



KATANA
CUTTING EDGE TECH IN AGRIBUSINESS

***Emerging industries as key enablers for
the adoption of advanced technologies
in the agrifood sector***

BioSense Institute



Overview

1

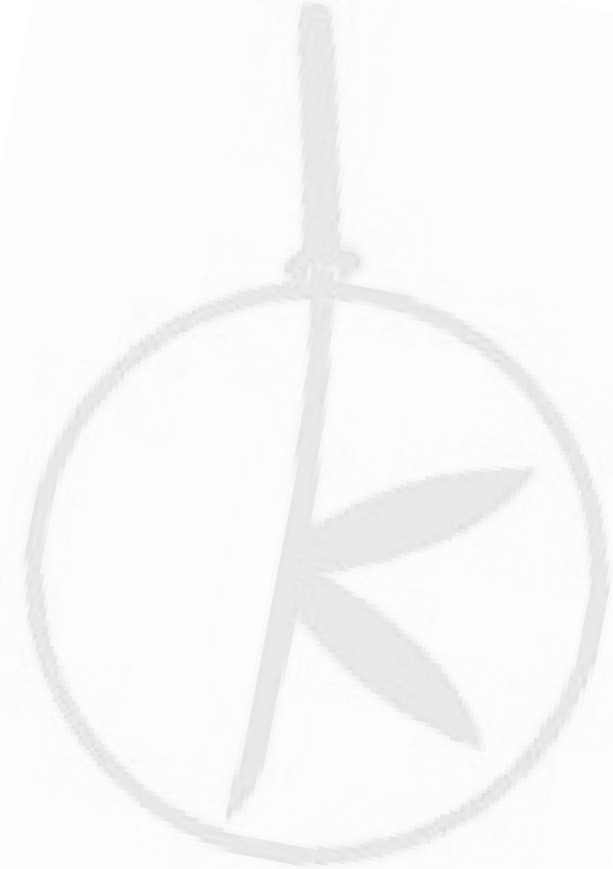
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KATANA project

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Information for applicants





Introduction



“Sustainable global food security is attainable if we have open minds on technology and focus on high productivity and efficiency. We cannot feed tomorrow's world with yesterday's technology.”

Aalt Dijkhuizen



Agri-food in numbers

4.5 trillion euros
represents:
10% of consumer
spending
40% of employment
30% greenhouse –
gas emission

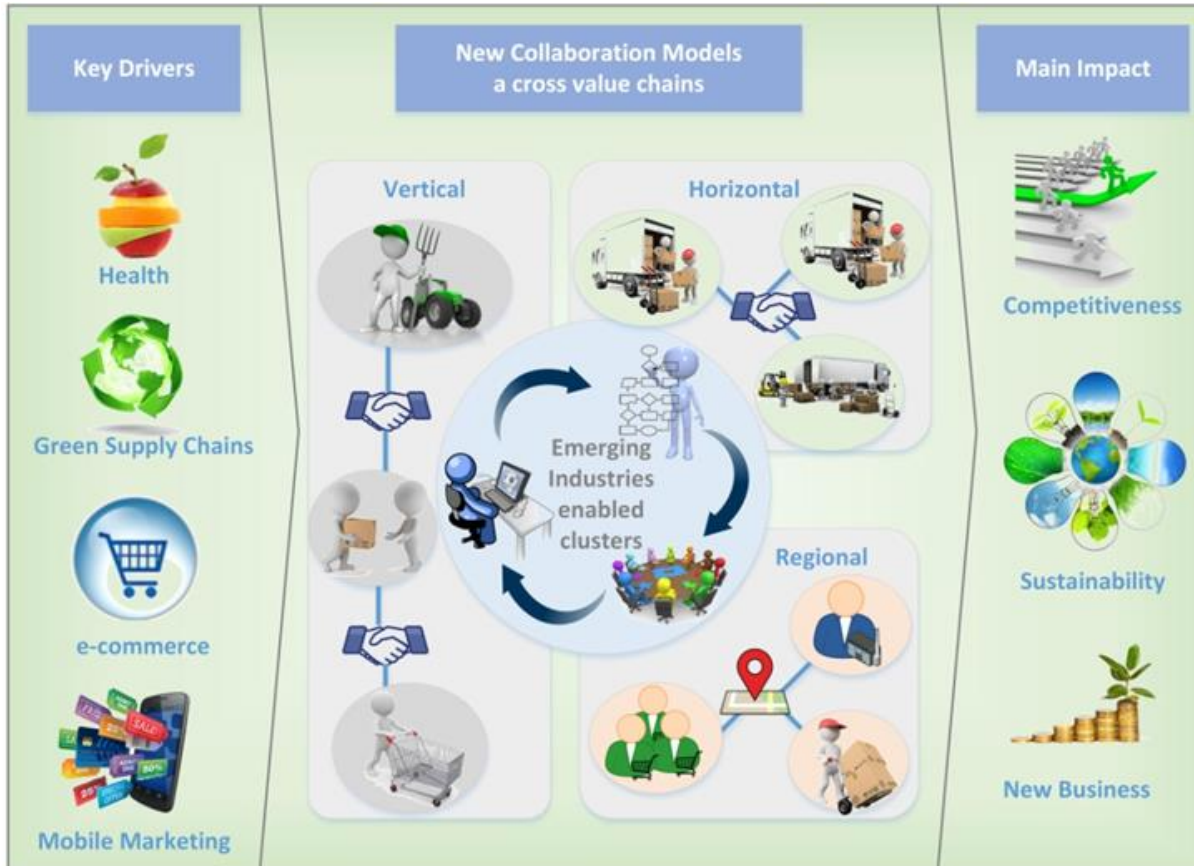
In Europe SME's
dominate the sector
by generating **51.6%**
of its turnover and
64.3% of its
employment.

