

# pioneering AgTech

The logo features the word 'pioneering' in a large, brown, sans-serif font at the top. Below it, the word 'AgTech' is written in a bold, green, sans-serif font. The text is integrated with a network of thin black lines and small white circles, resembling a circuit board or a data network. These lines extend from the letters and connect to various points, creating a sense of connectivity and technology.

**Trend and Technology Scouting for Agri-Food Companies**

September 20th-21st, 2018 in Berlin

# About the program

## Program Outline for the Industry Partners

### Preparation

- Briefing workshop to define startup scouting criteria
- Scouting and matchmaking process

### Pioneering AgTech Event

- Pitching event with selected startups presenting their latest technology trends
- Moderated co-creation sessions with startups to develop presented products, services, or business models
- Keynotes by experts
- Get-together and networking

# Program Agenda



<p><b>Preparations</b></p>	<p><b>The Event „Pioneering AgTech“</b></p>		
<p>Briefing Workshop + Startup Scouting <b>August 15th</b> <b>OR September 5th</b></p>	<p><b>Day 1:</b> Pitching Session <b>September 20th</b></p>	<p><b>Day 2:</b> Co-Creation Sessions, Awards for startups <b>September 21st</b></p>	
<p>Defining scouting criteria with industrial partners</p> <p>Data based scouting of international seed startups</p> <p>Preparing a longlist and shortlist</p> <p>Selection of 10 startups</p> <p>Invitation management, event organization</p>	<p>Intro</p> <p>Keynote</p> <p>Pitching event in two sessions, Q&amp;A and feedback</p> <p>Outro</p> <p>Get together and networking</p>	<p>Intro</p> <p>Rotating working sessions with startups and industry partners to develop products, services, business models</p> <p>Matchmaking between startups and industry partners according to their needs and benefits</p>	<p>Presentation of results</p> <p>Voting, selection of the best startup</p> <p>Documentation of the event and results</p> <p>Follow up and mentoring for partaking startups</p>

# Program Pricing

## Benefits included in the program ticket for Industry Partners

**Early Bird Ticket for Industry Partner 10.200 EUR** | Available until July 31st  
**Regular Ticket for Industry Partner 12.000 EUR** | Ticket valid for 2 people per company

- **Briefing Workshop** – Defining the scouting criteria for SmartHectar  
2 optional dates: 3d week of August OR 1st week of September
- **Scouting Process** – Defining the longlist and the shortlist of relevant startups
- **Selection of Startups** – Decision making process
- **Pitching Sessions** – Challenging ideas and business models of startups
- **Co-Creation Sessions** – Know-how transfers to improve products and services
- **Keynotes from experts** – Learning opportunities
- **Networking and get together** – Expanding the business network
- **Individual scouting process** – Discount on the startup scouting services
- **Catering** – Food and drinks provided during the entire program

# Program Organizers

Pioneering AgTech is organised by:



Farm & Food 4.0 is the leading European conference for digitalization in the agriculture and food business. The next edition will take place on January 21, 2019.



SmartHectar Innovation GmbH is an international hub for corporate-startup collaboration in AgTech and WaterTech. Facilitating co-creation with a mission to solve global challenges in agriculture and water.