



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



Co-funded by the
European Union

VISION

To be the world leading agrifoodtech powerhouse for entrepreneurs and researchers to accelerate the transformation towards a future fit food system.

PURPOSE

Empower the most promising agri-food tech ventures to become the game changers of the industry.

OUR ROLE

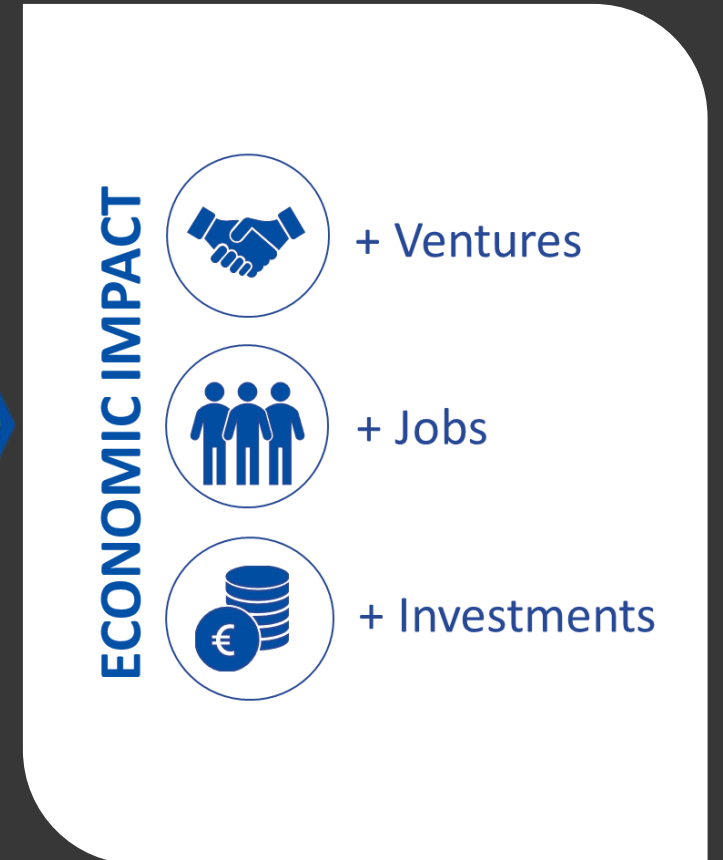
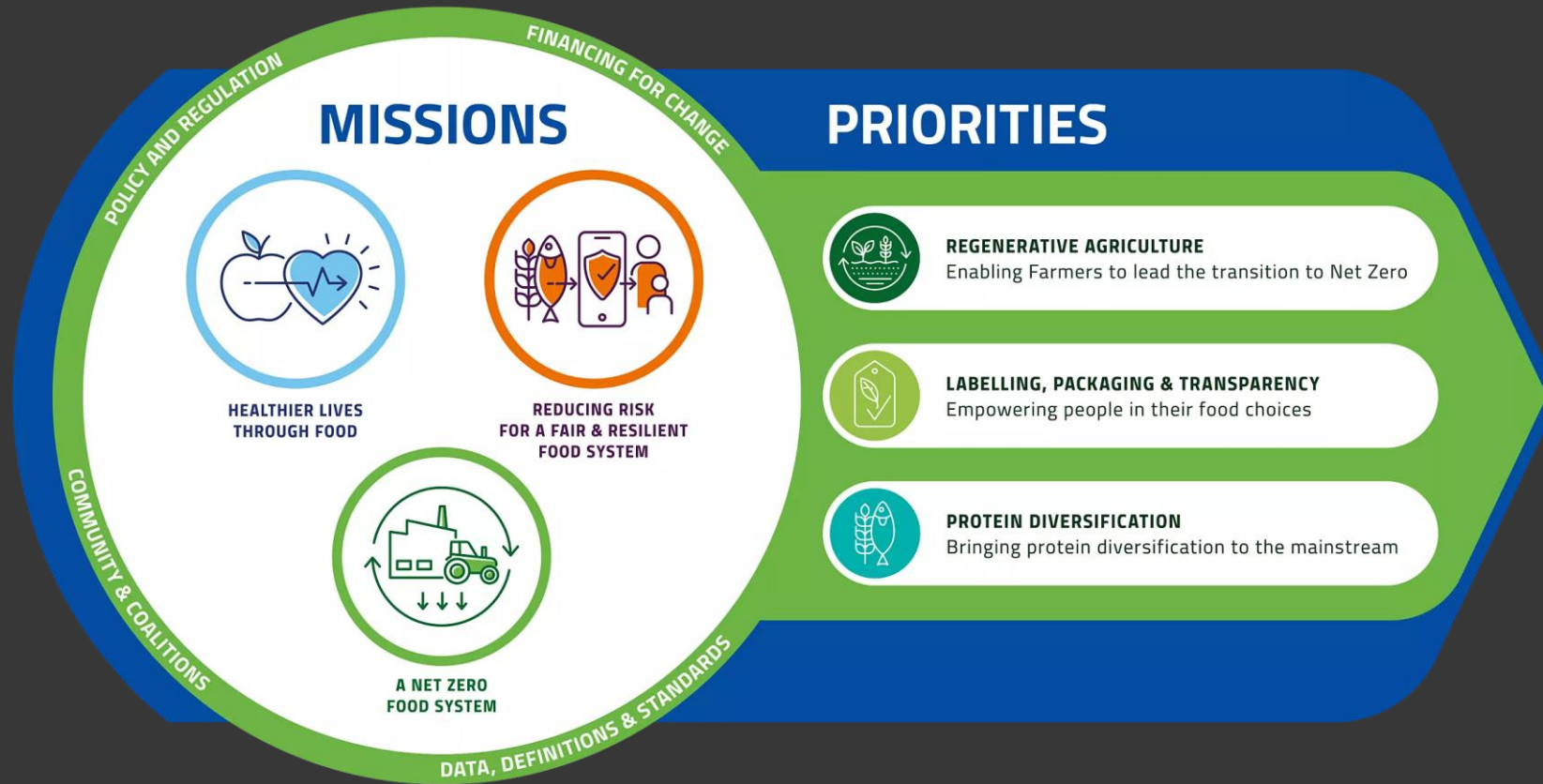
To identify outstanding agrifoodtech founders and researchers and empower them in the development, validation and rollout of their technical and commercial roadmaps to success.

