



FOODITY

Experts Call

Explanatory documents

October 2023



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1. FOODITY introduction

The main goal of [FOODITY](#) is to create a European ecosystem of digital solutions that contributes to a more sustainable and healthy food and nutrition system — respecting citizens' rights to personal data sovereignty.

FOODITY will run a **2M€ pilot development programme for creating 12 data-driven solutions** to demonstrate the potential of data-driven innovation in food and nutrition while guaranteeing the user's full control and ownership over their personal data.

These innovations will provide novel solutions to existing research and technical challenges to achieve the four Food 2030 (the EU's research and innovation policy to build better food systems by 2030) key priorities: (1) Nutrition for sustainable and healthy diets, (2) Food systems supporting a healthy planet, (3) Circularity and resource efficiency, and (4) Innovation and empowering communities.

Participants in the pilot development programme will be selected through two open calls. The first one was launched in September 2023. Eligible beneficiaries will be research and technology organisations (RTOs) and universities, small and medium-sized enterprises (SMEs), social innovation actors and training organisations.

The programme will provide its beneficiaries with a set of value-added services: from one-to-one mentoring to training on technical, business, and legal matters, as well as technical and financial support (up to 187.500€ per beneficiary) for developing their pilots.

During the next 3 years (January 2023 - December 2025), the FOODITY consortium, comprised of 7 partners, will join forces to make this a reality.



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2. FOODITY' services programme

FOODITY' services programme is divided into four distinct categories of support. These categories are financial support, technical expertise, business guidance, and social initiatives.

The **business guidance** service provides comprehensive business support in the form of mentoring, coaching, webinars, and networking opportunities. The aim is to help beneficiaries develop robust business models, refine their value proposition, and navigate the complexities of the food and data industries.

This service has been split into phases and stages. See Figure 1 below:

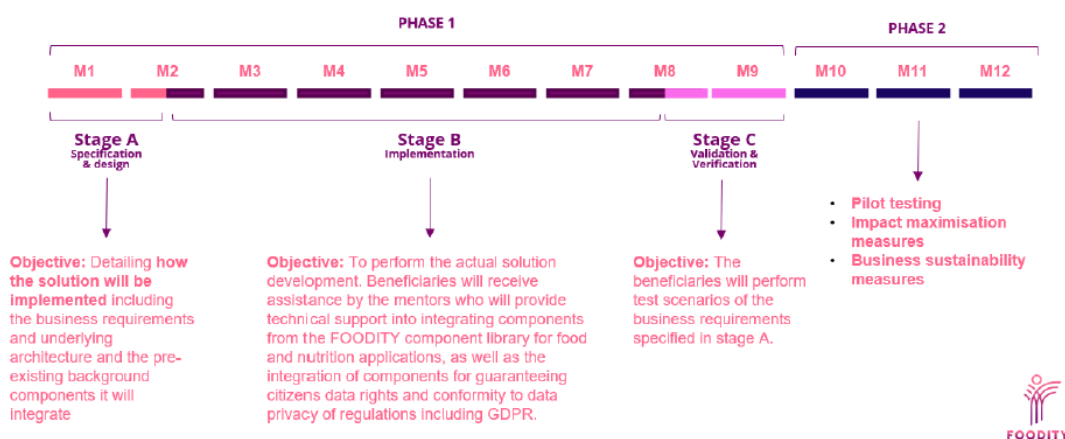


Figure 1: Timeline overview of the FOODITY's programme.

Phase 1: Pilot development (9 months, January 2024 – September 2024)

Once accepted into the programme, the **6 selected projects** of Open Call #1 will embark on a first phase divided into three stages, covering 9 months. The 3 stages set out for this first period of work are as follows:

- **Stage A: Specification and design** (1,5 Months). This stage forms the cornerstone of the beneficiaries' project implementation. During Stage A, the objective is to outline and design the implementation roadmap of the proposed solution. This involves meticulously detailing the business requirements and establishing the



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architectural framework, which will seamlessly integrate with pre-existing components developed by the FOODITY partners.

