

# Call for trainers for the EIT Food Accelerator programme, Bilbao

Each year, EIT Food runs a number of startup support programmes funded by the EU to encourage entrepreneurship, the creation of new businesses and employment. Our flagship programme is the [Food Accelerator Network](#) (FAN) located in Bilbao.

**FAN** is designed to support early stage startups that already have some indicator of traction (e.g. sales, letters of support). We are looking for trainers to lead workshops in the context of this programme, which runs from July to October 2020.

The aim of the programme is to provide the participants with the skills, knowledge and connections that they need to help build their businesses and advance in their commercial and investment propositions.

In order to be accepted on the FAN programme, the startups will have gone through a rigorous selection process. Once selected, the founders of the best 10 startups are invited to Bilbao to participate in training sessions where they will access R&D facilities and to a network of business leaders and investors.

Each startup team receives:

- 15,000 euros to fund their participation
- The opportunity to compete for 100,000 euros in investment
- A 30-day mini-MBA training course for the founders
- Coaching opportunities with selected mentors
- Access to world-class agrifood R&D facilities
- Access to decision makers and leading agrifood businesses.

We are looking for trainers and inspiring business professionals/entrepreneurs to design and deliver inspiring workshops during the training programme in July, September and October.

We have drafted a proposed programme according to the dates set out below. If you would like to suggest alternative dates or longer or shorter durations for the modules, please do so as long as the proposed dates fit within the overall schedule. The descriptions of each module are only for guidance. We welcome your suggestions to make them more adapted to your expertise and the startups' needs.

**Trainers also need to consider the possibility that they may need to give the training on an online platform should the Coronavirus pandemic continue and should provide a brief outline to a virtual approach should this occur.**

## What to consider when developing your proposals:

The following list outlines things to consider when applying to deliver the workshops:

- Workshops need to be practical, interactive and engaging
- Workshops where start-ups can practice what they have learnt are the most effective in enabling participants to apply the learnings to their own business.
- Trainers should have professional experience in what they teach (been there, done that) and the desire to share their knowledge and learnings. Real life examples are appreciated in the delivery of workshops.
- Participants appreciate being able to follow up and exchange with the facilitator after the workshop. Please include one-on-one follow-ups as part of your workshop delivery.
- Candidates can submit a proposal to deliver one or more workshops in the programme. We are also opened to other suggestions for the workshop modules.
- All the basic costs associated with the training (catering, location, etc) will be covered by EIT Food.
- The startups participating in the programme will be identified at the latest by June 2020.
- Once the startups have been selected, we suggest that you send out a survey/conduct phone calls to understand each participant's expertise with regard to the proposed module, so that you can design the workshop according to their needs and experience.
- At the end of each workshop, the Programme Manager will invite participants to fill in an evaluation form giving feedback and share it with the trainer for future improvements.
- Trainers will be selected according to the principles of best value for money. Those who complete a satisfactory module will have the opportunity to extend an initial one-year contract (2020) for two further years (2021 and 2022), provided that the activities and costs remain similar.

## Submitting Your Proposal

- Interested parties should submit their proposals using the enclosed [application form](#).
  - The background and suitability of the trainers proposed.
  - A description of similar work conducted.
  - A brief outline of how you would structure and approach the module's workshop
  - A detailed budget covering all costs for delivery of the training, including fees and costs for travel, accommodation, training materials, VAT etc.

Any questions, please get in touch with [juliet.bray@eitfood.eu](mailto:juliet.bray@eitfood.eu). **Please send your application by 30<sup>th</sup> April.** Successful candidates will be notified by 11<sup>th</sup> May. Successful candidates will be asked to sign a contract with EIT Food CLC South setting out terms of payment, typically 40% upfront, 60% on completion of the project.

## Proposed Workshop modules:

## Workshop 1:

**Title:** Inspiring Change and Impact in our Food Systems

**Date:** 2nd July, **Duration:** ½ day (morning 9:00 - 13:00)

### Why this module?

EIT Food's core mission is to make the food system more sustainable, healthy and trusted by consumers. We believe that startups can play a key role in improving the global food and agriculture industry and the need for agrifood tech innovation is greater than ever. This creates opportunities for entrepreneurs to create new efficiencies at various points in the supply chain.

**For the opening module of the Accelerator**, we are looking for an influential speaker(s) / professional(s) to talk about the current challenges in our food systems and how entrepreneurs are changing these systems through technology.

Please also suggest an interactive workshop to get the startups thinking more deeply about how their current technology/product is creating change and how they can improve this further / make a stronger value proposition.

## Workshop 2:

**Title:** Lean Business Model Canvas

... or another approach designed to get start-ups to challenge and refine their business strategies, offering a new perspective on strategy formulation and execution

**Date:** 6<sup>th</sup> and 7<sup>th</sup> July, **Duration:** 2 days (9:00 to 17:00, including breaks)

### Why this module?

The startups joining the Accelerator programme will most likely be familiar with the Lean Canvas proposition and last year's feedback showed that the startups appreciated revising their business plans using this methodology. It was an opportunity for them to refine their value proposition and rethink their business strategy, this time through a different lens since they had been longer in business. It was also an opportunity for the start-ups to provide input and feedback and get familiar with each other's businesses.

We are looking for an experienced practitioner to take the startups through the Lean Canvas methodology or another innovative methodology and apply it to their own businesses.

Suggested areas to cover -- please add or revise according to your expertise, keeping in mind that you will need to be adaptable according to the startups' needs and level.