WHAT MAKES US UNIQUE

Thanks to our unique European powerhouse of corporate partners, research institutes, relevant decision makers, experts and investor networks, we connect ventures with the right resources at the right time.

OUR TARGET MARKET

Highly skilled, impact-driven researchers and entrepreneurs willing and capable to build our future-fit food system, with breakthrough technological solutions.





Healthier Lives Through Food

We will make a material difference to health adjusted life years by enabling more consumers to make better choices through access to healthier products and actionable information.



Net-zero Food Systems

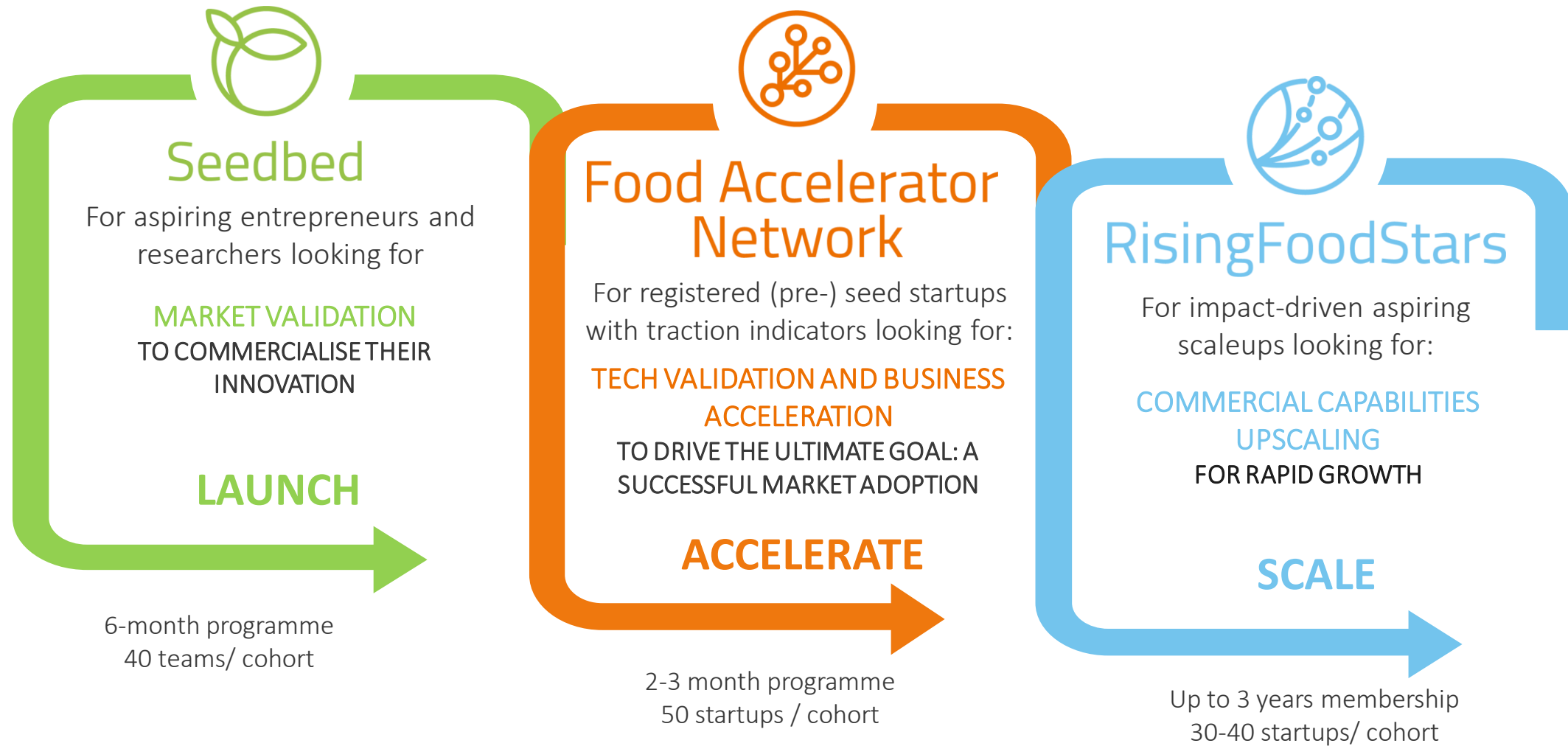
We will be closer to a net zero food system, reducing CO2 equivalent emissions by tackling CO2 hotspots, reducing the footprint of proteins through diversification, and creating new markets for food waste.