- **Stage B: Implementation** (6 months). This stage requires the implementation of the crafted plans from the specification and design stage. The central objective during this phase is to put the devised solution into practice, thereby turning their conceptual ideas into tangible outcomes. Participants will be tasked with documenting their solution development activities, carefully tracking their progress, and generating reports that provide insights into the evolution of their projects. These reports will serve as a record of the development, highlighting achievements, challenges, and lessons learned. Integral to this stage's success is the attainment of KPIs, a pivotal measure of the solution's effectiveness and impact. Regular assessment and achievement of these KPIs will gauge the extent to which the project aligns with its intended outcomes.
- **Stage C: Validation and verification** (1,5 months). Stage C represents the final phase of the programme's first phase. During this stage, beneficiaries will test their solutions through different scenarios that directly align with the business requirements established in Stage A. The primary objective is to determine that the developed solution adheres to and fulfils the specified requirements. Testing and validation activities will be carried out to thoroughly assess the solution's functionality, performance, and alignment with the intended outcomes. Beneficiaries will document the test results, capturing the comprehensive outcomes of their validation endeavours. This documented report will contain the evolution of the solution, showcasing the journey to this final validation stage. As evidence of their accomplishments, participants will engage in a pitch presentation and participate in the Mid-term pitch contest to showcase their work and receive recognition.



3. Expert support services and remuneration

The Expert support services take place during Phase 1 and Phase 2 of the FOODITY' services programme. The activities in these two Phases differ as follows:

Phase 1 (for six selected projects): Activities of each month **from M1 to M9** are composed of a package of 8h per month:

1. Joint 1h **online webinar** on the monthly topic for all the projects. During this session, the projects will receive an assignment to deliver.
2. 1h **individual session** per project to deliver feedback on the assignments. During this session, the Expert will provide feedback on the development of the projects and make recommendations for future actions.
3. 1h internal preparation and evaluation with the Organisation.

The remuneration of the service per month is 800€.

Phase 2 (for three projects out of the previous six): Activities (M10 – M12):

Each of the selected projects has at its disposal a package of 3h coaching to be used on demand during the three months. There will also be a maximum of 3 evaluation meetings with the Organisation.

The remuneration of this complete Phase 2 is 900€.

Experts can select one or more month(s) of Phase 1, from M1 to M9 and/or the Phase 2 (M10 – M12) package.



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Table 1: Summary of services and remuneration

Period	Services	Remuneration
Phase 1 (Jan. – Sept 2024)	Per selected month: <ul style="list-style-type: none">• 1h online webinar• 6 individual online sessions• Evaluation meeting with the organiser	800€/month VAT excl.
Phase 2 (Oct – Dec 2024)	<ul style="list-style-type: none">• 3h coaching x 3 projects• 3 evaluation meetings with the organiser	900€ in total VAT excl.



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4. Coaching topics

Below the list of topics per month:

Phase 1 - Month 1. Product Development

Overview: This topic focuses on the food product development process, from idea conception to commercialisation. It is conceived as an introductory topic in which participants will learn about market research, product formulation, concept testing and launch strategies.

Proposed methodology: Case studies and practical examples of successful products can be used to illustrate the development process. Sessions may include theoretical presentations, examples of real success stories and practical sessions where participants can develop and evaluate product prototypes.

Phase 1 - Month 2. Business Strategy

Overview: Strategic planning for businesses in the food and technology sector will be addressed in this topic. Participants will learn how to define objectives, identify market opportunities, develop competitive strategies and evaluate business performance.

Proposed methodology: Interactive workshops and business case analysis exercises will enable participants to apply strategic concepts to real-life situations. Sessions may combine theoretical presentations, case study analysis and group activities to develop strategic plans for specific businesses.

Phase 1 - Month 3. Business Modelling



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Overview: In this topic, participants will learn how to create sound and sustainable business models for projects in the food and technology field. Concepts such as the business model canvas, revenue analysis and cost structures will be addressed.

