includes:

- ▶ *Training at a four-day online bootcamp based on a unique customer-oriented methodology to allow participants to define clear value propositions; winning business models; and a market validation plan to better understand the needs of the market and develop a solution customers are willing to pay for*
- ▶ *Networking and Mentorship from seasoned entrepreneurs and leading experts in the agri-food sector*
- ▶ *Funding of up to € 8,000 to facilitate market testing activities and to speak to potential customers, stakeholders and end-users to validate business ideas; plus the opportunity to access follow-on EIT Food funding and support through the Startup Launch Grant.*
- ▶ *An opportunity to pitch to a panel of industry experts and receive constructive feedback*

Ultimately, Seedbed is designed to produce independent, creative, and market-aware entrepreneurs with the necessary multi-disciplinary skillset to address not only key challenges in the agri-food sector but make important contributions to ensure our food systems secure and trusted. Most importantly, our teams finish with a validated business model primed for attracting follow-on support and investment that will help take their proposition closer to market, not to mention continued access and opportunities within the EIT Food network.

Proposed innovations must fall under one of the of EIT Food's Focus Areas, listed below:

Sustainable Agriculture

Alternative Proteins

Circular Food Systems

Sustainable Aquaculture

Digital Traceability

Targeted Nutrition

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