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BFFood
business factory

Business Factory Food
A public-private acceleration
programme to foster
entrepreneurship, innovation and
competitiveness in the food sector

20/06/2024



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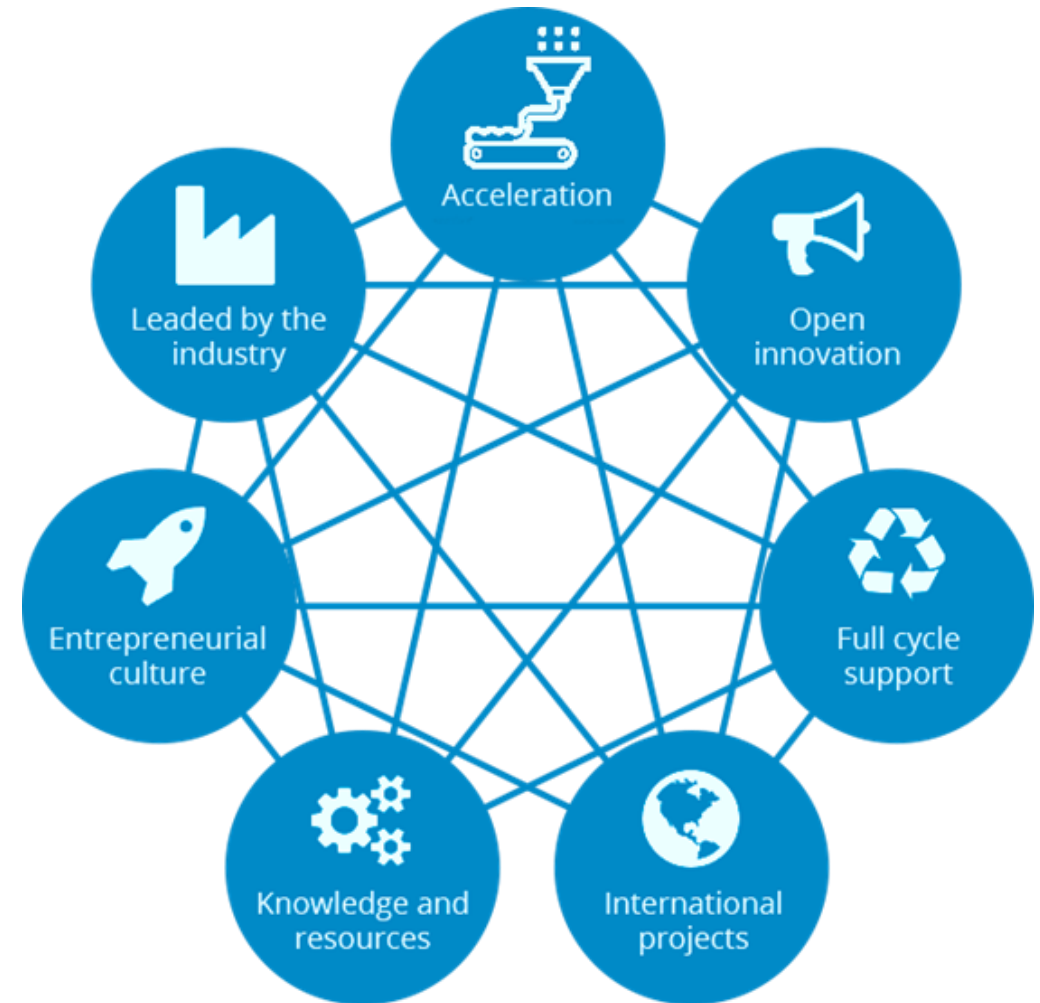
OVERVIEW OF THE BUSINESS FACTORY FOOD

What is the Business Factory Food (BFFood)?



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- Initiative to support entrepreneurship in the food sector
- **Coordinated by the Galicia Food Cluster** (Clusaga)
- **Promoted by the regional government** (through the Galician Institute for Economic Promotion (IGAPE), Galicia Innovation Agency (GAIN), Management Company of Closed-End Investment Entities(XesGalicia)
- **Funded from the regional government and co-funded by private sector** (Clusaga and other associations and foundations)
- With the **traction of leading companies** in the food industry
- It is **aimed at startups, spin-outs and spin-offs** that present solutions for the food sector in one of its 7 Challenges



Technological Challenges



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Participating projects must be aligned with one of the 7 technological challenges posed by the food industry

CHALLENGE 1 - Digitalisation and automation	Big Data and Artificial Intelligence Digital Twin IoT and sensors
CHALLENGE 2 - Traceability, quality and food safety	Paperless Quality Management Systems (QMS) Automatic continuous measurement systems
CHALLENGE 3 - Logistics	Smart Labelling Logistics 4.0
CHALLENGE 4 - Sustainability	Innovative, sustainable packaging and new materials Recovery of waste and co-products New eco-efficient and demand-driven transformation processes
CHALLENGE 5 - New Product Development	Healthy products and personalized nutrition New ingredients and properties
CHALLENGE 6 - Process Innovation and Commercialization	Marketing and interaction with customers and consumers
CHALLENGE 7 – Free Challenge	Any project that can be applicable to the food sector and that involves the introduction of some type of innovation or improvement.



Two programmes: acceleration and consolidation



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Two comprehensive support programmes for projects aimed at the food sector, and aligned with some of the challenges that the food sector seeks to solve through BFFood:

Acceleration

- 9 months duration.
- Focused on entrepreneurial initiatives in their initial phase, which are developing or have developed a minimum viable product or service and have outlined a business model.

