

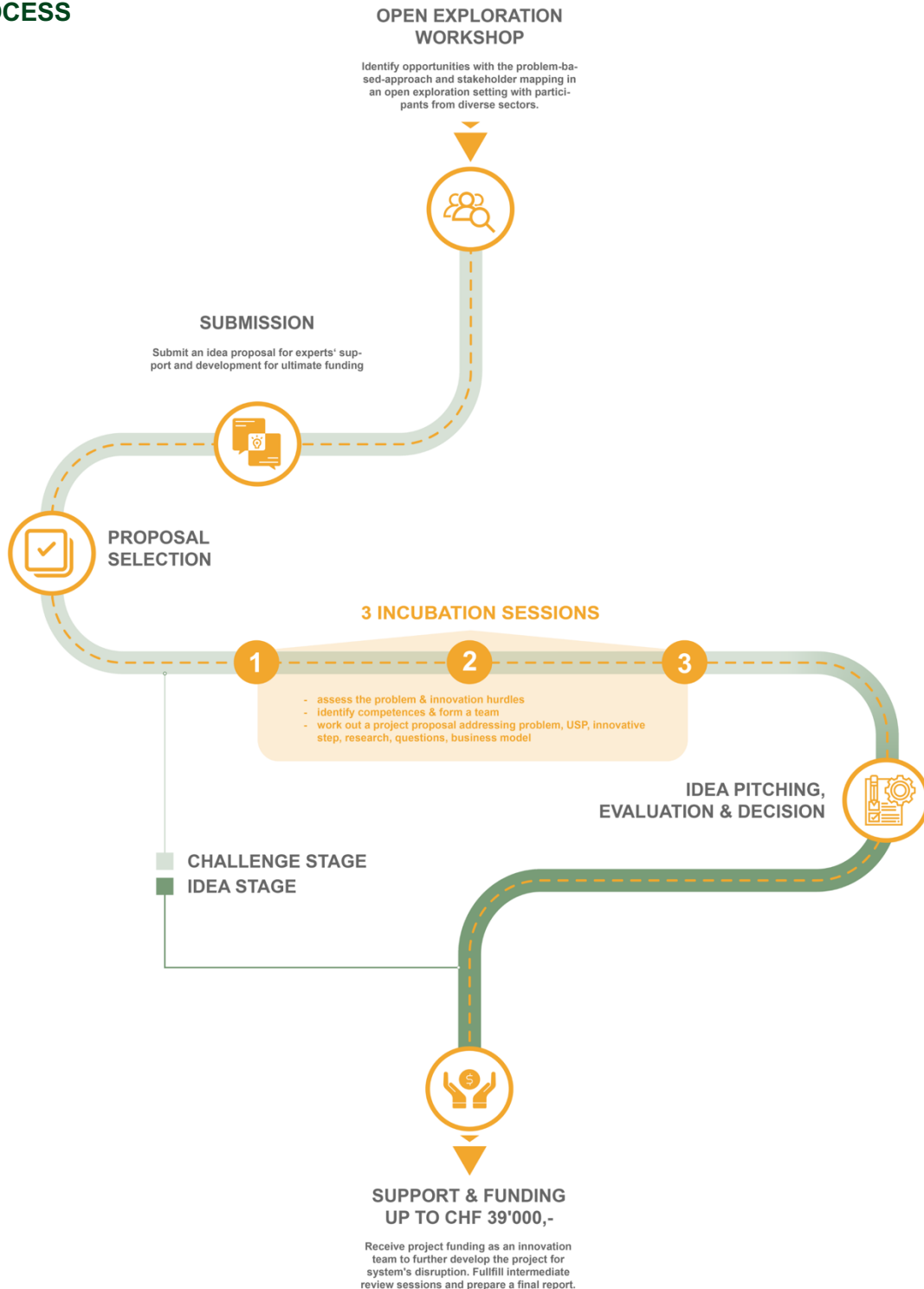


INCUBATION PROCESS | GUIDELINES & CONDITIONS

The Suisse Agro Food Leadinghouse (SAFL) organizes the Incubation Process from radical ideas to impactful projects of the Innovation Booster Future Food Farming (IB-FFF), powered by Innosuisse.

