



BUSINESS SESSION 2

„PARTNERS 2 VALUE“

JOINT EUROPEAN APPROACH TO FOSTER SCALING AGRIFOOD RESEARCH & INNOVATIONS.

WORKSHOP AGENDA



SYNERGY PITCHING

14:30 -
14:45



1-min pitches of 2 innovation projects
finding synergies between their solutions

MODERATION: ALEXANDER BERLIN, BERLIN THINKING



VALUE PROPOSITION

14:45 -
15:05



Elaborating on the key features of your
solution for customers and end-users

MODERATION: ALEXANDER BERLIN, BERLIN THINKING



END-USERS & CUSTOMERS

15:05 -
15:25



Developing a first business models to
approach customers or partners

MODERATION: ALEXANDER BERLIN, BERLIN THINKING



MARKET TESTING

15:25 -
15:45



Design a market testing scenario to prove
that your business models works

MODERATION: ALEXANDER BERLIN, BERLIN THINKING



SUMMARY & WRAP-UP

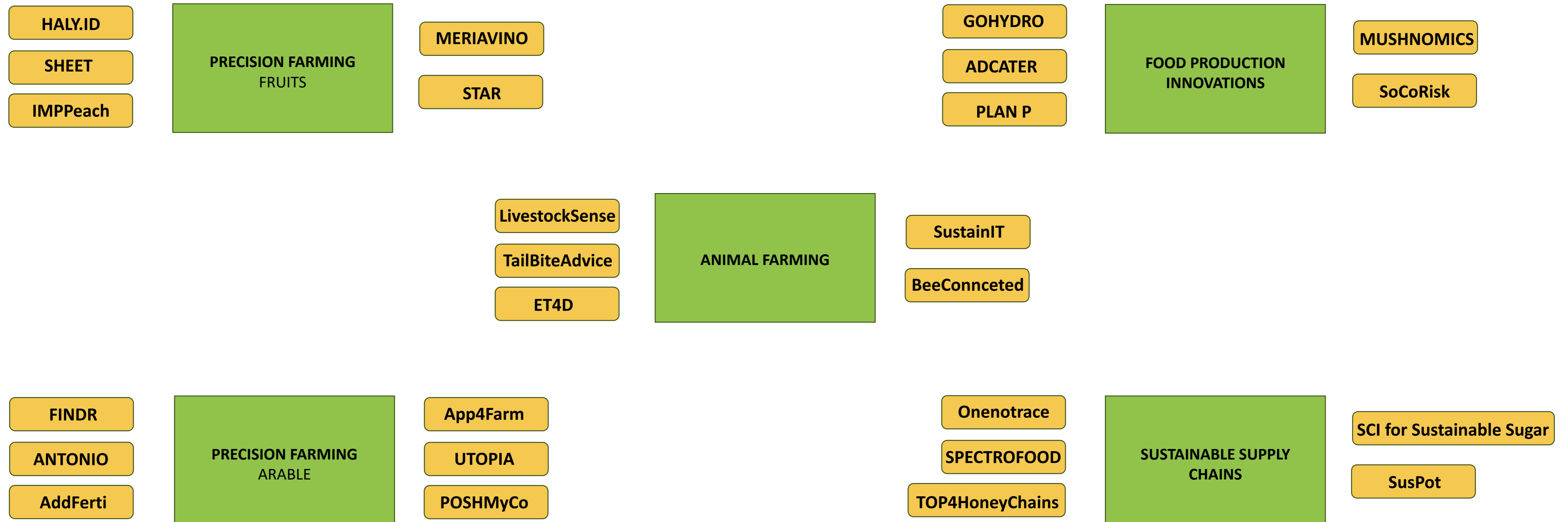
15:45 -
15:55



Quick summary of the session with key
learning and quick outlook to day 2

MODERATION: ALEXANDER BERLIN, BERLIN THINKING

SESSION SETUP





SYNERGY PITCHES

WE ARE STRONGER TOGETHER THAN WE ARE ALONE.

