



# IMPACT MAKER MANUAL 2018/19

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# SUGGESTED TIMELINE

JUNE 15, 2018

APPLICATIONS OFFICIALLY OPEN

JUNE 2018 - OCTOBER 2018

PROMOTION FOR APPLICATIONS &  
STRATEGIC PLANNING OF LOCAL EVENT

SEPTEMBER 2018 - FEBRUARY 2019

FAC NATIONAL EVENTS/COMPETITIONS (consider  
time for evaluation of applications to select final  
10 professional startups, as well as, preparation  
for startups to compete )

JANUARY 2019 - APRIL 2019

REGIONAL EVENTS

FEBRUARY 28TH 2019

DEADLINE OF FAC GLOBAL FINALISTS SELECTED  
TO ATTEND THE GLOBAL AGRIPRENEURS SUMMIT

APRIL 2019

WEBINAR FOR FAC GLOBAL FINALISTS SELECTED  
TO ATTEND THE GLOBAL AGRIPRENEURS SUMMIT

MAY 2019

GLOBAL AGRIPRENEURS SUMMIT



# WHY GET INVOLVED

To address the real challenges confronting mankind to maintain food security as the population increases rapidly and natural resources remain fixed, while at the same time, responding to climate changes and respecting biodiversity, a multi-stakeholder approach is necessary.

Agrifood innovation holds the key role to tackling these challenges and achieving food security, food waste, and food safety today and in the future.

Future Agro Challenges aims to:

- Improve farm productivity by creating better solutions
- Enhance agriculture's environmental footprint by bringing forward resourceful efficiencies
- Build rural prosperity by addressing rural economies

FAC was ignited in Greece, at the crossing of three continents, rich in diversity in both wild and cultivated plant species, has developed its botanical and agricultural practices for millennia, and the source of the famous Mediterranean diet, and has grown into a global competition. As FAC takes root in each joining nation, the knowledge base is enriched with a transfer of ideas and solutions. Each nation and region brings a new perspective, having overcome different obstacles and offering different facets of innovation.

Agriculture has become a \$6.4 trillion industry, this sector offers exciting investment opportunities. 40% of the global workforce are in agriculture, yet only 3.5% of the global GDP contributes to back to this. Do you want to be part of this change?

# MAIN CATEGORIES



## WE ACCEPT PROPOSALS FROM FARM TO FORK

- FOODTECH
- AGTECH
- AGRICULTURE PRODUCTION & PROCESSING
- NUTRITION & HEALTH
- FARMERS INCOME
- FOOD WASTE
- FOOD OR BEVERAGE PRODUCT OR RETAIL
- EDUCATION
- AGRO TOURISM
- SAFETY & HEALTH
- PACKAGING & LOGISTICS

Applications are not limited to the above categories.

# WHY BE AN IMPACT MAKER

## YOUR IMPACT

- Create an agro innovation hub in your city/region
- Help discover and support opportunities to advance your national GDP
- Find solutions to key challenges in your region
- Become part of an international community of food and agriculture visionaries
- Offer transfer of knowledge to innovators in your community through our platform
- Jump start your impact with our plug and play model
- Get your organization recognized through our global exposure

## ADDING VALUE TO SOCIETY

- Increase food production through an ecological intensified approach
- Bring more openness, transparency, education and better governance practices
- Shift from scale driven to Green and Lean efficiency
- Provide connectivity to implement agrifood innovation best practices to farming communities worldwide
- Agriculture has become a \$6.4 trillion industry, this sector offers exciting investment opportunities
- Unleash entrepreneurial potential and creativity
- Encourage opportunities for employment and education

## SUPPORTING AGRIPRENEURS TO SUCCESS

- Empower ideas and ventures
- Create partnerships worldwide
- Win over potential clients and investors
- Gain mentorship from industry leaders
- Receive recognition in international media
- Interact with innovators from around the world





# WHAT STARTUPS ACHIEVE

## MENTORSHIP

Our leading experts offer webinar series and lead bootcamps to support agripreneurs to reach their finest potential.

## GLOBAL RECOGNITION

Our global network and media partners offer our finalists global recognition to fast-track their growth opportunities.

## NETWORKING & GLOBAL PARTNERSHIPS

Our global network brings together agripreneurs and stakeholders from over 60 countries across 5 continents to create new partnership opportunities and access to new markets.

## PRIZES

We provide services and support to our finalists based on their own individual needs.

"It was really inspirational to find myself on the cutting edge of new technologies and developments. To meet those that are broadening our horizons. To have a peep into the future."

Theo De Jager,  
President of the World  
Farmers Organisation



## WAYS TO GET INVOLVED

As an Impact Maker there are various ways you could benefit by getting involved. While we know each ecosystem leader may have different needs or challenges to address, we are always here to discuss opportunities for collaboration!



