

Brief for EIT Food RisingFoodStars Commercial Track 2024 -EIT Food Entrepreneurship-

1. Background

EIT Food - EIT Food accelerates innovation to build a future-fit food system that produces healthy and sustainable food for all.

Supported by the EU, we invest in projects, organisations and individuals that share our goals for a healthy and sustainable food system. We unlock innovation potential in businesses and universities and create and scale agrifood start-ups to bring new technologies and products to market. We also equip entrepreneurs and professionals with the skills needed to transform the food system, educate and inspire the next generation.

RisingFoodStars - The RisingFoodStars (RFS) Network is a programme which allows successful, impactful agrifood tech scale-ups to scale to the next level in becoming the international gamechangers of the future.

The programme addresses (typically B2B) early-stage scale-ups that are past the ideation phase, have paying customers and are poised for significant growth and global scale. RisingFoodStars helps them grow and scale impact faster – from market-testing new ideas, providing support from experts, connections to corporate partners across the food industry and access to investors.

2. Context

Within the RisingFoodStars program's commitment to deliver access to top-quality support from experts, a call for trainers and coaches to deliver Commercial Readiness coaching to the RisingFoodStars scale-ups is open.

As part of the training track, an in-person ~2 days bootcamp will be held. This must however be complemented by pre-bootcamp workshops/ matchmaking/ mentoring online, as well as coaching/group sessions (also online) after the bootcamp.

3. Description of work

The main goal of the RisingFoodStars 2024 Commercial Track is to support companies create a stable/increasing flow of commercial deals.

The following will be considered as success measures of this track:

- Companies' satisfaction rate (measured via form upon track closure).
- No. of deals closed at the end of year by participating companies.
- No. of conversations with potential leads/corporates.
- Creation or refinement of marketing & sales plan.
- Growth in no. of marketing & sales FTEs in team.

- No. of new markets.

The training provider should propose a training plan for the participating companies. The training/coaching should serve the objective of equipping our scale-ups with all tools, notions, tips and networking necessary to upgrade the commercial skills of the participating companies so as to support their scaling-up journey. Some important topics to cover might include:

- Commercial readiness diagnosis + deep dive of each of the participating companies.
- Tailored development/review of marketing and sales strategy. Review of business model.
- GTM strategy (market analysis, competitive advantage, vertical, category, selling channels, internationalisation, etc).
- Customer acquisition.
- Customer retention/satisfaction.
- Identification of key roles, skillsets & training required at each stage.
- Legal/regulatory schemes.
- Sales automatisisation/ CRM strategy.
- Negotiation skills.
- Basics of Startup-Corporate collaboration.
- Commercial pitch customisation to different customers.
- Sales/ marketing performance tracking (typical OKRs, KPIs...)
- (...)

Suggested structure, for reference (subject to modification, to align to the trainer's personal experience of efficient delivery):

- 1-2 h workshop on the "Essentials of commercialisation". Would ideally take place in-person (tentatively in Brussels in June, 18th and 19th). Alternatively, an online format could be considered.
- Selection of participating companies.
- Preparation calls with the selected companies (eyes on identifying key points where support is required and on segmenting the participating companies by needs and maturity if required).
- 2 days bootcamp in person (tentatively in September. Exact dates and European location tbd).
- Follow-up group and/or peer-to-peer coaching and/or 1:1 coaching sessions with the participating companies, to further focus on particular themes where support is most needed until the end of the year.

The different elements of the program should be envisioned as a learning journey taking place from June until December 2024. All sessions should place priority on equipping the companies with material which is actionable, personalised and which considers the stage of maturity and nature of our scale-ups. Specific focus on the agrifood sector will be considered a plus.

As mentioned above, the training will be delivered in a hybrid format (with segments in person and online). English will be the delivery language. Delivery of the training will take place between June (intro workshop) and end of the year, with the in-person bootcamp taking place in September.

4. Proposals

Proposal should include a description of:

- Experience of mentor(s) delivering the Commercial Readiness training including experience in commercial, impact and entrepreneurial realms. Expertise in the agrifood sector will be considered a plus.
- Structure, focus and main topics of the training. A clear and detailed agenda MUST be suggested.
- Brief description of session(s) design, including how it will ensure engagement and actionable outcomes.
- Estimated budget.

Note: as mentioned throughout this brief, our companies are already at early scale-up phase and so are already to a certain extent familiar with the commercial aspects of running a business. The aim is not to share the basics (even though a refresher might be included in some form or manner) but to really provide in-depth and tailored support to their commercial upskilling.

Proposals should be sent to Magdalena Herrador (Magdalena.Herrador@eitfood.eu) by May 12th, 2024, 23.59 h CEST.

5. Proposal selection

Proposals will be screened and ranked against the following criteria:

- Expertise of the trainer in the area with on-ground experience. Any referrals and supporting arguments about your expertise in accompanying early-stage scaleups will be welcome.
- Capacity to speak to the specific reality and challenges of our RisingFoodStars companies, tailored to a small audience of 6-8 companies and including as well 1:1 segments.
- Structured, engaging and interactive approach.
- Capacity to build a full track pre- and post-bootcamp (with relevant content and format: ex.: 1:1s, intros to corporates, peer-learning, etc)
- Capacity to provide tools and frameworks which are user-friendly, still customisable to the needs of each startup.
- Capacity to pull the trainer's own relevant network to add value to the track (ex. corporates, coaches, successful scaleups, etc.)
- Better value for money.