FIRST UPCOMING PITCH

“ADCATER” MEETS “PLAN P”



SYNERGY PITCH 1
“TOP4HONEYCHAINS”
MEETS
“BEECONNECTED”

NEXT PITCH
“UTOPIA” MEETS “SUSPOT”



SYNERGY PITCH 2
“UTOPIA” MEETS “SUSPOT”

NEXT PITCH
“HALY.ID” MEETS “STAR”



SYNERGY PITCH 3
“HALY.ID” MEETS “STAR”

NEXT PITCH
“ET4D” MEETS “SUSTAINIT”



SYNERGY PITCH 4

“ET4D” MEETS “SUSTAINIT”

NEXT PITCH

“OENOTRACE” MEETS “SCI FOR SUGAR”



SYNERGY PITCH 5

“OENOTRACE”

MEETS

“SCI FOR SUGAR”

NEXT PITCH

“POSHMYCO” MEETS “APP4FARM”



SYNERGY PITCH 6

“POSHMYCO” MEETS “APP4FARM”

NEXT PITCH

“MERIAVINO” MEETS “GOHYDRO”



SYNERGY PITCH 7

“MERIAVINO” MEETS “GOHYDRO”

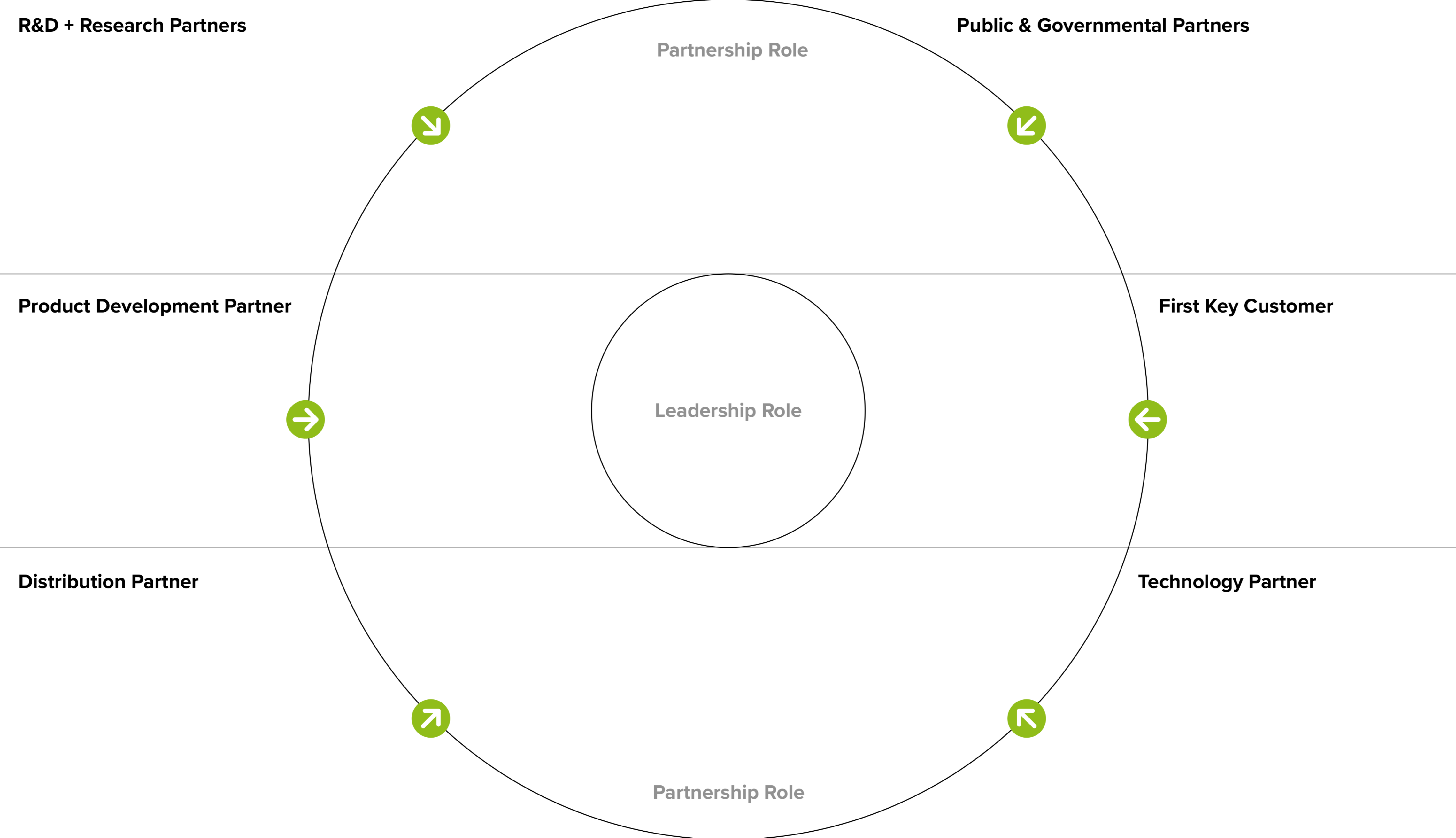


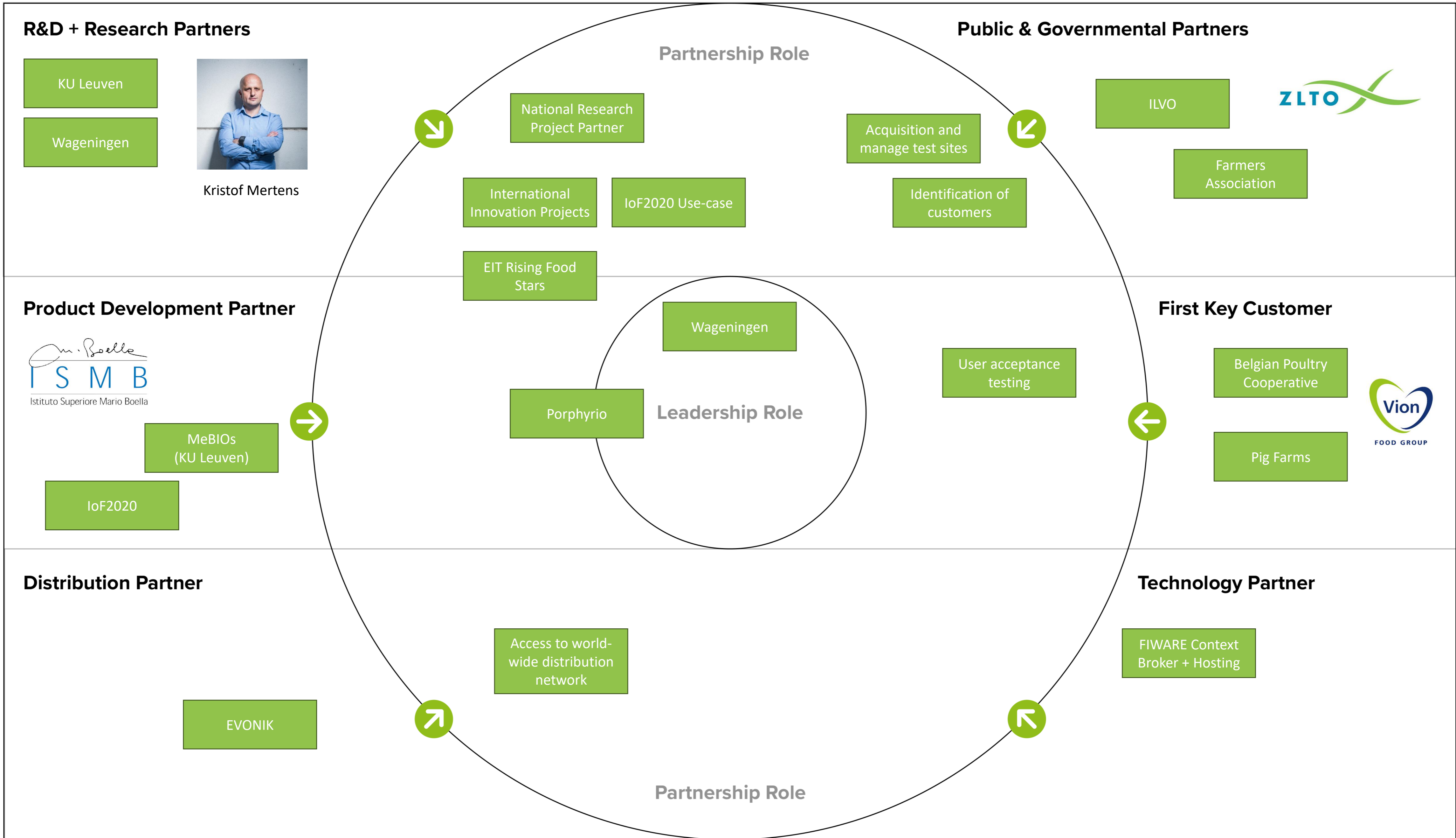
MARKET PARTNERSHIPS

WHO ARE PARTNERS TO MAKE YOUR SOLUTION A SUCCESS IN THE MARKET?