# FAC NATIONAL EVENTS

[WWW.FACAGRO.COM/WORLD](http://WWW.FACAGRO.COM/WORLD)

In the aim to showcase your efforts as a global leader in your country by activating your network and accessing funding opportunities at a national level, FAC Impact Makers have the opportunity to receive global exposure and opportunities through our FAC National Events.

FAC National Events are created in collaboration with your organisation. While we respect that you are the experts of your local ecosystem, we support and highlight your efforts on a global scale. We make sure your events are exposed to our international community in over 60 countries across 5 continents.

National events usually run for 1-2 days showcasing the local agrifood innovation ecosystem.



# FAC GLOBAL COMPETITION

[WWW.FACAGRO.COM/WORLD](http://WWW.FACAGRO.COM/WORLD)

As part of the FAC national events, Impact Makers hold a national competition showcasing the best startups in their ecosystem. As leaders of the agrifood ecosystem you may become the reason of the growth spurt of your startups and ecosystem.

A FAC national competition is intended to take place in the aim to select the National Winner from the 10 top finalists. The top 4 competition finalists are intended to battle while the remaining finalists may showcase their ideas to the audience with a 3min or 60 second pitch deck.

The national competition takes place within your FAC national event. National finalists are offered direct access to the Global Agripreneurs Summit to gain international opportunities.





# GLOBAL AGRIPRENEURS SUMMIT

The Global Agripreneurs Summit is a global platform that brings together all agrifood innovation stakeholders to exchange ideas and business opportunities and inform the public where the source of our food is coming from by focusing on the fast-changing innovations that are constantly revolutionizing the food supply chain.

The Global Agripreneurs Summit creates an opportunity for your organization and your leading startups to meet with like-minded organisations, investors, agripreneurs from around the world, as well as industry stakeholders such as policy makers and trendsetters.

FAC Global Championships is the highlight event within the Summit where the winning agripreneur from over 60 nations across 5 continents compete at an international level to be entitled the Agripreneur of the Year to receive dedicated resources to help them grow their business and expand into new markets.

# FAC REGIONAL EVENTS

In the aim to address the challenges in each region and create turnkey solutions to advance agrifood innovation across the food supply chain value chains, our regional events play a fundamental role in creating a global dialogue to specific needs.

Regional events include competitions, boot camps, workshops, seminars, matchmaking, networking cross-regionally and are dedicated to stakeholders from your region.

Regional events run at ad hoc requests based on a collaborative effort with the FAC Global team.



## Step 1

Confirm the dates you will be accepting applications, the dates of your local event, and your local roadmap with the FAC Global team

## Step 2

(2-3 month timeframe) Start a promotional campaign to create awareness about your local FAC initiative and to inform agripreneurs that applications are open. This campaign could be a roadshow, a digital campaign, traditional media, etc. We strongly urge to partner with a media team to help you.

## Step 3

(1-2 week timeframe) Evaluate and select the 10 best startups from the applications. **It is mandatory that all startup applications go through the [www.facagro.com](http://www.facagro.com) website to be eligible as per our transparency policy. Please discuss with us if you need applications to be submitted in a certain language.**

## Step 4

Run a national event highlighting your local agrifood innovation ecosystem (including keynote speakers). Invite 5 jury members to evaluate the winner of the FAC National Competition. A FAC national competition is intended to take place in the aim to select the National Winner from the 10 top finalists. **The top 4 competition finalists are intended to battle while the remaining 6 finalists may showcase their ideas to the audience with a 3min or 60 second pitch deck.**

**As we are committed to highlight your efforts to our global community, it is mandatory that Impact Makers share their program, speakers, jury, finalists, partners, and any other information of their National Event with the FAC Global team.**

## Step 5

Inform the Global FAC team about the start-up presented as the national winner.

All national winners will be invited to the Global Agripreneurs Summit to attend the training sessions and take part in networking opportunities; however, selected finalists will be chosen to pitch live on stage to be given the title "Agripreneur of the Year". **Free passes to the Global Agripreneurs Summit will be offered to Impact Makers and startup finalists.**

One Audience Award will be offered to the start-up that is most popular among all participating countries. The Audience Award is given to the winner of the #FACagripreneur Battle, which is run on our online platform prior to the Global Agripreneurs Summit. Further details will be sent to each host closer to the date.

**Note: The Impact Maker is responsible for covering the travel and accommodation cost of the winning start-up to attend the Global Agripreneurs Summit.**

## ADDITIONAL NOTES

FAC encourages all Impact Makers to suggest key note speakers and investors from their country who best represent the agri-business sector for the Global Agripreneurs Summit by January 1st the latest.

The criteria for key note speakers are: Influential personality; Inspirational Entrepreneurial background; Expertise in the food/agriculture industry.