20%-50% of
food is wasted
during its
journey to the
consumers

Europe is the top
global exporter with
7 out of the top 10
agriculture
exporting countries
being EU members



Collaboration in the agrifood sector



allows companies from the same stage of the supply chain that link to complement each other and to achieve economies of scale



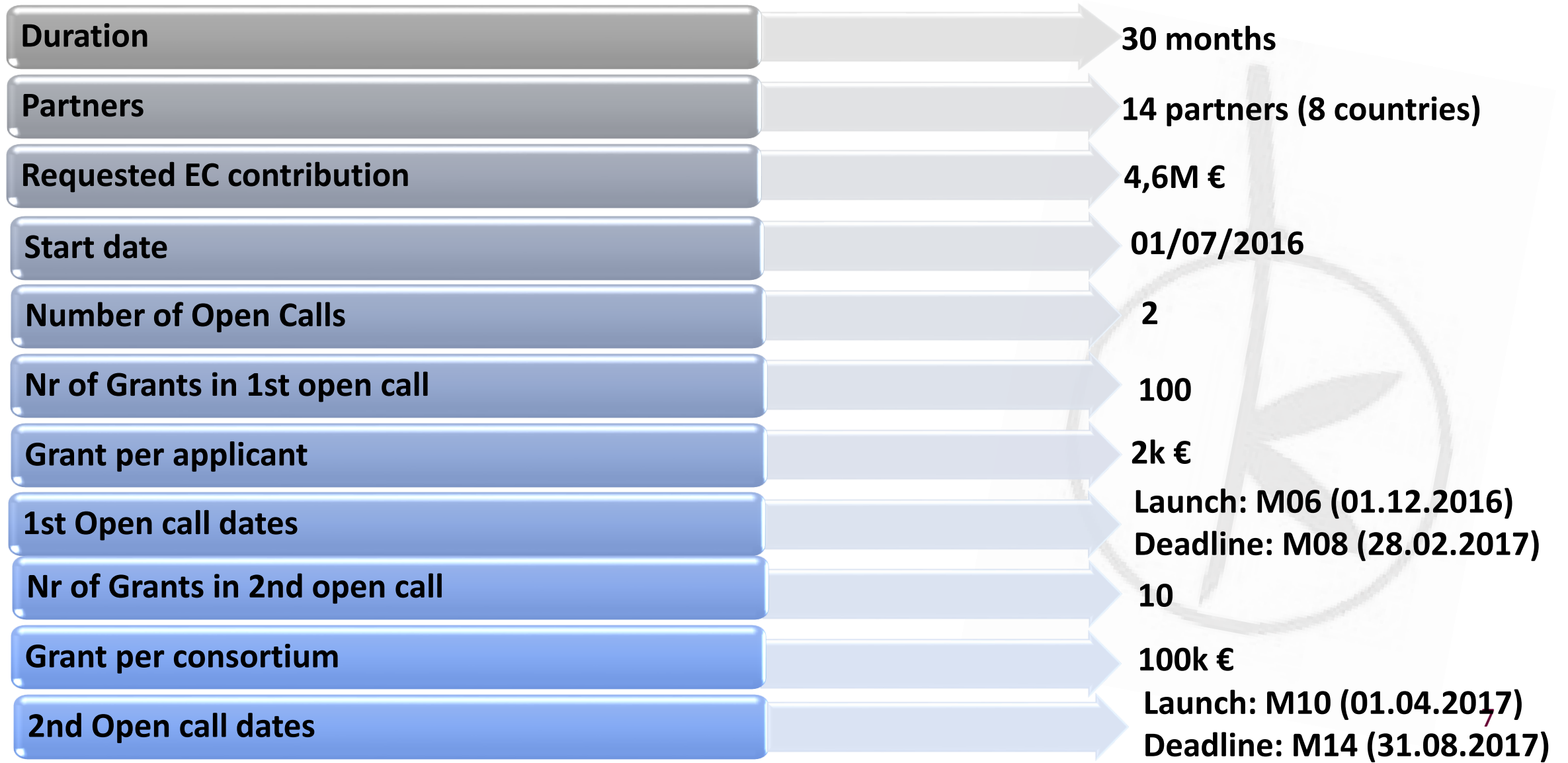
companies across the supply chain can become more demand driven, sensitive and responsive to information demand on behalf of the consumers



Companies across the supply chain can become more demand driven, sensitive and responsive to information demand on behalf of the consumers



KATANA in numbers





Who we are?