PARTNERSHIP JOURNEY







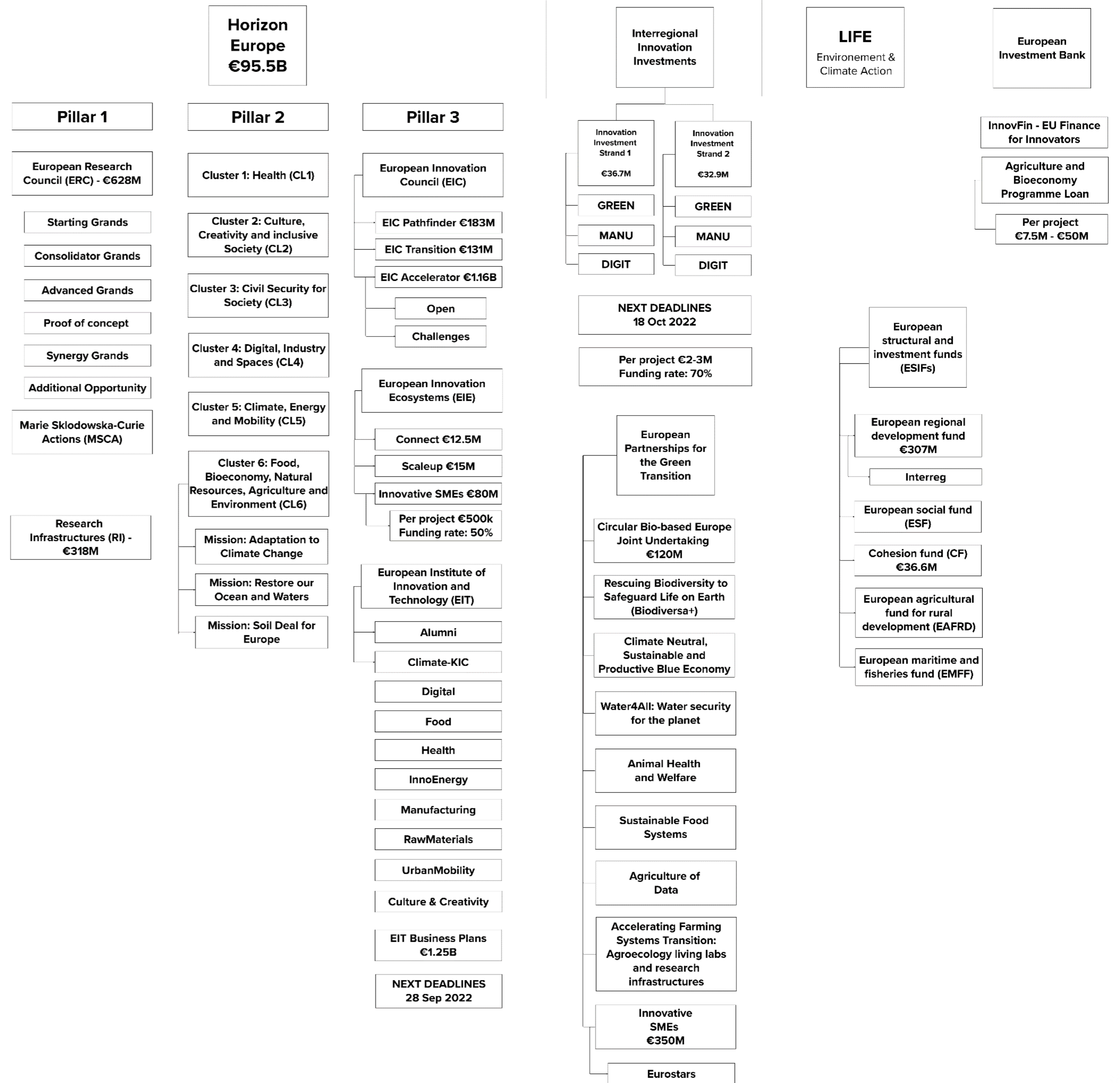


FUNDING & INVESTMENT

WHO ARE PARTNERS TO MAKE YOUR SOLUTION A SUCCESS IN THE MARKET?

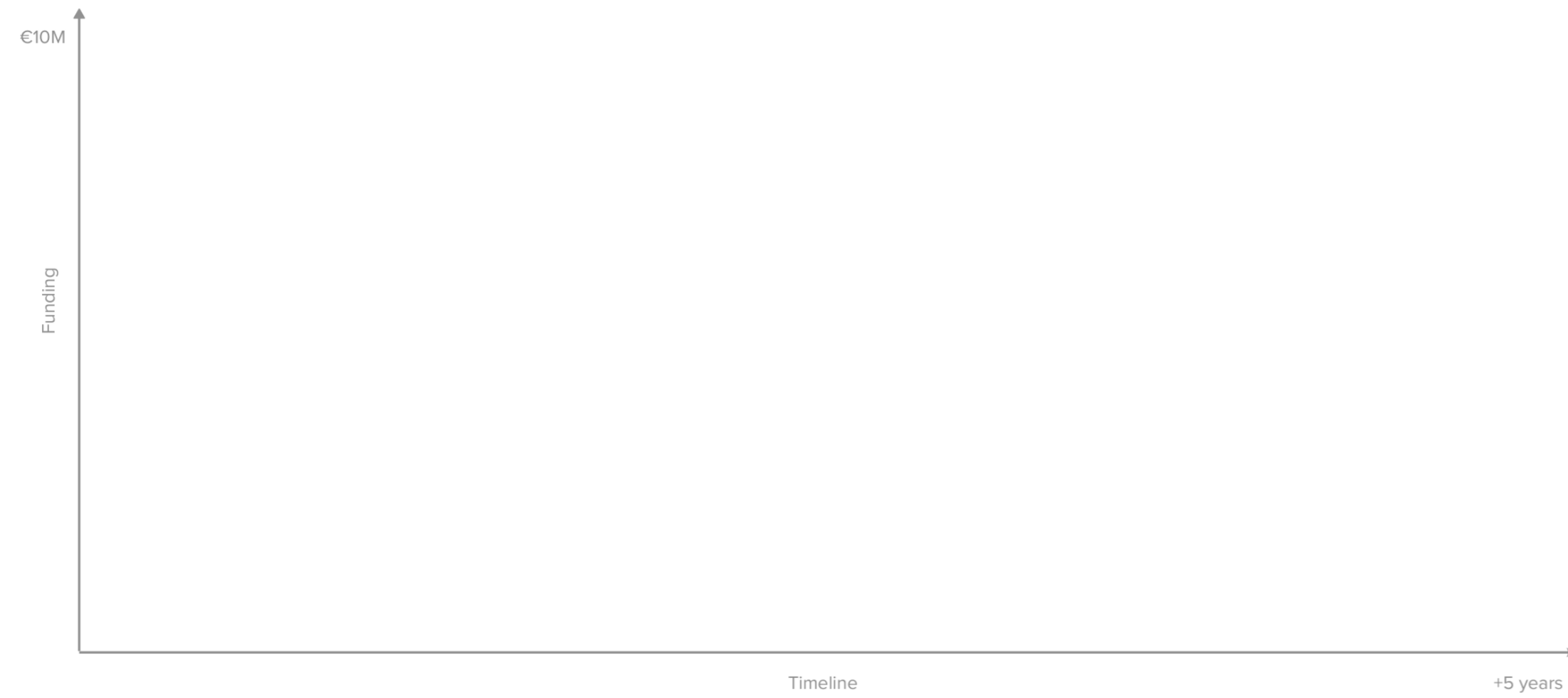
BUSINESS SESSION 1 – VALUE 2 MARKET

FUNDING OPTIONS



Funding Timeline for further product development

Mark future funding sources to fuel your further product development in the coming 3-5 years



Interesting funding strands / calls

Your investment plan / financial demand

Product Development

Distribution & Sales

Hardware Investment

Research & Development

Marketing & Communication

Software Investment

Potential project sketch and pitch drafts



DATA INTEGRATION

WHO ARE PARTNERS TO MAKE YOUR SOLUTION A SUCCESS IN THE MARKET?