The criteria for investors are: Track record of investments and willingness to invest in start-ups

# IMPACT MAKER RESPONSIBILITIES

Launching and promoting the Future Agro Challenge in their respective agreed region, promoting Future Agro Challenge with the agreed name (eg "Future Agro Challenge Greece")

Find a minimum of 10 professional startup ventures to participate on the national level matching Future Agro Challenge competition criteria.

Comprise 5 jury members with expertise in the food & agriculture industry and experience in innovation & entrepreneurship to support the Evaluation process.

Actively promote FAC to the food & agriculture industries and relevant stakeholders. Any representation should adhere at a professional level.

Hold at least one local FAC competition. Share PR exposure, images & videos of local events to the Global FAC team. FAC aims to support all your efforts on a global level giving each representative country a national event page.

Share your National Event program, speakers, jury finalists, partners, and any other information in order to showcase to a global audience.

Create a community of advisors, investors, mentors, experts and entrepreneurs in the food & agricultural industry.

Ensure the competition procedures run smoothly and fairly.

Adhere to the FAC Transparency Policy:

*To ensure a fair competition and selected innovators are brought forward to the Global Championships in a fair and transparent manner, FAC requires all innovator applications to go through the FAC platform at [www.facagro.com](http://www.facagro.com). The Global FAC team will forward Impact Makers their respective applications as soon as they are received. Startups that do not apply through the Global FAC website will not be eligible for evaluation at FAC.*

Assure final winners are selected no later than the given date.

Impact Makers are responsible for travel and accommodation costs for the chosen finalists (winners) to attend the Global Agripreneurs Summit. We recommend collaborating with partners to help support the cost. The Global Championships

Assist chosen finalists with travel arrangements including visas.

Display the FAC logo on your website, with an active link back to the FAC website ([www.facagro.com](http://www.facagro.com)).

The FAC global website is forbidden to be replicated as your national site.

# FAQ

## WHO ORGANIZES FAC?

FAC is an initiative of Industry Disruptors - Game Changers (ID-GC). ID-GC is an organization that aims to create an ecosystem that fosters and promotes innovative entrepreneurship focusing on extroversion. Through strategic partnerships with renowned institutional supporters of entrepreneurship abroad, ID-GC offers the opportunity to young entrepreneurs to develop their ideas through networking, competitions, education / training, funding, mentorship, and communication strategies, tailored to the needs of a start-up business. For more information, please visit [www.industrydisruptors.org](http://www.industrydisruptors.org)

## WHAT ARE THE GOALS OF FAC?

FAC aims to support agro innovators in the food supply chain from farm to fork. It is a stimulus for entrepreneurs in this sector to start and develop an efficient business.

## WHAT ARE THE BENEFITS OF BEING AN IMPACT MAKER?

There are multiple opportunities of being an Impact Maker. Joining the FAC community allows access to a global network and community of agro visionaries, startups, farmers, manufacturers, distributors, experts, mentors, educators, investors and other stakeholders. As such, you have the opportunity to be an impact maker on a national level in agro innovation.

# FAQ con't

## WHAT ARE THE BENEFITS OF BEING AN ORGANISATIONAL PARTNER?

Those companies interested in becoming partners with Impact Makers and/or the Global FAC organization can achieve recognition and rewards on a national and global level. FAC provides the opportunity to access innovators and startups, and potential new clients in the food and agriculture industry. Companies could create special offers to engage with startups, and benefit from exposure on a national and global level. Those partners interested in cooperating with the Global FAC organization will be invited to take part at the Global Agripreneurs Summit. Further information could be discussed with the FAC Global team.

## WHO IS ELIGIBLE TO PARTICIPATE IN FAC?

FAC addresses anyone, individual or team, with a notable business MVP. The venture should not exist more than 5 years.

## IS THERE AN AGE RESTRICTION TO PARTICIPATE?

There is no age limit to participate in FAC, however FAC holds no responsibility for minors and all participants are treated equally.

## WHAT ARE THE PRIZES?

Among many opportunities, the winners will receive startup services, networking channels in different markets and media attention to help their company evolve. FAC creates a tailor-made package for the winner based on their needs.

PLEASE DO NOT HESITATE TO CONTACT US FOR ANY ADDITIONAL INQUIREIS OR COMMENTS.



# WE ARE SOCIAL, CONNECT WITH US

FACEBOOK: FUTURE AGRO CHALLENGE

TWITTER: FAC\_NETWORK

LINKEDIN: FUTURE AGRO CHALLENGE

WEBSITE: [WWW.FACAGRO.COM](http://WWW.FACAGRO.COM)

EMAIL: [HELLO@FACAGRO.COM](mailto:HELLO@FACAGRO.COM)