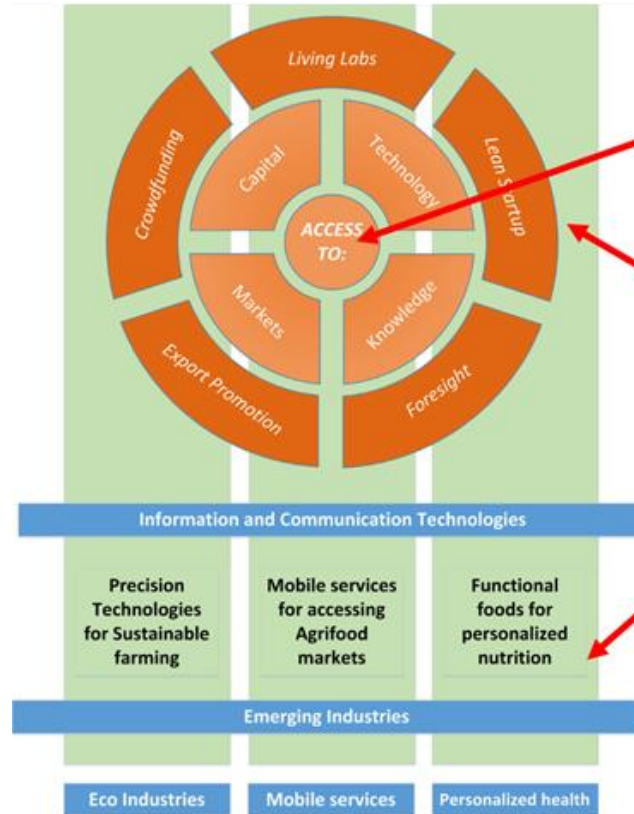
KATANA project



Concept

KATANA

aims to provide access to knowledge, technology, capital and markets to companies by leveraging upon the multiplier potential of cross-border/ cross-sectoral collaboration and the systemic approach with homogenized services towards the overall aim to place new product/services in the market.

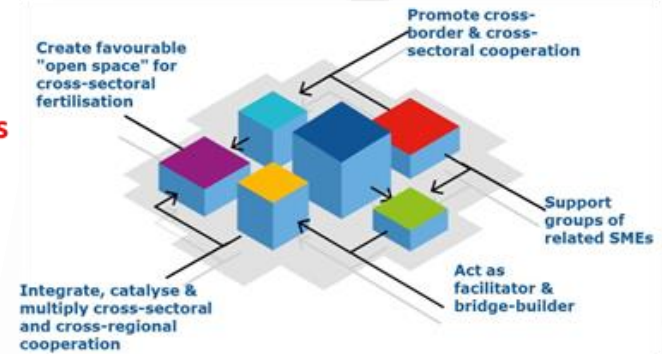


WHAT?

FROM WHOM?

ICT and Agrifood Clusters across Europe

Supporting Services



HOW?

Large Scale Demonstrators



TO WHOM?

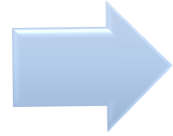
Hi-Tech innovative SMEs across the value chain