Consolidation

- 12 months duration.
- Focused on companies already constituted with a defined product or service and first sales already made.

Services



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Commercial results

Access to the value chain of the food sector, facilitating first orders.



Mentoring

Each project has a mentor from one of the driving companies.



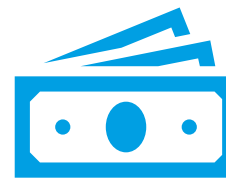
Training

"Entrepreneurship Course in the Agri-Food Sector", accredited by the three Universities of Galicia.



Infrastructures and technical services

Catalogue available in the region.



Financing

Economic support through GAIN (grant) and XesGalicia (possibility of participatory loan).



Networking

Networking between projects, entities, companies in the food sector.

Technological services and infrastructures



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The selected projects will be eligible for technological and innovation services provided by technological entities: innovation services, technological services and access to infrastructures.

Innovación		Tecnológicos
Ingredientes y nutrición	Seguridad alimentaria	Ensayos físico-químicos
Sostenibilidad y valorización	Procesado, envasado y conservación	Ensayos microbiológicos
Tecnologías 4.0 aplicadas a procesado, distribución y comercialización	Lean manufacturing	Otros ensayos biológicos
Sistemas de cálculo y modelización	Ingeniería de procesos, automatización y robótica	
Infraestructuras		
Espacios de incubación	Plantas piloto industriales	
Laboratorios y equipamiento	Investigación avanzada	
Infraestructuras de comunicación	Espacios de computación avanzada	



Universidade de Vigo





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THE PILOT

Improved methodology for coaching start-ups



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Coaching



Focus on supporting the start-ups in specific situations of each of the projects and accompany them in successive stages of development.

The purpose was to improve the coordination of the 3 organisations providing the coaching and also the coordination with other services.

For this we have:

- Distributed the 14 start-ups among the 3 organisations providing coaching → each start-up has a main coach
- The coaches share among them the needs and opportunities for support, so the support can be provided by the organisation with better competences

The coaching service goes through the following steps:

- Initial meeting to know the starting point, maturity level, and needs. Based on this, other additional services are also recommended.
- Meetings to follow-up progress and needs. The process will cover aspects such as business model, market, recommendations of events and promotional channels, funding.
- Follow-up with the reports and support identified as relevant for each start-up.
- Final meeting between coach and start-up / scale-up for evaluation (assessment of maturity, achievement of objectives and next steps).

** It was aimed to have meetings involving coach-mentor-startup, but this was not possible due to short planning time and the different approaches that each mentor – coach apply.*

Improved methodology for coaching start-ups



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PILLARS	Associated thematics	
Business model	Support in identification of strengths and weaknesses	
	Collaboration in strategy advancement	
	Support in identification of technical needs	
	IP: strategic relevance and preliminary evaluation	
Funding	Funding opportunities	
	Identification of investors	
	Design of investor deck and one pager	
Market	Identification of key players and competitors	
	Information on food market trends	
Events and channels	Identification of relevant events	

Improved methodology for coaching start-ups



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STARTING POINT

Collecting information about:

1. Maturity of the idea
2. Needs and Complementarity other BFFood services:

- **ENTREPRENEURSHIP TRAINING**
- **MENTORING**

DEVELOPMENT of COACHING

Specific activities of the development of coaching:

- ✓ **MEETINGS:** between the coaching team and StartUp.
- ✓ Exchange **EMAILS** and **CALLS**.
- ✓ Tailor-made **REPORTS:** events, IP, competitors...

**Support
Update**



**Continuous evaluation:
OBJECTIVES ACHIEVED?
NEXT STEPS?**

ENDING

Development analysis:

- ✓ Initial objectives achieved.
- ✓ Other activities carried out.
- ✓ New targets identified.
- ✓ Next steps.
- ✓ Tools and opportunities.

Improved methodology for mentoring



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Mentoring of Leading companies



BFFood has the participation of **more than 20 leading companies** in the sector that contribute knowledge, dedication and resources, both to the dynamization of the accelerator and to the mentoring of the participating projects.

Each of the selected projects has **at least one specific mentor** belonging to one of BFFood's driving companies, who will be responsible for driving their evolution and guiding them in their development, facilitating the alignment of the project's value proposition with the resolution of the challenge.



Improved methodology for mentoring



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The improvement measure in the pilot aimed the provision of guidance and methodological support to start-ups / scale-ups and mentors on how to maximise the benefits and impact of the mentoring support, through the preparation of guidelines and templates.



Corporate venturing workshop with EIT Food – planned

- Provide to the mentoring companies with good practices and examples on how to building corporate venturing strategies and open innovation practices that they can apply to BFFood to extract more value

Pitch training and investors event



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The aim was to reinforce pitching skills and access to potential investors.

This is being done through the promotion of participation in different pitch/investor events:

- Delegation to Food4Future
- The Way Start-Up Summit: several start-ups of BFFood editions pitched in an investors event. The organisers supported the start-ups in improving their presentations.
- Demoday and investors day to be organized by BFFood



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FUTURE WORK

Aspects to be improved in upcoming editions



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- Simplify and make more specific the training programme
- Continue improving access to potential investors and financial skills of start-ups
- Incorporate a group of experts that can provide support in business-oriented aspects
- Improve the programme impact monitoring

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