Proposed methodology: Sessions may combine business model theory, examples of different models and practical workshops to build and evaluate own models.

Phase 1 - Month 4. Marketing and Sales

Overview: The fundamentals and strategies of marketing and sales for products and services in the food and technology sector will be addressed. Participants will learn about brand positioning, promotional strategies, and effective sales techniques.

Proposed methodology: Workshops on creating marketing strategies and practical exercises on sales techniques can enable participants to apply marketing concepts to real-life situations. In addition, analysis sessions of successful campaigns and practical marketing strategy development activities can help improve sales skills.

Phase 1 - Month 5. Legal Training on European Citizens Data Rights

Overview: After this monthly topic, participants will gain an in-depth understanding of the legislation and the rights of European citizens related to personal data protection. Participants will learn about the General Data Protection Regulation (GDPR) and its impact on the food sector.

Proposed methodology: Sessions may include presentations on data legislation, analysis of real cases and discussions on how to comply with the regulations.

Phase 1 - Month 6. Financing



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Overview: Participants will learn about the sources of funding for projects in the field of food and technology. They will be exposed to fundraising strategies and negotiation techniques at the European level, in both private and public domains. Concepts such as capital investment, public financing, and sustainable business models will be addressed.

Proposed methodology: Informative sessions on various funding sources and case studies of successfully funded projects can provide concrete examples of how to obtain financial support for their projects.

Phase 1 - Month 7. Innovation Strategy

Overview: The importance of innovation is evident in this topic, which will focus on the culture of innovation and how to develop disruptive innovation strategies. Participants will learn to integrate innovation into their business.

Proposed methodology: Sessions may include presentations on innovation, analysis of successful case studies, and workshops to develop innovative strategies.

Phase 1 - Month 8. Decentralized technologies, Sustainability, and Gender

Overview: This topic explores decentralized technologies and their application in the food and technology sector, with a focus on sustainability and a gender perspective.

Proposed methodology: Informative sessions and case studies on projects applying decentralized technologies to promote sustainability and gender equality can enhance participants' understanding of these key issues.

Phase 1 - Month 9. Pitch Deck

Overview: The goal of this month is to prepare the projects for a successful presentation of their project during the pitch session.



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Proposed methodology: Informative sessions and dry-runs with on-the-spot feedback.

The following table showcases some of the **assignments** that may be required to the projects to assess their knowledge on the monthly topic.

TOPIC NAME	EXAMPLES OF ASSIGNMENTS
Topic 1. Product Development (M1)	<p>A1. Identify a market need or problem and develop a product concept to address it.</p> <p>A2. Conduct market research to validate the feasibility and demand for the proposed product.</p> <p>A3. Create a product development plan with milestones and resources required.</p>
Topic 2. Business Strategy (M2)	<p>A1. Analyse the competitive environment and conduct a SWOT analysis for the company.</p> <p>A2. Define a clear vision, mission, and strategic objectives.</p> <p>A3. Develop specific strategies to achieve the established objectives.</p>
Topic 3. Business Modelling (M3)	<p>A1. Create innovative business models to adapt to changing scenarios.</p> <p>A2. Perform cost, revenue and financial projection analysis for the proposed business model.</p> <p>A3. Assess the sustainability and long-term impact of the business model.</p>
Topic 4. Marketing and Sales (M4)	<p>Develop a marketing strategy to promote a specific product or service.</p> <p>Create marketing and sales materials, such as presentations or brochures.</p> <p>Practise sales techniques and conduct negotiation simulations.</p>
Topic 5. Legal Training on European Citizens Data Rights (M5)	<p>A1. Study EU data protection regulations, such as GDPR.</p> <p>A2. Conduct a gap analysis to identify areas of compliance and potential legal risks.</p> <p>A3. Design a privacy policy and approach to comply with European citizens' rights.</p>
Topic 6. Financing (M6)	<p>A1. Investigate different sources of funding available to the company.</p>