- Lean startup methodology / canvas OR **OTHER**
- Value proposition refinement
- Market validation

## Workshop 3:

**Title:** Innovation through design / Design Thinking

**Date: 8<sup>th</sup> July, Duration: 1 day (9:00 to 17:00, including breaks)**

#### **Why this module?**

Building a product that no-one wants can often be the reason why startups fail. Not doing enough to validate ideas before and during development leads to poorly conceived go-to-market strategies. This workshop helps participants to think strategically and creatively to develop a product that meets a market need. By looking at problems and situations with a user-centric mindset, participants learn how to think strategically to build innovative products, services and experiences that connect and resonate with customers.

### **Workshop 4:**

**Title:** Crafting Stories and Key Messages

**Date: 9<sup>th</sup> and 10<sup>th</sup> July, Duration: 2 days (9:00 to 17:00, including breaks)**

#### **Why this module?**

Startups, particularly those whose first language is not English, find it challenging to craft a compelling value proposition for an international audience. Having a good story and clear messages is vital to engage customers, consumers and investors. This workshop provides the entrepreneurs with the skills and practice to develop a compelling story and value proposition. At the end of the workshop the participants should be confident that they can tell their story in a simple and engaging way that defines the key attributes of their product or services.

### **Workshop 5:**

**Title:** Negotiation techniques

**Date: 7<sup>th</sup> September, Duration: 1 day (9:00 to 17:00, including breaks)**

#### **Why this module?**

Building commercial relations with suppliers, distributors, retailers and investors requires good negotiating, interpersonal and intercultural skills. This workshop provides the practical skills needed for negotiating with different customer profiles and in different geographical markets, taking account of startups' relatively weaker bargaining power due to their size, revenue and market position.

## Workshop 6:

**Title:** Funding opportunities: Who to approach?

**Date:** 8<sup>th</sup> September, **Duration:** 1 day (9:00 to 17:00, including breaks)

### Why this module?

Entrepreneurs need to have a good understanding of the different funding resources available to support the development of their business. At the end of this workshop startups will understand which funding opportunities are most relevant for them and how to reach them.

Participants are taken through the different funding options, how they work and where to look for them:

Government (local, national and international) grants, angel Investors, venture capital, impact investment, philanthropic funding, Loans etc

## Workshop 7:

**Title:** Becoming investment ready and working with investors

**Date:** 9<sup>th</sup> September, **Duration:** 1 day (9:00 to 17:00, including breaks)

### Why this module?

This module follows on from the previous workshop to provide the entrepreneurs with the support and expertise to become investor ready. Areas to consider in the training:

- How to find the right investors to work with?
- How to work effectively with investors?
- Beyond finance, how else can an investor help your business?
- How to conduct a valuation of your startup?
- How much to raise and when?
- What financial documents do you need prepared to raise investment?

## Workshop 8:

**Title:** Sales and Marketing

**Date:** 14<sup>th</sup> and 15<sup>th</sup> September, **Duration:** 2 day (9am to 17:00, including breaks)

### Why this module?

Marketing and sales strategy go hand in hand and a well-developed strategy is essential during the early stages of the startup when the founder is likely to be also managing the sales and marketing strategy of its products or services.

Participants are given the knowledge and tools to design their own marketing and sales strategy to ensure that the startup and its products are on a path to success.

## **Workshop 9:**

**Title:** Media training

**Date:** 16<sup>th</sup> September, **Duration:** 1 day (9am to 17:00, including breaks)

### **Why this module?**

This workshop prepares participants to speak to the media, teaching them both the rules for effective engagement with journalists and the skills that they need to master. Participants learn to develop well-crafted key messages appropriate for the audience they are targeting and how to use information and insights in order to take control in an interview.

## **Workshop 10:**

**Title:** How to build a truly sustainable business

**Date:** 28<sup>th</sup> September, **Duration:** 1 day (9:00 to 17:00, including breaks)

### **Why this module?**

This workshop looks at the importance of sustainability, providing reflection and tools to integrate sustainability across the startup's value chain and ensure long-term value creation. At the end of the workshop, participants are clear on how to build and deliver an action plan to demonstrate how their business addresses global economic, social, and environmental pressures following circular economy principles.

## **Workshop 11:**

**Title:** How to Deliver and Measure Social and Environmental Impact

**Date:** 29<sup>th</sup> September, **Duration:** 1 day (9:00 to 17:00, including breaks)

### **Why this module?**

This workshop provides the startups with the tools to determine where they are making an impact, both socially and environmentally, and how to measure it. Startups learn why it is important to be able to articulate and measure their social and environmental impact (i.e. social need, investment, increased sales, etc) and how to track their achievements.

## **Workshop 12:**

**Title:** How to attract and retain great talent in a startup culture

**Date:** 30<sup>th</sup> September, **Duration:** 1 day (9:00 to 17:00, including breaks)

### **Why this module?**

Attracting and retaining talent in a startup culture is not always easy, particularly as employees are asked to fulfil many functions, working under pressure in an uncertain environment with fewer processes in place. This workshop will look at how entrepreneurs can address these challenges in

order to build a company culture by delivering attractive employee packages and strategic projects that support employees' development, productivity and happiness

## **Workshop 13:**

**Title:** Public Speaking and Pitch Training, Duration: 2 days (9:00 to 17:00, including breaks)

**Dates:** 1<sup>st</sup> & 2<sup>nd</sup> October, Duration: 2 days (9:00 to 17:00, including breaks)

### **Why this module?**

Learning how to communicate clearly and effectively to customers and investors is essential to gain investment and sales.

This workshop provides the entrepreneur with the communication skills and practice in body language to engage with their audiences. Participants will learn how to structure their pitch presentation and deliver it in the most compelling and clear way. During this workshop participants will have the possibility to practice their pitching for the Demo day for Investors on 8<sup>th</sup> October and the Semi-final pitches (whereby two startups are selected to participate in the Final Startup Pitch at EIT Food HQ) on 13<sup>th</sup> October.