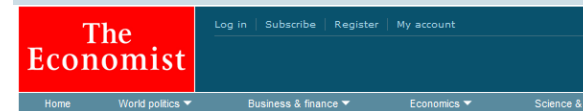
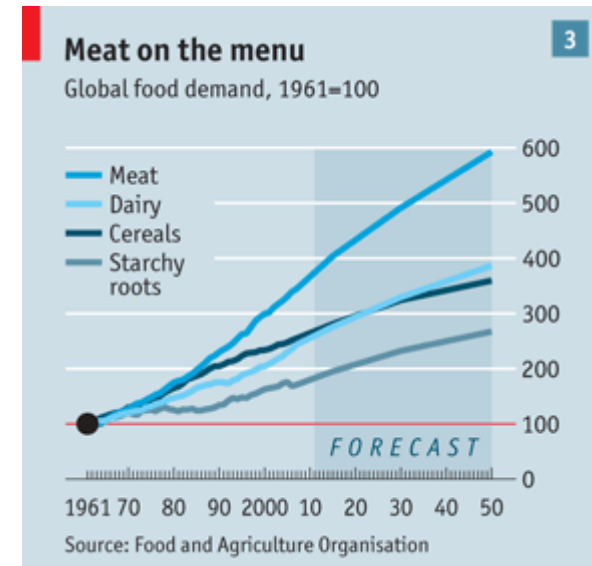


Developing SmartFarming entrepreneurship II - preparing PLF spin-offs



What is at stake

- In 2050 there will be 9 billion people
 - The percentage of meat will rise from 7% to 9% of calorie intake
- The Economist cites 4 ways to “feed the world”:
 - Avoidance of waste
 - Narrowing the gap between the worst and best producers
 - Taking advantage of new plant technologies
 - Spreading the so-called “livestock revolution” = switching from traditional, open-air methods of animal husbandry to closed “battery” systems, in which animals are confined to cages and have their diet, health and movement rigorously controlled.



A special report on feeding the world



The “livestock revolution”

- But: what about welfare?
- SmartFarming believes that we have the obligation to contribute to providing solutions
 - Through an animal and farm centric approach that seeks a balance between production, welfare and health
 - Improving living conditions and avoiding illness
 - Improving genetics and the reproduction cycle
 - Optimising feed usage along the supply chain
 - Avoiding the emission of green house gases to the atmosphere

Catering to a need: creation of a service sector

- But: SmartFarming needs a delivery vehicle
- Currently, most SmartFarming initiatives come from research
 - Need for consistent products apt to the farming market
 - Need for support
 - Need for right business models
- BrightAnimal proposed the establishment of a service provider network across Europe and beyond that will
 - Takes care of technology components
 - Interprets data coming from sensors
 - Dispatches advice to farmers
 - Works on the basis of “technology as a service”
 - Involves *users* in the development