The Innovation Booster program aims to foster a culture of open innovation, co-creation and building multidisciplinary teams to develop ideas that lead to far reaching and transformative innovations to radical ideas that have the possibility to create sustainable added value.

PROCESS





1. Challenge Collection and Idea proposal

In a first step, problems and challenges of a given subject will be identified in an open and collaborative manner at an Open Exploration Workshop. Workshops are open to all and are about understanding the root causes and effects of the problems to uncover opportunities for radical solutions.

Idea proposals responding to these challenges and problems can be submitted by a team, or an individual prepared to form an innovation team, after having participated in the workshop, through the innovation platform HYPE. ([Link to HYPE](#))

When submitting your idea proposal through the online innovation platform you can choose between:

- *Open Mode*, the submitted proposal on HYPE is openly accessible to the HYPE community on the platform.
- *Confidential Mode*, only the picture, title and your name will be accessible, all other information will be non-visible and thus kept confidential.

To support the culture of open innovation we encourage you to submit it in *Open Mode*. Doing so allows you to interact with the community and to find new partners.

In the *Open Mode* all information submitted is disclosed to the public and in the public domain. In respect to future filing of IP please select carefully what level of information you want to disclose.

The submitted idea proposals will be assessed and evaluated by the organizers (SAFL) and the jury. The organizers and members of the evaluation jury are bound to confidentiality. Unless agreed differently, they will not disclose any information.

2. Eligibility & Conditions

To receive any funding, the team must be composed of at least of one implementation partner (must be a legal entity, i.e. company, association or any other legal person, can also be a research organisation) and one research partner (Innosuisse accepted research organization). Private persons (natural person) are not eligible to receive any funds!

In case of any disputes within the team or major problems occurring in the projects that will damage the quality or the outcome of the project do immediately inform Lucas Grob, Marina Helm, Joël Reinhard and/or Flavia Rothen.

In case these rules are ignored we have the right to cut the funding according to our own judgement.

3. Incubation Sessions

Idea proposals identified by the organizers (SAFL) to have the potential to transform and change a status quo will be admitted to the incubation phase (duration of approx. 6 weeks). It includes an incubation voucher of CHF 5'000 and at least 3 coaching sessions with the Innovation Booster's experts and coaches. Sessions will be scheduled according to language and expertise preference within max. 6 weeks following the Idea proposal Selection.



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These sessions will help to assess the problems and innovation hurdles; identify competencies and form a team (composed of at least one implementation partner and one research partner); and work out a project proposal addressing the problem, USP, innovative step, research question and business model. More specifically, during these sessions, you will work on the viability (the way your project will operate sustainably), the desirability (how and how much your solution is wanted or needed by customers), and the feasibility (the technical possibilities and available competences, or the likelihood of your project to be realized and achieve the wanted impact) of your project.

4. Voucher Redemption

After the Incubation Phase the ideas are evaluated for their eligibility to be submitted and to redeem the voucher of CHF 5'000 for the time invested during the incubation phase.

CHF 5'000 are redeemable, if:

- You have developed an idea based on the Open Exploration Workshop.
- One member of the future team has participated to the Open Exploration Workshop.
- You have gone through all phases of the incubation and coaching within the 6 weeks of idea selection.
- An innovation team (with a minimum of one implementation partner and one research partner, each being legal entity) with the necessary competences is formed.
- The idea was pitched to the jury of experts during the pitching session (the funding of CHF 5'000 is independent of the further funding decision of the jury members).

5. Idea Submission

Your idea has successfully passed the incubation sessions and Idea Evaluation, and is ready to be submitted for idea pitching.

Fulfilling these criteria:

- Innovation hurdles and research questions pertinent to the problem/challenge are defined.
- The idea has a high degree of radicality and potential for transformation of the current system.
- A team with the ideal competences is committed to continuation in a collaborative development project, and the following conditions are met:
 - At least one academic research partner and
 - One implementation partner (must be a legal entity)
 - One member of the team has participated to one of the offered workshops

Submission occurs through the [HYPE Platform](#). Link will be disclosed to the eligible teams after Idea Evaluation. Confidentiality is guaranteed unless chosen differently in the submission form.