KATANA pillars

SELECTION AND FUNDING SCHEME

- P2P evaluation
- Reward Crowdfunding
- Equity Crowdfunding



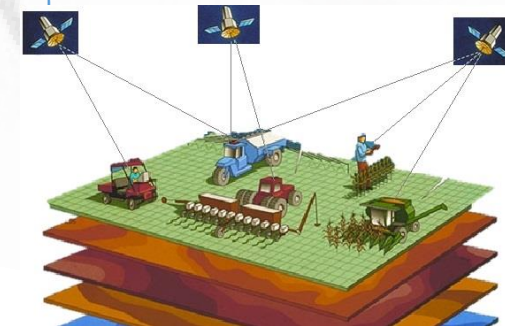
SUPPORTING SERVICES

- Matchmaking facility
- Training program
- Lean start-ups, living labs



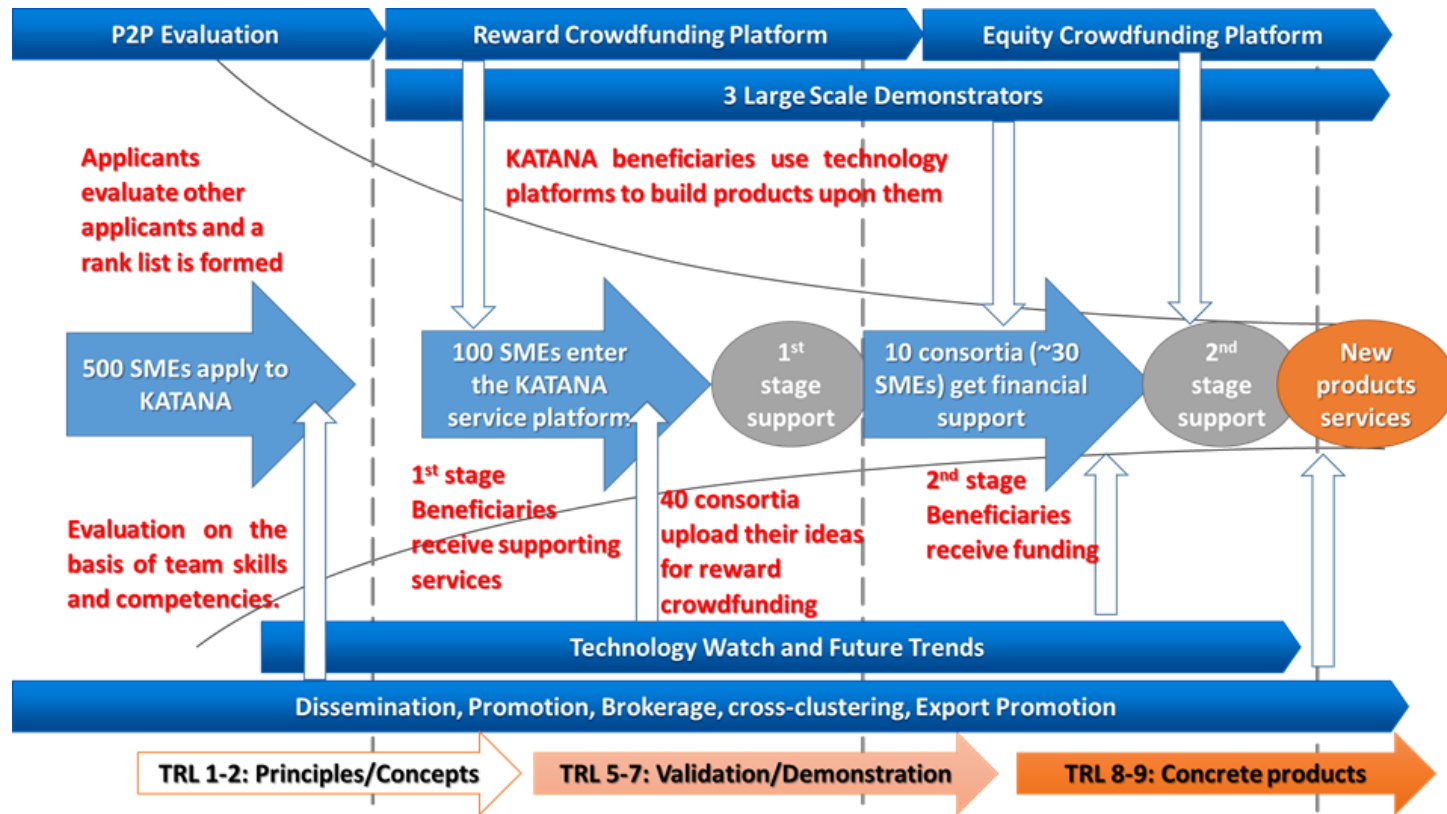
LARGE SCALE DEMONSTRATORS

- Marketplaces for precision agriculture
- IoT platform for agrifood
- Toolbox for the design of functional foods





