

Israel Innovation Prizes 2019: Terms and Conditions

1. Scope of the Competition

As part of the Food Tech IL event taking place on the 23 September 2019, The Strauss Group and EIT Food have launched a startup competition for seed and pre-seed agrifood companies in Israel.

The winner of the competition will receive the EIT Food Innovation Prize - 10,000 euro equity-free cash prize.

EIT Food is a pan-European partnership designed to empower innovators and entrepreneurs to develop world-class solutions to food challenges, accelerate innovation, create jobs and increase Europe's competitiveness. As one of the largest food-related initiatives worldwide, EIT Food, together with Israel want to lead a global revolution in food innovation and production, improve nutrition and make food systems more resource-efficient, secure, transparent and trusted.

The Israeli Innovation Prize competition aims to support the development of startups whose new products and services can help transform our food system, making it better for people's health and better for the environment

Proposed products or services must fall into one of the strategic objectives of EIT Food, listed below:

- Making the food system better for people's health
- Making the food system better for the environment
- Making the food system more trusted and transparent

2. Prize scheme

The Innovation Prizes competition has been run by EIT Food since 2018 in over 25+ countries. As such, it is one of Europe's largest startup competitions in the agrifood vertical. EIT Food is thrilled to host the first Innovation Prize competition in Israel in 2019.

The Israeli prize scheme is as follows:

- A 10.000 euro prize awarded to one Israeli startup during the FoodTech IL conference.

3. Eligibility criteria

To be considered eligible for the Israeli Innovation Prize, the applicant (or one of the applicants if applying as a team) or early-stage startup must:

- a. be a resident, citizen or legal entity (i.e. registered business) based in Israel.
- b. Applicants cannot have received 50,000 euro or more of funding in total from EIT Food.
- c. Only candidates who answer all the questions in the online application stage will be evaluated by the reviewers for the second stage of the competition – the live demo day.
- d. Application must be submitted in English.

- e. At least one team member of the selected finalist team must take part and present their idea in the second part of the competition demo day. Teams who are not able to participate in the Israeli Innovation Prize demo day will be considered ineligible for the Innovation Prizes. The Israeli Innovation Prize Demo Day will be held on 23 September in Tel Aviv, Israel.
- a. The idea described in the proposal must be within the scope of the main challenges in EIT Food strategic business agenda:
 - Making the food system better for people's health
 - Making the food system better for the environment
 - Making the food system more trusted and transparent
- b. Applicants will be considered ineligible if they are an alumni or currently participating in:
 - Food Accelerator Network (alumni of 2018 or participant of 2019 edition)
 - The Rising Food Stars programme.
- c. Applicants will be considered ineligible if they have been awarded a cash prize/grant in one or more of the following EIT Food programmes:
 - RIS Innovation Grants (2018 and 2019 edition)
 - Innovation Prizes (2019 edition)
 - Entrepreneurship Prizes (2018 edition)
 - Food Solutions Innovation Prizes (2018 edition)
 - X-KIC Business Idea Competition (2018 edition)
 - Global Food Venture Programme (2018 edition)
 - Food Accelerator Network (2018 edition)

4. The Structure of the Competition

Phase 1: Online application

Interested candidates must submit their application via online f6s.com platform available here: <https://www.f6s.com/innovationprizesil>. It is a completely open call. The online application will include questions designed to understand the agri-food challenge the applicant is addressing, verify the innovative nature of the idea, the business model credibility and the quality of the business solution. Equally, in the online application, candidates will be asked how they will spend the Innovation Prize and how the prize will help transform the agri-food sector with their business idea. Lastly, applicants must declare the presence of at least one team member on the respective demo day in their country.

Dates:

15/08/2019 – 8/09/2019

Phase 2: Application review and selection

The online applications will be scored by a panel of three judges according to the eligibility and selection criteria available in **Eligibility** and **Selection criteria**. Up to 6 eligible applicants with the highest scores will be informed via f6s.com platform, where they have submitted their application, about the result of the evaluation and invited to the pitch training and respective demo day.

Dates:

9-15 September 2019 – evaluation of the applications

16th September 2019 – results of the evaluation

Phase 3: Demo Day

Six finalists (with the best scores from the written applications) will be selected in Israel and they will be invited to participate in the demo day taking place in Tel Aviv on 23 September 2019.

The demo day will be an open networking event, where selected applicants will present their idea in front of a jury and invited guests such as EIT Food partners, investors, start-up support institutions, other entrepreneurs and agri-food industry representatives.