**Upstream Digital
Solutions**

**Data Router
& Platforms**

**Input Data
Interfaces**

**Output Data
Interfaces**

**Data Router
& Platforms**

**Downstream
Digital Solutions**



YOUR DIGITAL SOLUTION



LET'S KEEP IN TOUCH

Please feel always free to reach out to us.

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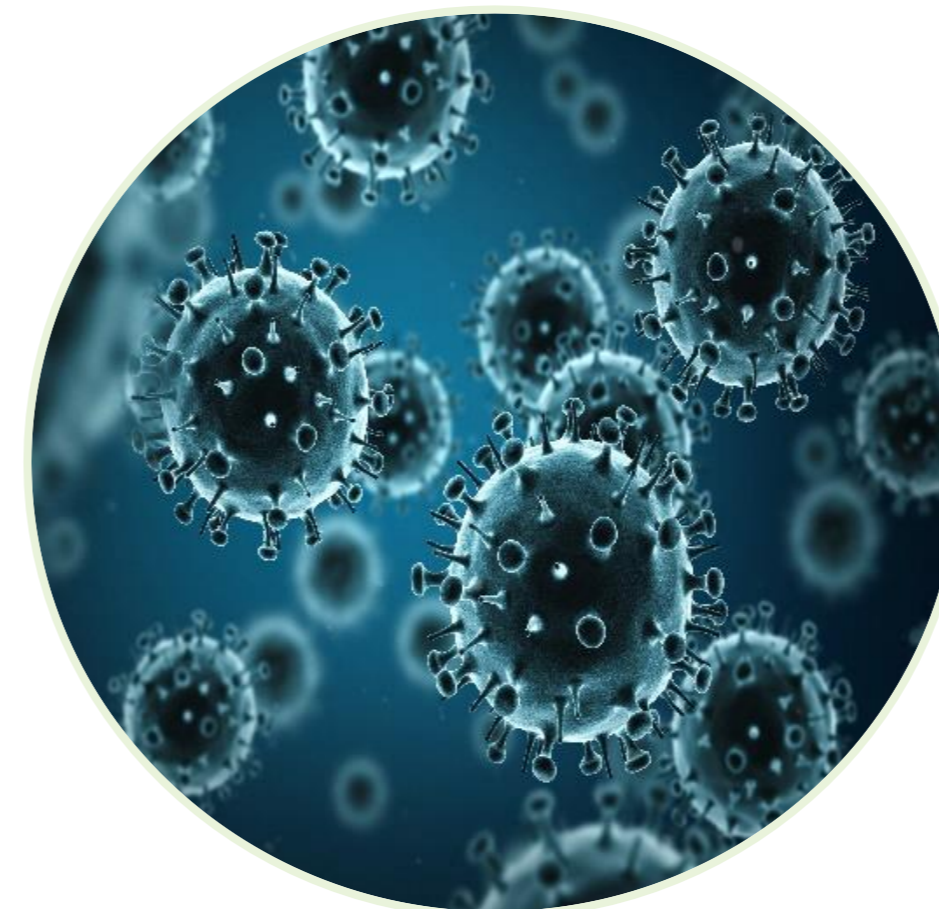
AGRIFOOD TRANSFORMATION UNTIL 2030



Reduce by 50% the overall use and risk of **chemical pesticides** and reduce use by 50% of more hazardous **pesticides**



Reduce **nutrient losses** by at least 50% while ensuring no deterioration in soil fertility; this will reduce use of **fertilisers** by at least 20 %



Reduce sales of **antimicrobials** for farmed animals and in aquaculture by 50%



Achieve at least 25% of the EU's agricultural land under **organic farming**