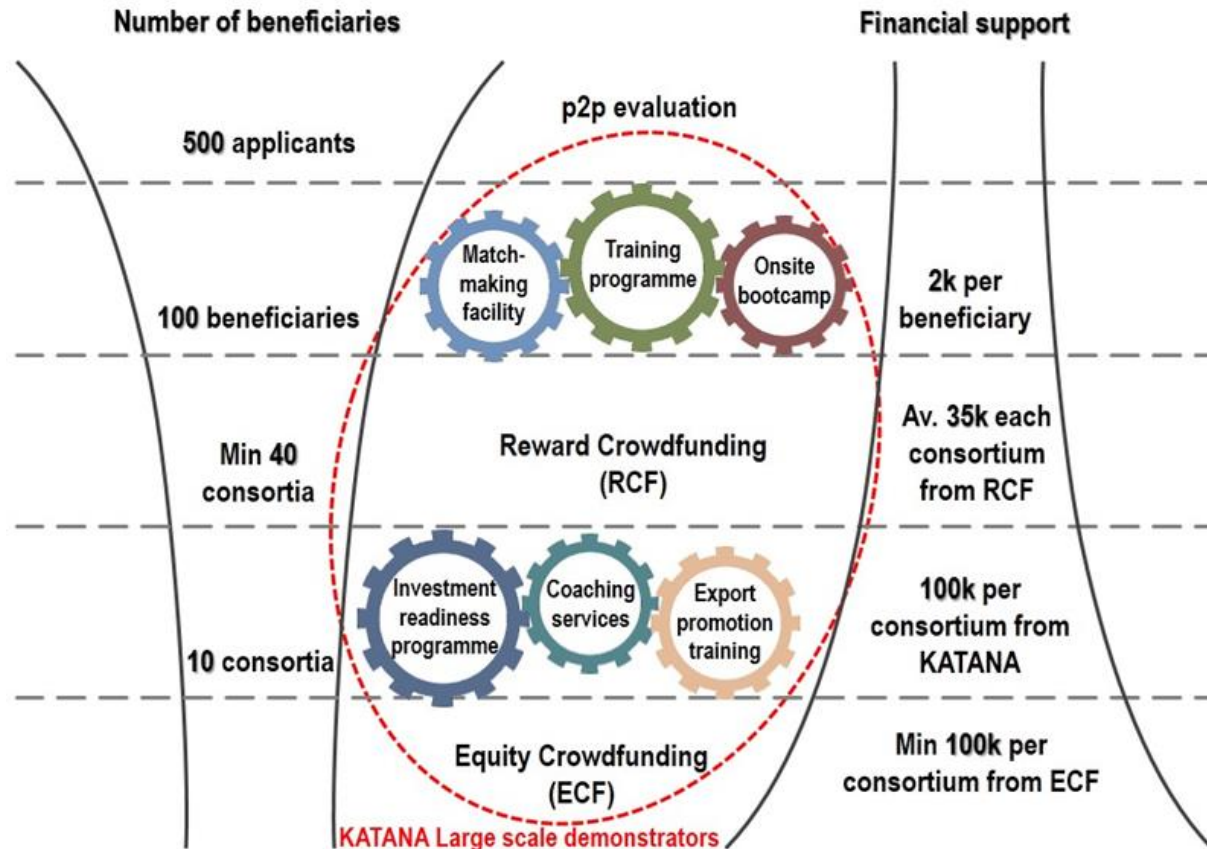
KATANA lifecycle



KATANA crowdfunding platform will perform both reward and equity-based crowdfunding models thus enabling both individuals and professional investors to get involved and actively support the development of new products/services in European agrifood business