Overview and rules of the Demo Day:

- At least one member of your team must be present at the demo day competition. You will be asked to give a 5 min pitch presentation + 3 min Q&A part in front of a selected jury who will pose questions and will rate the performances based on the selection criteria (described below).
- Presentation should be in English.
- Following the presentation, the scores from the online application and demo day pitch performance will be combined with a given weight percentage for each of the selection process stages (60 % for the Online application, 40 % for the demo day pitch performance).
- The highest total scores from the combined scoring (online application and EIT Food demo day) will be awarded 10.000 euros or the local currency equivalent
 - The announcement of the winners will be done on the same day during the demo day event.
 - EIT Food will announce the Innovation Prize winners on the <https://www.f6s.com/innovationprizesil> and EIT Food official website.

5. Selection criteria

Only applicants who are positively scored on all the Eligibility criteria for their online application, will be evaluated based on the Selection criteria. Evaluation of the online application will be based on the answers given to the application questions which can be viewed below. Score from the online application will constitute 60% of the total score of the applicant. Six finalists with the best scores in each country/location will be then scored by the jury during the demo day, following the same selection criteria, which will constitute then of 40 % of total score.

Selection criteria:	Questions	Weight
1. The applicant clearly understands and articulates the problem they are trying to tackle.	9	10%
2. The proposed solution is sufficiently distinctive, innovative and suitable to tackle the problem it articulates	10	10%
3. The proposed solution clearly address the need of the identified market and is well differentiated from competitive offerings.	12,13, 14	10%
4. The business model articulates a clear route to market, is scalable and realistic.	15,16,17,18	10%
5. The team has the necessary skills, expertise and experiences to exploit the identified market opportunity.	19	10%
6. The Innovation Prize will be catalytic for the successful exploitation of the market opportunity. *†	4, 20	25%
7. The innovation has the potential to transform Europe's food system and deliver social, environmental and economic impact. ‡	11	25%

* Please remember that the Innovation Prizes are for entrepreneurs or 'early-stage' startups who are at the beginning of their entrepreneurial journey, have developed a MVP and are looking to bring it to market. If the startup has revenues of more 50.000 euro per year or have received more than 100.000 euro in funding, this programme is probably not for them as the Innovation Prize will be not considered as catalytic.

†Please note that if there is a tie, finalists will be selected based on the combined score received for selection criteria number 5 and 6.

The above-mentioned criteria will be evaluated according the scale 1-7, (1 being not meeting the criteria, 7 being excellent and addresses all the relevant aspects of the criteria.)

6. Online Application Questions

Eligibility Questions

1. **Which country are you applying from?**
 - Please select the country of your residency/
2. **If selected, can at least one member of your team attend the relevant Demo Day live final? Please indicate in which country you will attend the Demo Day Live Final.**
3. **Have you received more than 50,000 euro of funding in total from EIT Food?**
4. **How much funding have you received to date?**
 - Please total all of the funding you have received to date. By funding, we refer to investment, grant funding, public money, private money, crowdfunding etc. Please also indicate the type and source of funding.
5. **In 2018, did you participate in any EIT Food programmes?? You can choose more than one:**
 - RIS Innovation Grants
 - Entrepreneurship Prizes
 - Food Solutions
 - Summer School
 - X-KIC Bootcamp
 - EIT FAN
 - Global Food Venture Programme
 - Other...(Please specify)
6. **In 2018, did you receive any funding from EIT Food? You can choose more than one:**
 - RIS Innovation Grants
 - Entrepreneurship Prizes
 - Food Solutions
 - Summer School
 - X-KIC Bootcamp
 - EIT FAN
 - Global Food Venture Programme
 - Other...(Please specify)
7. **Are you participating in any of the 2019 EIT Food programs? You can choose more than one:**
 - X-KIC Jumpstarter
 - EIT FAN
 - Innovation Prizes
 - Seedbed
 - Other...(Please specify)
8. **Which of the three strategic objectives of EIT Food does your business address?**

- Making the food system better for people's health
- Making the food system better for the environment
- Making the food system more trusted and transparent

Application Questions:

