



# Agrofood startup of the year challenge

*Embracing and stimulating the best ideas and entrepreneurs*

The FoodNexus project 'Agrofood startup of the year challenge' will strengthen its EU network of startups, investors and corporates within the agritech and food area. It will set up a two-round challenge for food startups. The best startups will be connected to investors and corporates to strengthen and build the EU network of startups, investors, researchers, educators and corporations. It will demonstrate how entrepreneurship and innovation can solve societal challenges in agritech and food.

## **RATIONALE AND AIM**

This project is developing a European Agrifood startup of the year challenge in cooperation with FoodNexus partners across Europe. The challenge has preliminary national rounds and ends with a European round awarding the 'Best European Agrofood Startup of the Year'. The aim of the challenge is to:

- Strengthen and build the EU network of startups, investors and corporates
- Celebrate and inspire: demonstrate how entrepreneurship and innovation can solve societal challenges in agritech and food.



This project is an example of the FoodNexus partnership's role as a change agent for stimulating an entrepreneurial mindset and at the same time better integrating the food sector.

## **THE CONCEPT**

The European Agrofood startup challenge in Europe will consist of:

- National rounds in 5 EU countries, with each country delegating the 3 best national startups to the EU final.

- An EU final with changing locations in Europe.
- A final consisting of 15 startups from the organising countries and 5 wildcards for startups from other countries (European selection).
- The challenge will choose the best EU startup in agritech and food, and connect them with investors and corporates.
- The thematic challenges will depart from the strategic objectives of FoodNexus.

## **WHAT'S IN IT FOR STARTUPS?**

The winner will get business development support as well as a cash prize. Yet the main added value for startups for participating is visibility and networking within the FoodNexus corporate network as well as:

- Connection and feedback from investors and corporates
- Support from the FoodNexus Corporate Startup Engagement programme
- Strong communication and visibility
- Confirmation of the strength of its business idea and impact.

