

EIT JumpStarter 2020

EIT Food Terms & Conditions

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1. Overview of EIT Food

EIT Food is a pan-European partnership, with a consumer-centred approach, to empower innovators, entrepreneurs and students to develop world-class solutions to societal challenges, accelerate innovation, create jobs and increase Europe's competitiveness. As one of the largest food-related initiatives worldwide, EIT Food wants Europe to lead a global revolution in food innovation and production. Our ambition is to redesign the way our food is produced, delivered, consumed and recycled and to create a future-proof and effective food sector which supports a sustainable and circular bio-economy. We are part of the European Institute of Innovation and Technology [EIT](#) and in our activities we implement the EIT Regional Innovation Scheme (EIT RIS) which is the EIT Community's outreach scheme with the objective to contribute to boosting innovation in European countries and regions that belong to the groups of 'modest and moderate' (according to the European Innovation Scoreboard) innovators.

2. The Structure of the Competition

EIT JumpStarter 2020 co-organized by EIT Food targets idea holders and start-ups in early stage of development from EIT RIS eligible regions. It offers an excellent opportunity to present, test and develop ideas for products, services, business models which might drive change to the local food system. At the end of a recruitment process a selected group of candidates will be invited to take part in a bootcamp that aims to provide expertise for business plan development and investor pitching. Participants with the best pitch decks developed after the bootcamp will be selected to join the local joint trainings organized in various places. Business plans prepared as a result of the training will be evaluated and authors of the best will be invited to the joint pitching finals, where the best teams will be awarded with a money prizes.

This competition is divided into several phases:

Phase 1: Submission of ideas

The application deadline for the programme is **15th March 2020 17:00 CET**. Please apply through our online application form. The applicants should put an emphasis on: the innovative concept, competitive advantage, customers and potential market. Applications can be submitted only once and under the most appropriate thematic field. One person can submit only one application either as a single idea holder or a member of a team.

The submitted applications will be evaluated by a group of experts, who will assess if:

1. the ideas are original at least in local food system context (novelty);
2. the ideas address significant food related challenges and potentially create impacts directly related to the EIT Food strategic objectives (problem);
3. the ideas include clear key elements of the plan for developing, implementing and delivering the solutions, ensuring transformation of business ideas into a real project and potential market success (solution);
4. the idea include compelling value proposition that has the potential of meeting customer demands (business context);
5. the applicants demonstrate relevant knowledge and experiences that increase the probability of commercial success (capacity).

The authors of the best ideas will be invited to participate in business ideas bootcamps. If the number of applications fulfilling selecting criteria and submitted before the deadline is lower than the number of available places in joint business ideas bootcamps, the deadline may be extended. In such case additional recruitment of participants will be launched and carried on until all places are taken. The selection within additional cohort will be held separately for the remaining vacant places, but will be based on the same criteria as for the initial one. The additional recruitment might be terminated earlier without any prior notice.

Phase 2: Joint Business Ideas Bootcamps

The aim of the two-day long trainings is to deliver the fundamental qualitative and quantitative skills of developing a business case for an entrepreneurial idea; as well as pitching a business case to get investor funding. Focus areas: pitch deck development and identification of areas for further development. All bootcamps with mixed thematic teams participation, but run along the same curriculum, will be organized in various locations from April to June 2020. During the application phase applicants need to select the

bootcamps they would like to attend. The maximum number of teams representing all thematic areas of the program (supervised by EIT: RawMaterials, Health, Food, InnoEnergy, Urban Mobility, Manufacturing) is 120, including up to 20 teams with food related ideas. Applicants accept that they may be contacted and redirected to attend another bootcamp if there are more than 12 teams qualified to the programme and applying to the same bootcamp location.

After each Bootcamp, its participants will be asked to prepare and submit their pitch decks within two weeks. This intends to serve the purposes of providing equal opportunities to all participants.

Phase 3: Local Joint Trainings and Business Plan Competition

Based on the submitted pitch decks EIT Food will select up to 15 the best teams and invite them to attend local joint trainings organized in various locations from September to October 2020. The focus of the trainings is: business model canvas, competitive landscape, go-to-market strategy and creation of a roadmap.

At the end of this phase, participants will be asked to prepare concise business plans.