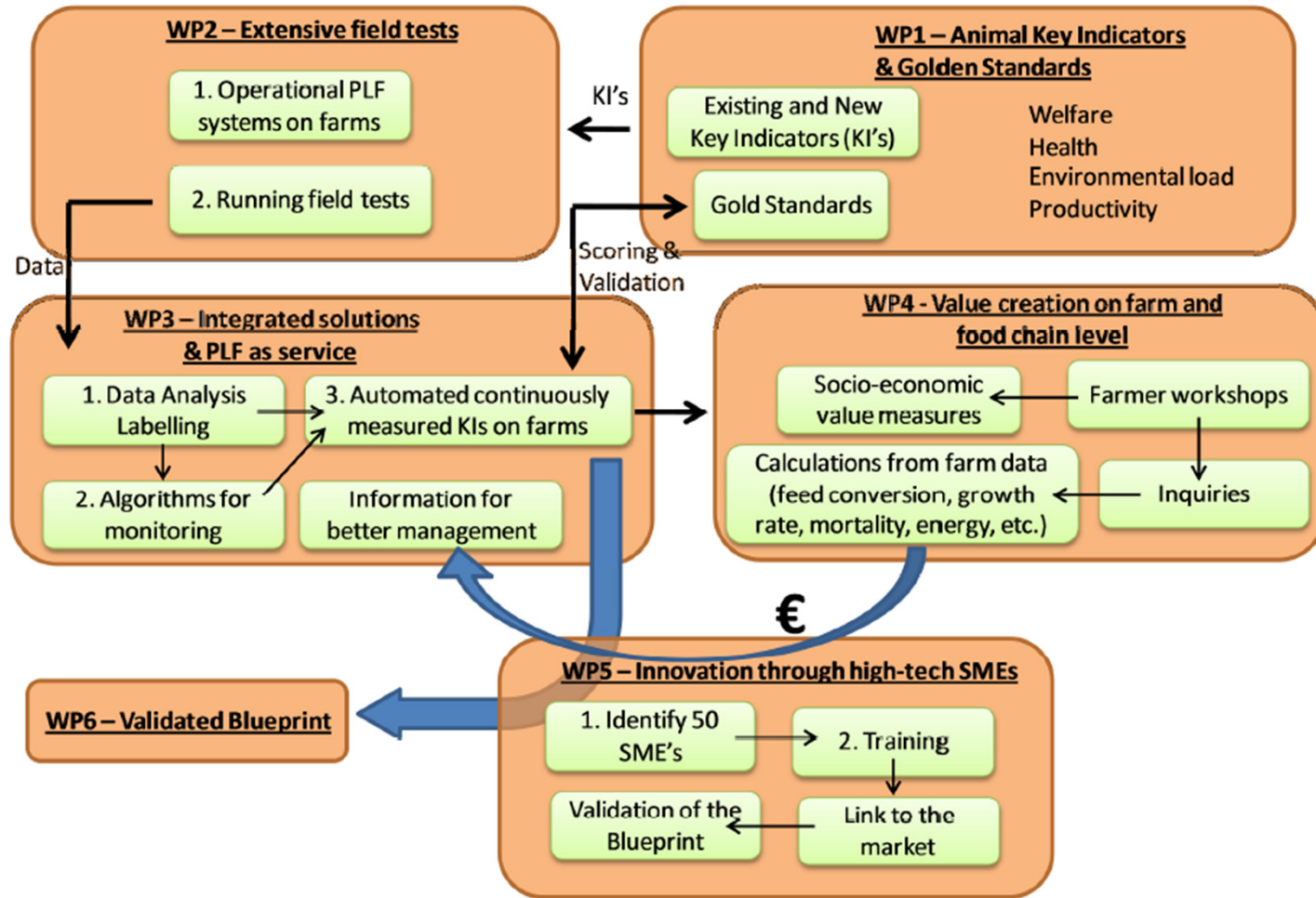
- **Title:** Animal and farm-centric approach to Precision Livestock Farming in Europe
- **Objective:** Deliver a validated Blueprint for an animal and farm-centric approach to innovative livestock farming in Europe proven through extensive field studies.
- **Budget:** 5,9m€
- **Time line:** Nov 2012-Oct 2016

The partners

	Katholieke Universiteit Leuven, Belgium
	Swedish University of Agricultural Sciences, Sweden
	University of Bristol, UK
	National Institute for Agricultural Research, France
	University of Milan, Italy
	The Volcani center, Israel
	Agriculture and Food Development Authority, Ireland
	The Royal Veterinary College, UK
	Wageningen UR, The Netherlands
	Fancom BV, The Netherlands
	SoundTalks NV, Belgium
	PLF Agritech Europe LTD, UK
	Xenon New Technologies GCV, Belgium
	Abrox Tecnic SL, Spain
	Syntesa sp/f, Faroe Islands
	Nutrition Sciences NV, Belgium
	EAAP, European Federation of Animal Science, Italy
	M&M Corporation, Belgium



What we do to develop entrepreneurs



WP5: Innovation through high-tech SMEs

- WP5 is an essential part of the validation of the blueprint
- In this WP we will bring together high-tech SMEs and leading industrial market players
- We will identify suitable entrepreneurs or start-ups and coach 10 teams in PLF and the (unvalidated) blueprint
- A competition will be held among those and a few winners chosen
 - Based on their ideas and the alignment to our blueprint
 - Based on feedback from the large industrial partners
 - Based on the business plan
 - The winners get a total of 100k€ to kick it off!
- Target: 4 newly created high-tech companies