	<p>A2. Create a financial plan including budgets, income and expenditure projections.</p> <p>A3. Prepare a presentation for potential investors or financial institutions.</p>
Topic 7. Innovation Strategy (M7)	<p>A1. Encourage the generation of creative ideas to improve existing products or processes.</p> <p>A2. Prioritise and select ideas for implementation based on specific criteria.</p> <p>A3. Develop a plan to carry out innovation projects.</p>
Topic 8. Decentralised Technologies, Sustainability, and Gender (M8)	<p>A1. Explore decentralised technologies and their potential impact on sustainability and gender equality.</p> <p>A2. Identify opportunities to apply these technologies in the company.</p> <p>A3. Create an action plan to promote sustainability and gender equality in the organisation.</p>

Phase 2: Pilot testing

Proposed topics of the coaching session may vary. The main goal is to follow up the impact of the pilots and to foresee a long-lasting implementation. Possible topics:

- Impact maximisation measures
- Business sustainability measures
- Results exploitation



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5. Monitoring progress

To **monitor the progress and impact** of the FOODITY's programme on the selected projects, as well as the correct implementation of the pilots, a contact point from the FOODITY consortium will assist the selected projects.

A set of KPIs, encompassing both technical and business aspects, will be established at the outset of the programme for each project. The follow up of the KPI progress will be integrated into the [Sploro platform](#), which automatically keeps tabs on the progress, saving time and effort.

The platform seamlessly requests information from the projects' teams and updates the data associated with each KPI ensuring real-time visibility into the projects' progress. The platform provides an analytics section with intuitive graphs of each KPI.

Moreover, both Experts and selected projects will independently rate the monthly sessions, yielding a quantitative analysis of the progress made in the areas under focus. This evaluation of the coaching sessions will be done through the Sploro platform. The evaluation process will also serve to identify any requirements for substituting experts, should the need arise.



6. How to Apply

If you are interested in joining our pool of experts, please **submit your expression of interest from November 1st until Thursday 23rd November, at 17:00 CET**. To do so, simply create or log in to your free F6S account and complete the application form via this link: <https://www.f6s.com/foodity-call-for-experts/apply>.

An expert can apply for one or more months in Phase 1 and/or the complete Phase 2.

If you have any questions or need more information about FOODITY Call for Experts, don't hesitate to reach out to us at foodity@sploro.eu. We'll be happy to assist you.

Important Note

The participants should be established in the Member States of the European Union and should be registered in the [VIES registry](#).

Please keep in mind that expressing your interest to participate as an external expert in the FOODITY Programme does not constitute a binding commitment to the project. The selection of experts will occur at a later stage, considering various criteria, including expertise, affiliations, and diversity. Additionally, the project may frequently rotate experts to ensure a balanced evaluation process. Your participation is valued and appreciated in advancing the goals of FOODITY.



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Annex 1 – Application Form

GENERAL INFORMATION

1. Full name
2. E-mail
3. Phone number (including country code)
4. Company/Organisation (In case you are self-employed indicate it as well)
5. Country of Residence
6. LinkedIn profile
7. Upload your CV (PDF format) (Max file size 30MB.)

BUSINESS EXPERT & MENTORING EXPERIENCE

1. I have started my own company
If yes, tell us about (sector, size...)
2. I have been / am an angel investor or venture capitalist
If yes, tell us about it
3. I have been / am part of the advisory board of a company
If yes, tell us about when and for which company.
4. I have an MBA degree, or I have at least 5 years of experience in managerial positions
5. I have been / am a start-up mentor or coach
6. I work/have worked in a start-up accelerator
If yes, tell us about.
7. Which coaching topics are you interested in providing?
Tell us about it.
8. Previous experience in mentoring Programmes of HE projects



AGRIFOOD EXPERIENCE

1. Years of Experience in Agrifood Industry
2. Please, explain us about the experience in Agrifood Industry
3. Previous experience mentoring agrifood related projects

If yes, which?

OTHER QUESTIONS

1. Is there anything else you would like to add regarding your expertise and experience related to the business and agrifood experience?



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