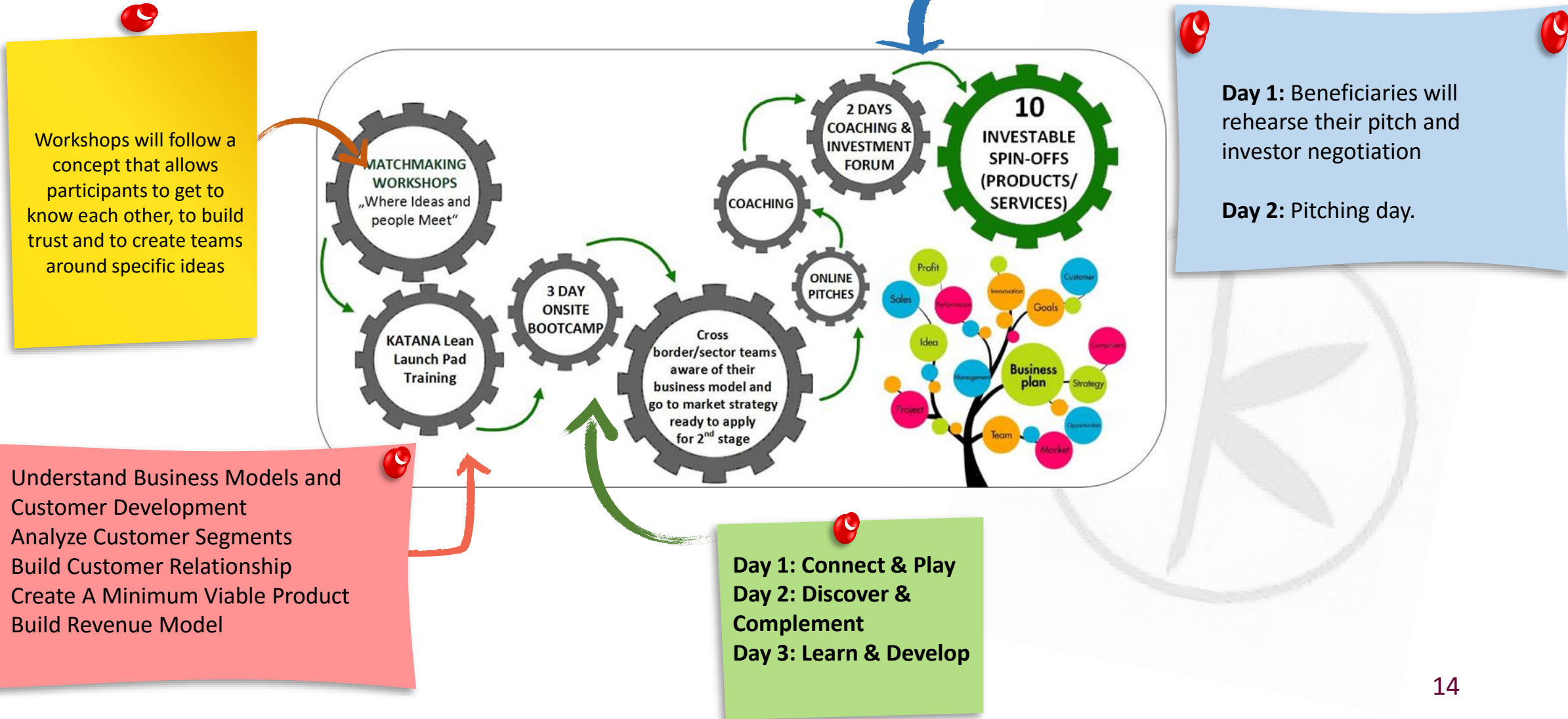
KATANA funnel



KATANA contributes a systemic approach that combines tailor-made supporting services, direct financial support and sustainable infrastructures for attracting additional private funding to empower the European agrifood sector towards a leading role in the global economy.



KATANA value added services: trainings and matchmaking





Large scale demonstrators



Functional Foods for personalized nutrition

- food manufacturers
- food engineers
- healthy supplements vendors
- nutrition experts
- health services providers

Personalized Health

Eco-industries

Mobile Services



Mobile Services in Accessing AgriFood Markets

- App developers,
- Food distributors,
- Food retailers,
- Farming cooperatives,
- Restaurants,
- Marketing agencies

Precision Technologies for sustainable farming

- Sensor designers
- S/W developers,
- Agronomists
- Environmental Consultants
- Farmers





Information for applicants



Open Call 1 - Eligible Beneficiaries

Natural persons and companies that comply with the Commission Recommendation for SME's 2003/361/EC

SME's

Start up's

Emerging industries

ICT/advanced technologies

Agrifood sector

Countries

Applicants based in Member States

H2020 associated countries, of August 17th 2015



Open Call 1

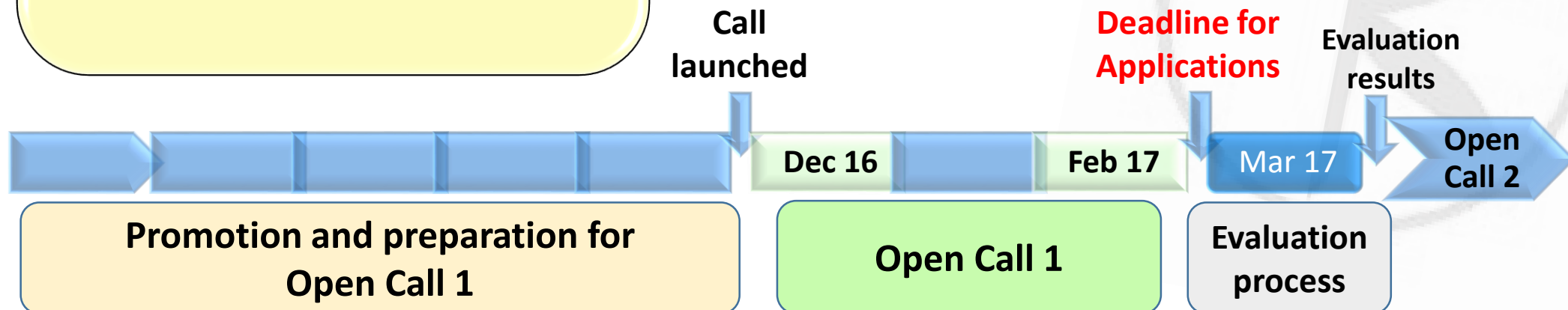
Application type:

A short pitch video, presenting their competencies and their vision of the sector