9. **What is the specific agrifood challenge that you are addressing? How does your challenge relate to the EIT Food Strategic Objectives?**
 - In answering this question, we want to see how well you understand the challenge in the agri-food system you are setting out to face and why it is relevant if EIT Food wants to build a better food system.
10. **Concisely describe your solution to the afore-mentioned challenge? What is innovative about your solution?**
 - In answering this question, we really want to understand exactly what it is that your business does and why you do it that way. Explain key technologies or innovations and demonstrate how your business tackles the problem you describe in Question 8.
11. **Please tell us how your idea will transform the agri-food system and articulate the expected economic, social and/or environmental impacts from bringing your innovation to market.**
 - The Innovation Prizes are for entrepreneurs that have the potential to transform the food system. We are looking for bold ideas that don't maintain the status quo but instead offer something genuinely innovative which can improve the lives of millions of people and safeguard our planet's limited resources.
12. **Please describe the market you are addressing with your solution and your current position within the market**
 - In answering this question, we really want to understand the viability of your business and its opportunities for growth. Tell us about the total size of the market, how much market share you think is possible, barriers to entry etc.
13. **Tell us about your customers. What are your customer segments? Why do customers buy your product/service?**
 - In answering this question, we really want to understand who pays or is going to pay for your product or service. Tell us about the different types of people/organisations that will be your customers and explain to us why.
14. **Name your three biggest competitors and describe how you differ from them. What's your competitive advantage?**
 - And remember, everyone has competition.
15. **Please explain how your business model works.**
 - In answering this question, we want to understand how your company makes or plans to make money. Please describe your current position in the market and your plans to capture a significant share of the market and grow your business. Please provide an overview of your sales/service model – including a breakdown of your fixed and variable costs, profit margins, breakeven point.
16. **What is your current sales data? If you have not made any sales yet, what is your sales forecast for the next 3 years?**
 - Sales are the lifeblood of any business. As such, we want to understand how many sales you have made and aim to make over the coming three years. Also, tell us why you predict these figures. Be realistic.
17. **Is there any way your innovation protected? If not, please describe your plan to protect your innovation and brand.**
18. **What are the main milestones you would like to achieve in the next three years? What are the main challenges and risks implementing your plan?**
 - In answering this question, we really want to understand the direction you wish to take your business and how you will get there. Please be precise and realistic in your descriptions.

19. **Describe the size of your team, and the background and competencies of the founders. What skills are you missing in your team?**
 - In answering this question, we really want to understand why your team is the best group possible to deliver your business. Tell us about relevant experiences, qualifications and how they relate to your business idea's development.
20. **Describe the impact the Innovation Prize would have on your business idea? Considering the other funding you have raised to date, what difference would the Innovation Prize make to reach your next milestones?**
 - In answering this question, please be precise and indicate how much and what exactly you want to spend it for. We are looking for innovators who have thought clearly and carefully about how they will spend the prize money.
21. **Public summary**
 - Please provide a short summary of your idea/innovation including what is the current need or challenge, your approach to solving this challenge and what is innovative about your approach. If your application is successful, EIT Food will publish this brief description of your idea/innovation. Provision of this description is mandatory but will not be assessed. Funding will not be provided to successful projects without this. This question is not scored.
22. **Your application is ready, now we need you to read and accept our Terms and Conditions and Data Protection Information Clause***
 - Yes I accept your Terms and Conditions and Data Protection Information Clause
 - No I don't accept your Terms and Conditions and Data Protection Information Clause

7. Funding terms

All specific conditions of funding will be described in an agreement signed between prize winners and EIT Food. Funds can be only transferred to the accounts of individuals or legal entities representing the selected winner of the Innovation Prize competition.

The awards will be subject to taxation according to the local legal requirements of the parties signing the funding agreement.

8. IP rights and confidentiality

The applications submitted to EIT Food for the Innovation Prizes competition 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 program undertake to ensure the confidentiality of the ideas and projects presented and developed throughout the Competition.

9. Key dates

15.08.2019	Written application opens on FS6 web platform
08.09.2019	Applications close on FS6 web platform
09.09.2019-15.09.2019	EIT Food and partners review written applications
16.09.2019	Six finalists announced
23.09.2019	Demo Day Israel. Winner announced.

Dates may change, but EIT Food will report them appropriately.

8. Privacy Policy

Online applications can be accessed and completed via F6S. F6S acts as a data controller and are fully GDPR compliant. F6S terms of use and privacy policy can be found using the following links:

- Privacy Policy: <https://www.f6s.com/privacy-policy>
- Terms of Use: <https://www.f6s.com/terms>

EIT Food will process the data for the purposes of this competition. Please see our privacy policy [here](#)

9. How to get in touch

Please contact Joseph Gridley at EIT Food on joseph.gridley@eitfood.eu.