Phase 4: Joint Final Pitching and Awards Ceremony

The best 6 business plans will be selected and their authors will be invited to the Joint Finals.

The final pitching competition of the EIT JumpStarter program will be organized jointly by all involved Knowledge and Innovation Communities of the EIT in November 2020. The teams will be grouped into thematic sessions, where six teams will pitch and compete. The teams will pitch their idea in front of the Jury, composed of experts representing EIT Food, its partners or collaborating institutions.

The top 3 winners will be selected by the Jury and awarded.

3. Eligibility criteria

EIT JumpStarter is directed at individuals holding business ideas in the food sector, who want to gain a practical insight what it means to run a business or establish a start-up. Joining the programme requires submitting proposal through dedicated internet questionnaire.

- Proposals must be submitted in English.
- Incomplete submissions, or submissions via any other routes (e.g., email) will not be accepted.
- The idea described in the proposal must be within the scope of the main challenges in EIT Food strategic business agenda:
 - a) optimizing resource efficiency and environmental sustainability of agriculture supply, primary production, processing, storing, packaging, logistics/distribution, retail, consumer research, nutrition monitoring and food service;
 - b) developing nutritionally-customised food products, addressing unmet needs and generating consumer relevant functionalities;
 - c) building trust in the food system, securing traceability and auditability of food quality, safety and authenticity, combining digital and sensor technologies to acquire and transmit information through the food value chain.
- Additional information such as weblink to the project, or a presentation can be uploaded to support your application. These additional documents are not mandatory, and please be aware that the reviewers may not consider these attachments as basis for their evaluation.
- Applicants submitting proposals must come from EIT RIS eligible countries, which are: Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Romania, Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Former Yugoslav Republic of Macedonia, Georgia, Moldova, Montenegro, Serbia, Turkey, Ukraine. In case of a team submitting the application, the financial support will be given only to a team member who is either a citizen or a resident of the countries mentioned above.

4. Funding terms

- All specific conditions of funding will be described in a separate document (a consent form or an agreement signed between participants and EIT Food or its partner designated to represent it in relation to the third parties in the project).

- Successful applicants will be offered an opportunity to take part in one of the Joint Business Ideas Bootcamps. Organisers cannot guarantee that applicants will be admitted to a bootcamp organized in the location initially indicated by the applicant.
- Only after the successful completion of a Bootcamp and submitting a pitch deck accepted by organisers, participants will receive a financial support of € 1,000 (in case of team application, € 1,000 will be allocated per team). The support will be a subject to taxation according to the local legal requirements of the parties signing the funding agreement.
- Only after the successful completion of a Local Joint Training and submitting a concise business plan accepted by organisers, participants will receive a financial support of € 1,000 (in case of team application, € 1,000 will be allocated per team). The support will be a subject to taxation according to the local legal requirements of the parties signing the funding agreement.
- Prizes for the EIT Food beneficiaries of the Joint Pitch Finals are: 1st prize of € 10,000, 2nd prize of € 7,000, 3rd prize of € 5,000. The awards will be subject to taxation according to the local legal requirements of the parties signing the funding agreement. Prizes will be given based on a decision of a Jury only to a person who participated in the Joint Finals.
- Participants of the former editions of the EIT JumpStarter cannot receive any financial support at any stage of the competition.

5. IP rights and confidentiality

The applications submitted to EIT Food for the EIT JumpStarter 2020 are handled under confidentiality. Applicants retain full and exclusive ownership of their intellectual property rights. The organizers and their authorized representatives in the program undertake to ensure the confidentiality of the ideas and projects presented and developed throughout the Competition.

6. Key dates

- ✓ Deadline for submitting business ideas: **15th March 2020 at 17:00 CET.**
- ✓ Selection of ideas and invitation to the bootcamps: March 2020.
- ✓ Bootcamps and pitch decks submission: April – June 2020 (specific bootcamps dates will be provided at the project website).
- ✓ Local Joint Trainings and business plans submission: September – October 2020.
- ✓ Final Ceremony and awards: November 2020 (to be defined)

Dates may change, but the organization will report them appropriately.

7. How to get in touch

More information on EIT Food:

<https://www.eitfood.eu>

More information on EIT's Regional Innovation Scheme:

<https://eit.europa.eu/activities/outreach/eit-regional-innovation-scheme-ris>

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