



This project has received funding from the European Union's HORIZON-EIE-2021-SCALEUP-01

# 2 FOOD SCALE UP PILOTS

Acceleration services focusing on Synergies  
Corporate & start-ups = an opportunity



Normandy & Pays de Loire

Collaboration between start-ups and large corporates = A key for fostering innovation in Europe.

More than 50 % of the attempts to collaborate still fail

Successful collaboration depends on the 2 parties

↳ each side learning to understand the interests, expectations, incentives, culture of the other.



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# MAIN BENEFITS & RISKS

## Main Benefits

| For Start-ups                 | For Corporates                     |
|-------------------------------|------------------------------------|
| Revenues                      | External innovation and disruption |
| Scalable customer base        | More agile entrepreneurial culture |
| Riskless internationalisation | Customer focus                     |
| Market knowledge & mentoring  |                                    |

## Main Risks

| For Start-ups               | For Corporates        |
|-----------------------------|-----------------------|
| Delayed project             | Lost investment       |
| Focus on 1 customer         | Unsure outcome        |
| Loosing the start-up spirit | Maturity misalignment |



Source: Collaboration between  
Start-ups and Corporates - A  
Practical Guide for Mutual  
Understanding // World  
economic forum

# KNOWING THE MAIN CHALLENGES TO ADDRESS



## COLLABORATION SUCCESS

| For Start-ups                                    | For Corporates   |
|--|--|
| Duration of sales cycle                          | A risk of competition with existing corporate innovation departments |
| Insufficient resources                           | Managerial support.  |
| Chasm between proof of concept and real projects | More agile entrepreneurial culture                                   |
| Top down approach                                | Understanding change and organisation                                |



Source: Collaboration between Start-ups and Corporates - A Practical Guide for Mutual Understanding // World economic forum

# PILOT IN NORMANDIE – ENHANCE THE INDUSTRIALIZATION OF TECHNOLOGIES & CREATE MORE COLLABORATIONS BETWEEN STARTUPS AND INDUSTRIALS



normandie  
incubation

**1<sup>st</sup> step – February 2024:** a webinar "digital transformation in the agri-food industry"

Objectives:

- Discover the challenges of digital transformation in the agri-food sector
- Inspire through concrete applications and business testimonials
- Allow meetings between solution seekers and providers and encourage collaboration (start ups, SMEs, large companies, etc.)
- Illustrate concrete opportunities
- Allow to identify regional support actors



# PILOT IN NORMANDIE – ENHANCE THE INDUSTRIALIZATION OF TECHNOLOGIES & CREATE MORE COLLABORATIONS BETWEEN STARTUPS AND INDUSTRIALS



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2<sup>nd</sup> step – April 2024: digital match making event

## Methodology:

Meetings with AREA to plan the event + choose startups for pitch

## Objectives:

To create link between startups & big companies

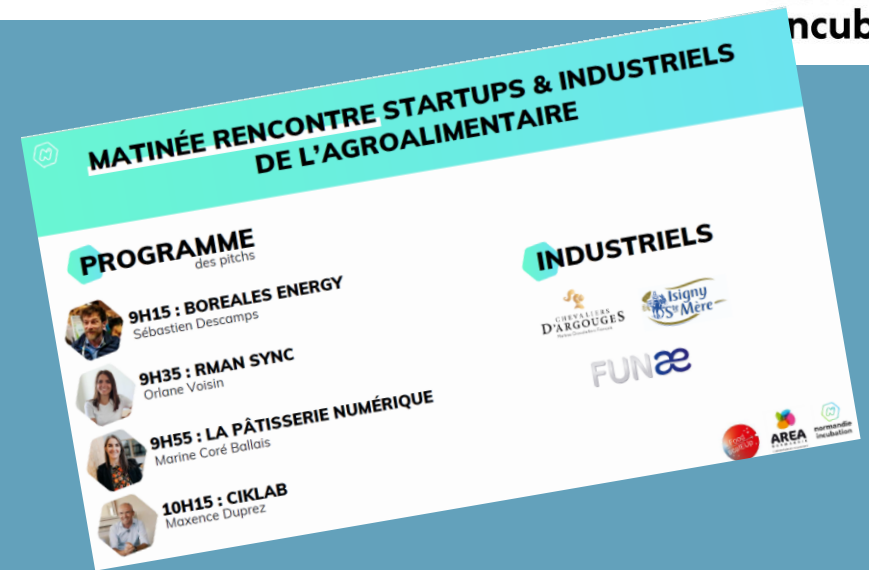
## Key features and results:

All participants (4 startups & 3 industrials) was very pleased and collaboration project could be occurred

To use the method in other regions (cf Innov'Alliance)

To follow different projects

To replicate the event (probably at the end of 2024)



# PILOT IN PAYS DE LOIRE – IMPROVE THE SOURCING OF STARTUPS AT A EUROPEAN LEVEL



## Fork&Care and the Food for Health Challenge

Fork&Care : an open-innovation platform for Healthy food, composed of ten partners, and aiming at improving the efficiency of digital agri-food innovation, and to foster the connection between the needs of large agri-food companies and innovative solutions developed by startups across Europe.

→ Food for Health Challenge to improve the sourcing of startups that could benefit from the Fork&Care program

### Objectives of this challenge:

- Creation of a mapping of innovative solutions developed by European startups
- Offer the opportunity to startups to pitch their project in front of a European Jury
- A prize will be given to the selected startup after the pitching event



# PILOT IN PAYS DE LOIRE – IMPROVE THE SOURCING OF STARTUPS AT A EUROPEAN LEVEL



**1<sup>st</sup> step – April 2024: online webinars**

## **Methodology:**

- 1 national webinar gathering startups from Southern France (Innov'Alliance's regions)
- 1 European gathering startups from Partners' regions

## **Objectives:**

To inform and introduce the thematic to startups looking for acceleration services, and to urge them to apply to the Food for Health Challenge

## **Key features and results:**

Around 20 startups attended these webinars

→ Some of them applied to the Food for Health Challenge



# PILOT IN PAYS DE LOIRE – IMPROVE THE SOURCING OF STARTUPS AT A EUROPEAN LEVEL



**2<sup>nd</sup> step – June 2024: engaging the European Food Health community**

## **Methodology:**

- 2 webinars set up to raise awareness on the Food for Health Challenge and the Fork&Care program (a national and a European one)
- A lot of communication through Partners networks, websites, collaborative platforms...
- 1 final jury

## **Objectives:**

To inform and urge startups with innovative solutions to apply to the Food for Health Challenge

## **Key features and results:**

- Around 30 applications from startups
  - They will be used to create a first European mapping of the Food Health startups with innovative solutions
- 6 startups pitched their project in front of a European Jury, to win the final award



# PILOT IN PAYS DE LOIRE – IMPROVE THE SOURCING OF STARTUPS AT A EUROPEAN LEVEL



## 3<sup>rd</sup> step – June 2024: Final Jury

### Methodology:

- Examination of the final applications selected
- 5min pitch + 5min Q&A
- A 20 minutes deliberation

### 6 European startups:

- Agrogrintech (Portugal)
- Ingredalia (Spain)
- Nucaps (Spain)
- KetoM+ (France)
- Nutricactis (France)
- Clear Bio (Netherlands)

Final winner – Clear.bio 





THANK YOU



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