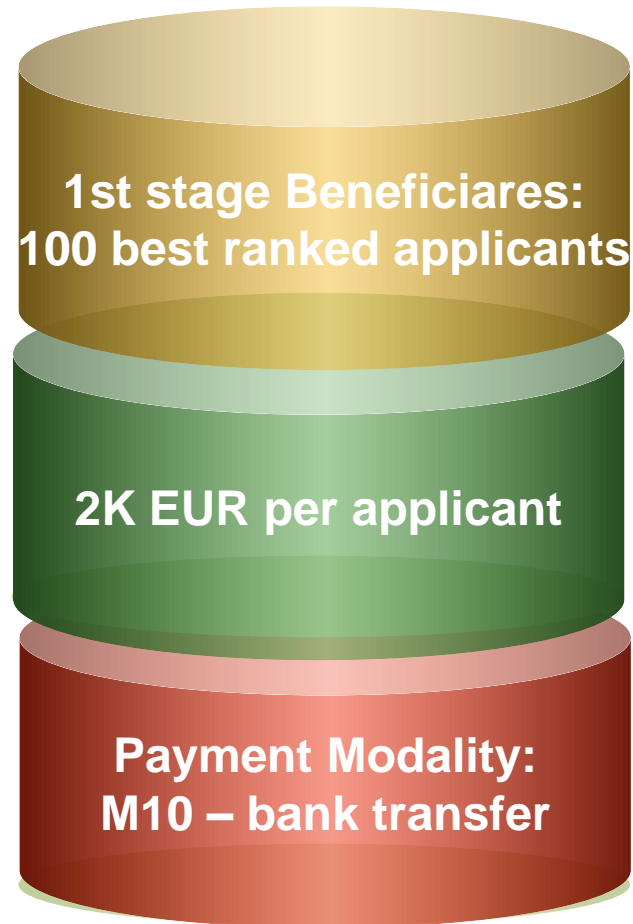
Evaluation criteria

- 1 Previous experience and current activities
- 2 Understanding of the dynamics across the value chain
- 3 Vision for new products/ services





Open Call 1 – Financial Support



Supporting services:

- a) Match – making facility
- b) Training programme
- c) On-site bootcamp





Open Call 2 - Eligible Beneficiaries

Natural persons and companies that comply with the CR for SMEs



- 1. Consortia of 2-4 partners, where at least one of the partners is a successful beneficiary from Open Call 1**
- 2. Each consortium must propose a product/service using at least one of the three LSD platforms.**



Countries

H2020 associated countries, of August 17th 2015

Applicants based in Member States

From same sector, but different countries (Cross-border),

From different sectors but the same country (cross-sectoral),

Both from different sectors and different countries





Open Call 2

Application type:

Reward Crowdfunding Campaign - Presentation of the idea/prototype for a common product/service based on at least one of three large scale demonstrators (precision agriculture, mobile applications, functional foods)



Evaluation criteria:

The amount of financial support collected from supporters/early adopters through the KATANA reward crowdfunding platform

Call launched

Deadline for Applications

Evaluation results





Open Call 2 – Financial support

**2nd stage Beneficiaries:
10 funded projects/consortia**

100k EUR per consortia
(max. 50k EUR per applicant, min.
20k EUR per applicant)