6. Pitching Session

Dates for online pitching sessions are announced during the incubation phase, we ask submitting teams/idea owners to save the dates.

The pitching session is nonpublic and will be held individually between idea owners/teams and members of the SAFL and the jurors. All information provided is treated confidential by the SAFL and the jurors, and all rights remain with the disclosing party or the respective holder of the right.

7. Evaluation Criteria

Ideas and projects are evaluated according to the following criteria:

- The degree of innovation: How novel the idea is on the market; which innovation hurdle is to be taken; which research question is to be answered.
- The radiality of the idea: What potential does the idea have to transform the status quo by understanding a problem at its roots and solving it in a new way?
- The competencies of the innovation team: Does the team consist of a research and an implementation partner? Are the right competencies on board?

8. Support & Funding

Funding decisions will be taken after pitching based on the previously mentioned eligibility criteria.

The project funding amounts to CHF 39'000 and is composed as follows:

- Incubation phase grant: CHF 5'000 – to be retrieved after pitching, irrespective of the jury's decision.
- Idea funding: CHF 30'000 – provided upon a favorable decision by the jury.

The funding will be settled in two tranches:

- CHF 15'000 after positive pitching decision and contract signed
- CHF 15'000 after successfully passing the project mid review session. Please make sure that you only use the budget of the first tranche till you have passed this milestone meeting!
- Cash co-funding contribution from the innovation team: CHF 4'000. Members of Cluster Food & Nutrition and/or Swiss Food Research will receive a voucher of up to CHF 2'000 to cover part of the co-funding.

Awards are bound to following requirements:

- Commitment to undergo several "Project Review Sessions" – we will schedule meetings with your entire team to understand how the idea is progressing and where you require additional support. These meetings will be scheduled separately with you and are not the mid review session!



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For desirability, viability and feasibility testing, the selected innovation teams have access to the living labs of the Innovation Booster support group and the networks of Cluster Food & Nutrition and Swiss Food Research.

- Willingness to provide a final report and feedback as well as a video testimonial at the end of the process.

Teams have the right of refusal within 1 week after being notified of the decision. The awards are then valid to be retrieved within 3 months from the decision's day on.

Awards are legally bound to activities that support the further development of the idea leading to an innovation project or towards project implementation. Award money must be used within 12 months of approval. Award money that is not being used must be returned. (Details will be described in the grant contract.)

INTELLECTUAL PROPERTY & RIGHTS

All rights remain with the submitting party.

Ownership of rights must be agreed among the submitting or collaborating parties and is their sole responsibility. SAFL is not asking for any rights.

FEE

The participation to a Campaign of the Innovation Booster Future Food Farming on HYPE is free of charge.

PRIVACY POLICY

The personal details provided at registration will be used strictly only for administration purposes.

1.1 The organizers will use the information on your application form to administer and promote the Innovation Booster and further events of a similar nature.

1.2 All participants agree that the organizers may promote this event by photographs taken at the event. If you are not willing to be photographed, tell the organizers.

1.3 The organizers have the right to use for advertisement in the publicity statements or events, including all types of media, both print and online:

- photos, videos taken during the workshop but not disclosing innovative content.
- short descriptions & presentations (provided by the teams in digital form, including documents, videos, photographs).
- all participating teams' names and likenesses.

This type of information can be used for publication unless the team demands non-disclosure to an audience outside the workshop.

SAFEGUARDING CLAUSE

Should one of the provisions of this Agreement be or become ineffective or should a gap occur, this shall in no way affect the effectiveness of the remaining provisions. The ineffective provision



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shall be replaced by a provision that is nearest to the economic purpose of the ineffective provision.

In case of any dispute, the governing laws of Switzerland apply. The Court of jurisdiction is Fribourg.

This agreement comes into force on the date of signature. It applies to the content of the ideation campaign and for further individual meetings in relation to the idea generation process. The agreement terminates by Dec. 31st, 2027.

On behalf of the organizing partners: Suisse Agro Food Leading House, Cluster Food & Nutrition, Swiss Food Research (covering all individuals working in one of these organizations)

Fribourg, 19.08.2024

Joël Reinhard
Co-Manager

Lucas Grob
Co-Manager