

Sales Booster 2024: Terms and Conditions

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1. General information about the programme

[Sales Booster](#) is a custom-made programme of EIT Food that helps innovative startups explore and enter new agrifood markets in Europe. We support startups with training, coaching, expert advice, and network to prepare for their development and growth in new markets. The programme offers highly customized support to innovative startups serving their needs on an individual basis.

Sales Booster programme is available through [Regional Innovation Scheme](#) (RIS), a specific outreach initiative within EIT Food that aims to help entrepreneurs and innovators in those Eastern and Southern European countries that currently spend less on research and development.

Sales Booster is open for the following two groups of applicants from the RIS countries:

- Agrifood startups with an impactful solution in one of [EIT Food's focus areas](#) (Sustainable Agriculture, Sustainable Aquaculture, Alternative Proteins, Circular Food Systems, Digital Traceability or Targeted Nutrition) and contributing to at least one of the [EIT Food Missions](#) (Healthy Lives Through Foods, A Net Zero Food System, Reducing Risk for a Fair & Resilient Food System);
- Startups from other sectors with an impactful solution that can be applied in the agrifood industry in one of EIT Food's focus areas (Sustainable Agriculture, Sustainable Aquaculture, Alternative Proteins, Circular Food Systems, Digital Traceability or

Targeted Nutrition) and contribute to at least one of the [EIT Food Missions](#) (Healthy Lives Through Foods, A Net Zero Food System, Reducing Risk for a Fair & Resilient Food System).

2. Programme stages

Online applications

Eligible startups apply online on the website: <https://myeitfood.eu/> In their application form, startups describe their product or service, growth strategy, team, achievements, funds raised so far with information on investments raised and needed within next 6 months, and goals to join the programme.

Startup selection

After application evaluation, all startups are informed about the selection results. Startups selected to join Sales Booster are asked to sign a participation agreement confirming their commitment to the programme.

Sales Booster programme

Selected startups join Sales Booster programme and receive tailored support that takes into account their growth stage, current needs, and geographical focus.

All teams will attend an introductory session with business and agrifood experts and after this session they will work individually with a growth advisor.

Personal growth advisors support startup's exploration process, help them to assess their needs, and to develop an expansion plan. Additionally, startups can request meetings with business and industry experts from the EIT Food network and our pool of experienced coaches.

By the end of the programme, each startup develops and submits an internationalisation action plan for a chosen country.

3. Commitment

Startups selected to join Sales Booster will be asked to sign a participation agreement confirming their commitment to the programme.

Selected startups should be able to choose at least one relevant English-speaking team member (i.e. founder, co-founder, sales manager, or business developer) to participate in the group workshop (2 days in total) and growth sessions.

The approximate time commitment required for each startup is one day per week however, it goes without saying that successful internationalisation will require more time commitment and effort from your side.

A detailed programme schedule will be presented to the selected startups shortly after the announcement of the selection results.

Deliverable

By the end of the programme, each startup should develop and submit to EIT Food their internationalisation action plan for a chosen country.

4. Important dates (tentative)

Stage	Date
Online applications	March 11 – April 29 (15:00 CEST), 2024
Startup selection	April 29 – May 6, 2024
Successful startups invited to the programme	10 th May 2024
Sales Booster programme	May 13 – September 30, 2024
Submission of the final deliverable	By November 31, 2024

Some dates may change, and the organizers will inform accordingly on the project website <https://www.eitfood.eu/projects/sales-booster> and/or by emailing programme participants directly. The minimum length of the programme is two months.

5. Eligibility criteria for applicants

Sales Booster is open to the applicants who meet the following eligibility criteria:

- Your startup is registered in one of the following RIS ([Regional Innovation Scheme](#)) countries: Bulgaria, Cyprus, Croatia, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Montenegro, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Turkey, Ukraine, Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain);
- For startups not registered in any of the RIS countries above, the participation fee in the programme is 10,000€.
- You have an innovative agrifood technology/solution OR you have an impactful product/service in another sector, that can be applied in the agrifood industry fitting one of [EIT Food's focus areas](#) (Sustainable Agriculture, Sustainable Aquaculture, Alternative Proteins, Circular Food Systems, Digital Traceability, or Targeted Nutrition) and contributing to EIT Food Mission/s (<https://www.eitfood.eu/missions>);
- You are looking to expand within the [geographical area covered by EIT Food](#) or in case of non-agrifood startups you are looking to expand to the agrifood sector from another industry;
- You have submitted a complete application in English;
- You are not currently enrolled in [EIT Food Seedbed Incubator](#), [EIT Food Accelerator Network](#) or [RisingFoodStars association](#).

6. Selection criteria

Eligible applicants from RIS countries will be scored based on their answers to the questions on the application form <https://myeitfood.eu/https://myeitfood.eu/s/https://myeitfood.eu/> according to the following criteria.

Every criterion will be scored on a 1-5 scale where 1 represents “not meeting the criterion” and 5 – “meeting all relevant aspects of the criterion”.

Criteria
1. Proposed product/service addresses relevant problem in agrifood system
2. Proposed solution is innovative and distinguished from current offerings; it addresses a relevant need in the market.
3. The proposed solution has the potential to improve Europe’s food system,
4. Applicant’s business model is viable, and company has gained considerable traction.
5. The applicant has a sales/business development team and resources available to start expanding their sales abroad.
6. The applicant displays motivation and reasonable planning to expand within the geographical areas covered by EIT Food (<i>for <u>agrifood</u> startups</i>).
OR
7. The applicant displays motivation and reasonable planning to expand to the agrifood market within the geographical areas covered by EIT Food (<i>for <u>non-agrifood</u> startups</i>).

EIT Food reserves the autonomous right to select max 6 entities that applied to EIT Food’s program Raising Food Stars in 2024 and were not selected to join this programme. The selected by EIT Food entities will be also scored following the above criteria.

Based on the total points startups will be placed on the ranking list. Best startups on the ranking list (approx. 8-10) will be selected and invited to take part in the Sales Booster 2024 cohort. IP rights and confidentiality

The applications submitted to EIT Food for Sales Booster programme are handled confidentially. Everybody that reads the applications during the review process is bound by confidentiality agreements.

Applicants retain full and exclusive ownership of their intellectual property rights. The organizers and their authorized representatives in the programme undertake to ensure the confidentiality of the ideas and projects presented and developed throughout the competition.

7. Personal data processing

EIT Food will process the data collected for the purposes of this competition. Please see our [Data protection clause here](#).

8. Contact details

In case of any questions or inquiries, please contact Sales Booster Programme Leads:

For applicants coming from Central and Eastern Europe:

- **Mirosław Raba**, Key Account Manager, North & East miroslaw.raba@eitfood.eu

For applicants coming from Southern Europe:

- **Izaskun Valle**, Senior Project Officer – Startup South izaskun.valle@eitfood.eu