



Agenda DAY 1 | Agrifood Entrepreneurs Day by EIT Food

Village by CA Martinique-Guyane | 58 Rue Ernest Deproge | Fort-de-France 97200,
Martinique

Date: 07.11.2024

Focus area of the day: Innovation

Competency framework of the day: Entrepreneurship and Innovation

8:30 – 9:00	Arrival of participants Welcome coffee Ice Breaker
9:00 – 10:30	Session 1 Introduction to agrifood innovation Objective: Establish a foundational understanding of innovation in the agrifood sector in Martinique, and the role of EIT Food. Speaker: EIT Food representative, Sandra ADENET - Up'Agro and Katia ROCHEFORT - PARM After some welcoming words from EIT food, the session will dive into a group discussion where speakers will answer 10 questions to the participants. This session aims to create a roadmap of innovation opportunities in the Agri-Food sector in Martinique.
10:30 – 10:45	Break and discussions



<p>10:45 – 12:45</p>	<p>Session 2 Funding for Agrifood Start-ups</p> <p>Objective: Explore funding opportunities for agrifood startups and understand the application processes.</p> <p>Speaker: European funds department of Collectivité Territoriale de Martinique (TBC), M. QUIGNET - BPI France, Ms Ampigny - National représentative, EIT Digital</p> <p>This session aims to provide a better understanding of the mechanisms and application processes in funding opportunities.</p> <p>It will provide a list of available fundings for agrifood startups such as Research Tax Credit, France 2030, French Tech Grant and European funding (FEADER, LEADER), BPI France Funding, Women Tech EU.</p>
<p>12:45</p>	<p>Lunch break</p>
<p>14:00 – 16:00</p>	<p>Session 3 Branding & Marketing Strategy (Story-telling)</p> <p>Objective: Develop effective branding and marketing strategies for agrifood startups, emphasizing storytelling techniques.</p> <p>Speakers: Yannick OUDIN CEO of FAVOREAT Agency, Jeremy Strohner CEO of YOOJI</p> <p>Yannick Oudin is the founder of the Favoreat agency (www.favoreatdesign.com), based in New York, San Francisco and Paris. His agency has created and supported more than 100 Food & Beverage brands in France and the United States.</p>



Agenda DAY 2 | Agrifood Entrepreneurs Day by EIT Food

Village by CA Martinique-Guyane | 58 Rue Ernest Deproge | Fort-de-France 97200,
Martinique

Date: 08.11.2024

Focus area of the day: Pitching skills and Networking

Competency framework of the day: Enhance pitching skills to attract investors and stakeholders.

8:30 – 9:00	Arrival of participants Welcome coffee
9:00 – 10:00	Session 4 Pitching skills - Presentation Objective: Enhance pitching skills for agrifood startups and craft compelling pitches to attract investors and stakeholders. Speaker: Yannick OUDIN CEO of FAVOREAT Agency, Jeremy Strohner CEO of YOOJI Presentation of pitch skills, method and experience from Jeremy Strohner CEO of YOOJI.
10:00 – 11:00	Session 4 Pitching skills – Self-directed time Participants will reflect on previous session and prepare pitch desk
11:00 – 13:00	Session 4 Pitching skills – Feedback Speaker: Yannick OUDIN CEO of FAVOREAT Agency, Jeremy Strohner CEO of YOOJI



	<p>This session aims to provide feedback to the participants on future pitch desks.</p> <p>This session is also a preparation to pitch to financiers session that will occur after the Agrifood Entrepreneurs days by Eit food.</p> <p>In fact, 10 Participants will prepare and deliver a pitch for their agrifood startup project, preferably integrating sustainability aspects. Pitches will be evaluated based on clarity, persuasiveness, and alignment with sustainability goals by a panel composed of banks, BSOs, Government support organizations. (Tentative panel: Credit Agricole, BPI France, 1 advisor from CCIM, Initiative Martinique Active, Réseau Entreprendre)</p>
<p>13:00</p>	<p>Lunch break</p>
<p>14:00 – 17:00</p>	<p>Networking event</p> <p>Meeting with alumni from 2022 EIT Food Startup awareness event</p> <p>Showcase of products/services by the participants</p> <p>Networking with the innovation and agrifood local ecosystem.</p>