A Fully Transparent, Resilient and Fair Food System

We will see the benefits of more resilient, trusted food supply chains with people experiencing greater food security and safety through widespread digitally enabled food supply chains.

Together with our community, we are addressing the complex and critical challenges of **sustainability and climate change**, of **non-communicable diseases and poor nutrition**, and of **consumer trust, scarcity and transparency** through a missions-led approach.





STATE OF PLAY

Only 3.4% of all EU startups are focused on the food industry
90% of startups fail due to a lack of a market need for their products.

THE VISION

To become the go-to European platform that **launches** novel innovations into sustainable, scalable agrifood tech ventures

THE MISSION

To **identify** and **validate** the commercial potential of Europe's most-promising IP-backed innovations that could have a substantial impact on solving global food system challenges

THE PURPOSE

To increase the number of viable agrifood-focused tech ventures launched in Europe

Tech & Talent

Novel technological innovations, engineering and scientific breakthroughs at **TRL 4** that could be applied to solve one of our EIT Food Mission challenges



ENTREPRENEURS

Committed team of professionals: At least 2 team members (at least 1 EU citizen) can participate in the programme



ENTREPRENEURIAL ACADEMICS + TTO

Researchers, scientists, engineers with the support from a member of the Research /Technology Transfer Office who owns the IP



NEWLY-FORMED COMPANIES*

Spinouts or startups, typically younger < 12-18 m, currently in the market validation phase, not actively fundraising (grants are OK).



- Partake in a structured and proven hands-on process for validating the market need for science-based 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 access 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

OUTCOME: objectively assess the market potential of your innovative concept using concrete customer data and insights you've collected first-hand to support the launch and financing of your new agrifood tech venture

PROGRAMME OUTLINE



“ Seedbed helped us to make contact with important stakeholders whom we would not have approached otherwise. We now have a clearer vision of what our customers expect and a gained awareness of other markets where our tech can be applied. The support and networking opportunities were excellent. We have made some valuable connections to explore future opportunities with. We also valued being part of a community amongst similar-minded people. ”



David Elizondo
Co-founder, UK



“ Experienced business professionals provided us with down-to-earth advice as well as more theoretical advice to shape the overall picture. We learned how to explain our technology to stakeholders and how to pitch it to a much better level than before entering Seeded. The programme is a great way to understand if your idea is needed in the market. We realised that not all great technologies are worth what you think to other people! ”



Kārlis Ūdris
Co-founder, Latvia



“ The programme magnified the market landscape and customer needs to a degree we hadn't previously seen. The specialist agrifood group dynamic was really beneficial and the peer-to-peer support along with the relationships we built have helped with our ongoing development. ”



Linda O'Higgins
Researcher, Ireland



“ Where we started and where we are now seem miles apart! We originally positioned ourselves as a plant-based alternative to mimic meat. Through the market discovery journey, we came to understand that what we have is something much better - consumers are demanding a source of plant protein that is tasty and nutritious, not just food that mimics animal products. Seedbed made it possible for us to be on the leading edge of this plant-based foods movement. ”



Kyla Hagedorn
Co-founder, NL



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Sofía Ramírez Bernini

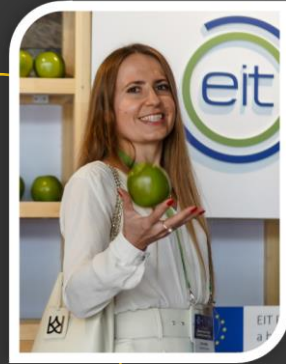
CEO of 1point8

1.8

The most valued aspect of the Seedbed Incubator programme was the exceptional level of support and guidance provided. The mentors and staff were consistently helpful, offering insights and assistance that were crucial for our development and progress.



GET IN TOUCH



If you are interested in exploring opportunities to collaborate, please get in touch with dr. Olga Pelekh

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<https://entrepreneurship.eitfood.eu/>