

Call for Agri-Food Tech Startups 2019

Intesa Sanpaolo Innovation Center is seeking **new technology startups in the Agriculture and Food&Beverage industries** for the 2019 edition of its international acceleration platform **StartUp Initiative**.

Examples of **target applications**, better still through **Circular Economy** business models supported by **Industry 4.0** technologies:

- **AGRICULTURE & FARMING**
Precision Ag, Regenerative Ag, Organic fertilizers, Characterization of soil, Peri-urban and rural agriculture, Drones, Sensoristics, Harvesting & Destemming, Vertical/Urban farming, Hydro/Aero/Aqua-ponics
- **MACHINERY & APPLIANCES**
Connected machines, Automation & Robotics, Smart cooking, Embedded devices & IoT, 3D printing
- **SAFETY & SECURITY**
Inspection & Diagnostics, Natural Preservatives & Additives, Traceability, Quality control, Big Data, Bio-based packaging, Re-usable packaging, Active packaging
- **NUTRITION & HEALTH**
Next-wave protein sources, Functional foods, Novel foods, Superfoods, Eating Disorders & Special Diets, Natural Alternative Sweeteners and *Salternatives*, Seeds & Feeds, Closing Nutrient Loops, Zero-waste solutions, Waste management, Biodiversity
- **USER EXPERIENCE**
Mobile services, AR/VR, Distribution & Delivery, Marketing, Social fooding

Startups actively implementing **Circular Economy** principles (i.e. source food grown regeneratively and locally, design and market a healthier food product, valorize the most of food source and food waste) will be preferred by the commission.

Interested **startups can apply by submitting a business plan** or executive summary of their project via our [online application form](#) **no later than 15 May 2019**.

Applications will be reviewed and screened along five key drivers: team and advisors; addressable market; product and development stage; barriers to entry and traction; economics.

Participating startups will go through a coaching and selection process made available at no charge by key industry players and qualified coaches. The most promising teams will have a chance to pitch their project to a wide audience of financial and corporate investors, significantly improving their fund raising and business development reach.

The program is structured as follows:

- **May 29-30 – Boot Camp (Turin):** admitted startups will receive two full days of training delivered by experienced angel investors from California.
- **Jun 18 – Deal Line-Up (Milan):** trained startups will pitch to a panel of experts (industry players, investors and researchers), who will provide structured feedback and select the finalists, which will move forward with the program.
- **Jul 3 – Investor Arena Meeting (Bologna):** the startups selected at the Deal Line-Up will have 10 minutes to pitch their project to a broad audience of around 150 investors, corporations and players of the innovation ecosystem.

We remind you that there is no charge to participate in the program. Selected companies will need to cover their own travel and accommodation. Do not hesitate to contact us if you have any questions.