TIMELINE

Team selection:
Nov 2012-Oct 2013
Coaching and prototype
development
Nov 2013-April 2015
Creation and valorisation
Nov 2013-Oct 2015

Attracting new talent

- Organisation of local innovation days
 - Spread the word
 - Identify teams
 - Find multipliers
- Competition formula for breadboard development financing
 - Provide attraction for teams to join
 - Showcase technology in real conditions
- Coaching offering by experienced entrepreneurs
 - *“From the comfort zone of science to the battlefield of business”* (O. Gregersen)
 - Active guidance through the process of starting a business

Mayor university cities

With local partner
PLF activity
Cost-effective travel for coaches

SmartFarming Innovation days

Barcelona, March 2013
Wageningen, May 2013
Milan, June 2013
Leuven, September 2013

Pillar 2: Running competition

- The **selection of the winners** is done by an independent jury of technicians, researchers and experienced business people that have expertise on evaluating companies and projects working on agriculture.
- The president of the jury is the director of the **Agri Venture Capital Fund in Belgium**, and the decision is taken based on expert advice from the organisation.
- The jury is **completely independent from the SMEDrive team** and therefore a possible conflict of interest is avoided between coaches and jurors.

Creation of four spin-off

- The jury gives green light (fund the project) or a red light (do not fund the project), in two major areas: technical and economic/financial viability.
- Only projects where **both areas obtain a green light** are funded.



Coaching

- Methodology based on a successful formula developed by SO Kwadraat
 - Not-for-profit organisation
 - Has coached over the last 8 years 200 teams,
 - 70 started their own high-tech company.
 - Most of these start-ups are based on a team of PhD students.
 - All companies are active in Europe, and 50% is active worldwide.
- Coaching is a sensitive business
 - SO Kwadraat strictly adheres to its [code of conduct](#)
 - All information is treated confidentially
- Objective: help creating sustainable new high-tech companies and maximize the survival chances of the new companies.
 - Also maximises the number of newly created employment opportunities and the return on investment for society.

If you really want to be an entrepreneur



Coaching team list

- The objective in the framework of the EU-PLF project is to coach 10 teams, and to support the creation of 4 new high-tech ventures
- **The current active coaching list has 17 projects.**
 - 23 teams were identified
 - 5 teams stopped the coaching process
 - lack of market opportunities and
 - lack of interest from the team in this specific market

Coaching team list

- We classified coaching projects into three categories:

- **Projects on hold (4 teams):** for different reasons, projects which were initiated for coaching, were put temporarily on hold.

4

- **Projects with one star (8 teams):** these projects are in the pipeline, but need at this moment more concrete information or more focus of the team.

8

- **Projects with two stars (5 teams):** these projects have all elements to get started. They are thus also intensively coached by the SMEDrive.

5

Creation of four spin-off

- As of today **three projects** have entered the running competition
- **Two of them got a green light in both areas.** In addition, the jury provided very valuable feedback to strengthen the projects.
- One project was rejected not on the technical potential, but for economic/financial reasons. After discussion with the related team, the project was put on hold.

Creation of four spin-off

- The two projects which passed the jury evaluation **are on their way to form a new spin-off**. The creation of a spin-off consists of a number of steps and thus a close follow-up by the SMEDrive team will be required.
- The most important steps are:
 - Creation of an entrepreneurial team
 - Evaluation of the developed technology
 - Business concept definition
 - Evaluation of the concept in the real world market place
 - Iteration of the concept
 - Preparation of the necessary documents
 - Start-up and continued coaching

Conclusions

- Bringing technology to farms is not per se an attractive proposition for entrepreneurs
 - Assumption: main reason for this behaviour is the lack of role models
 - English is an obstacle
- For the SMEDrive, however, the events were rather successful
 - Highly targeted and very knowledgeable attendants
 - Very motivated to enter a business coaching process
- A total of 23 teams were identified across Europe
 - 13 are under active coaching, 5 of which are ready to go
 - First 2-3 spin-offs are expected in 2014
- 3 teams have entered the running competition
 - 2 will be funded



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ABROX

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Xe non
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