**Payment Modality:
Bank transfer**



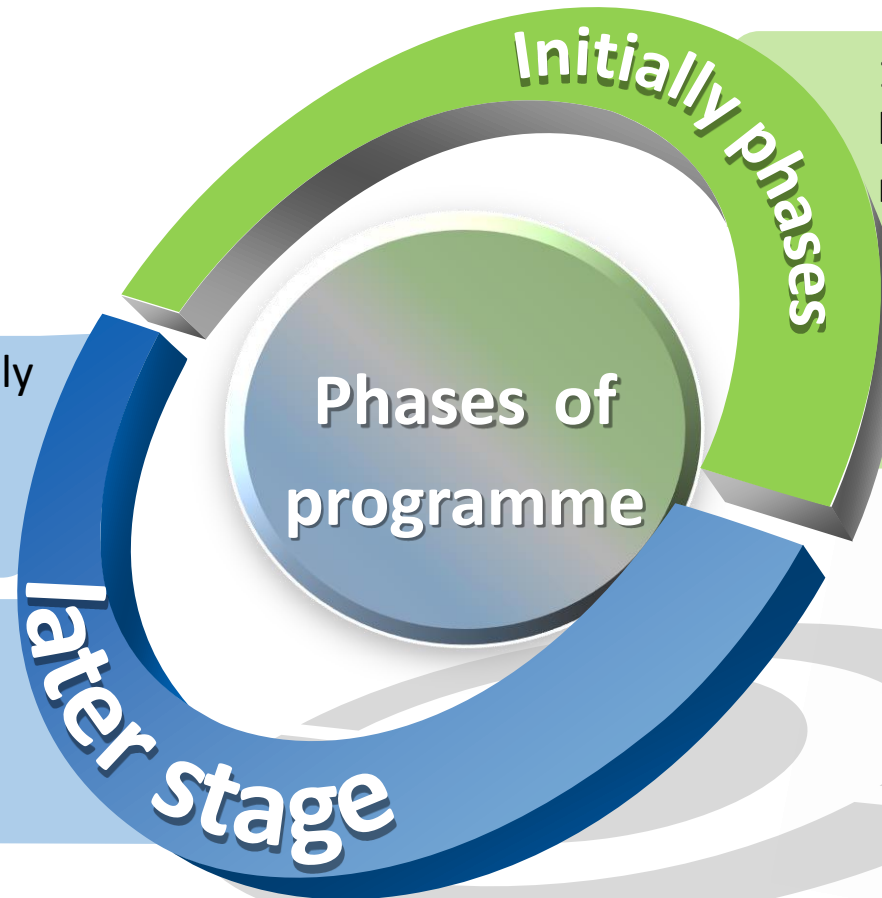
Investment readiness programme

Coaching services

Export promotion training



Investment readiness programme



1. The investment offer shall be fully prepared including the term sheet and even more the shareholders agreement

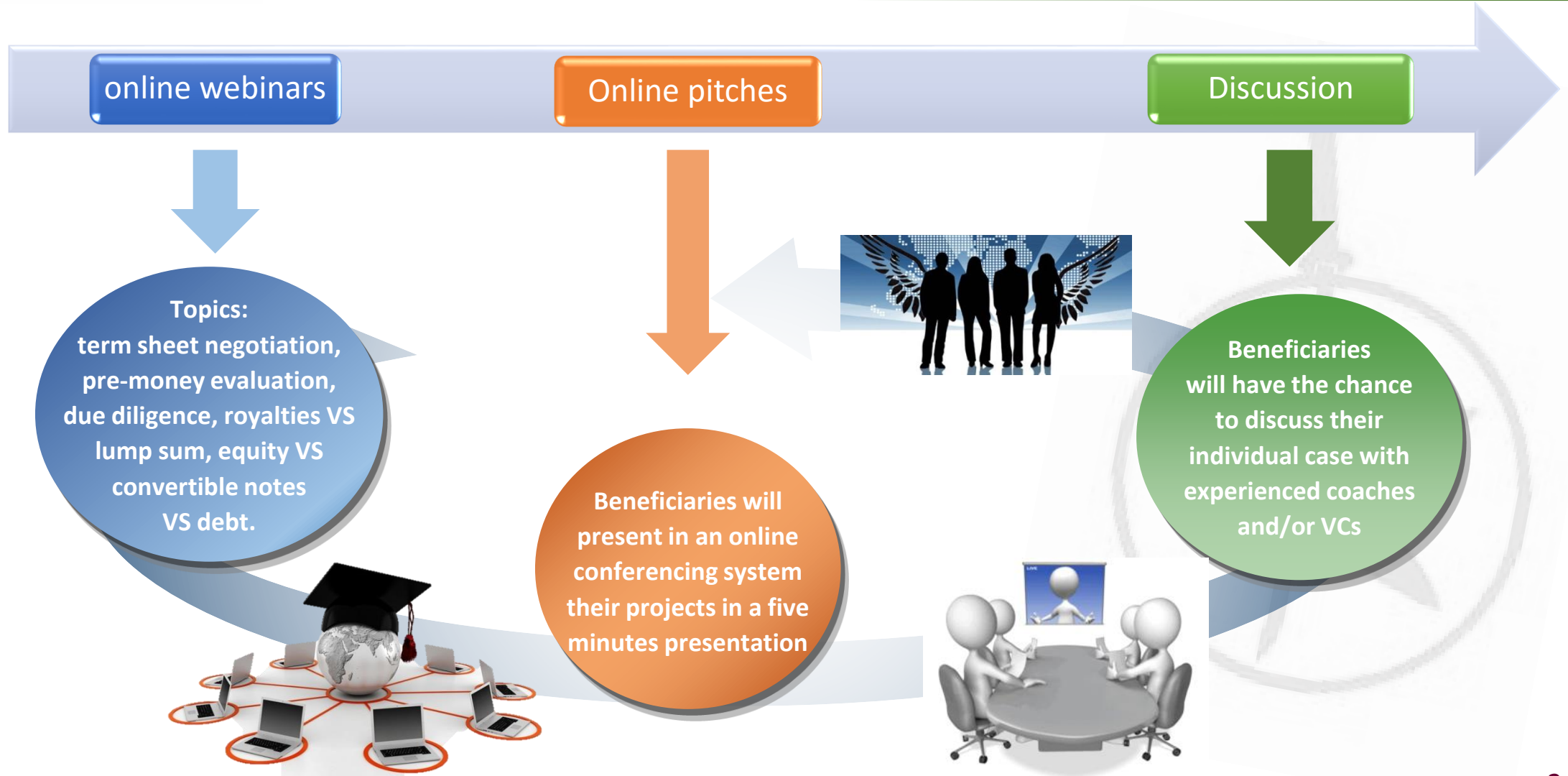
2. The presentation of the project like the pitch, the marketing, etc.

1. The business plan that explores the business environment, opportunities and relative assessment

2. The financial plan for the following 5 years.



Coaching services for funding issues





Export promotion training



e-learning training course

dedicate to:

- the trade structures in the EU
- marketing and trade promotion techniques
- how to carry out research on the European market;
- how to design and implement an export marketing plan;
- how to match your exporters' needs and products with EU market requirements;
- international contract;
- rest of the world, **focus in BRICs**



Trainers:

- export managers of multinational companies
- experts in internationalizations
- for the focus on BRICs, country managers of the ICE-Italian Trade Promotion Agency, with vast experience in each of the targeted countries



Equity crowdfunding platform

KATANA the equity crowdfunding platform will have multiple roles, acting as:

A website where dynamic, innovative entrepreneurs and visionary investors meet

A financial advisor for companies that want investments to support their expansion

An initiator of events where investors and entrepreneurs can co-operate and develop synergies.

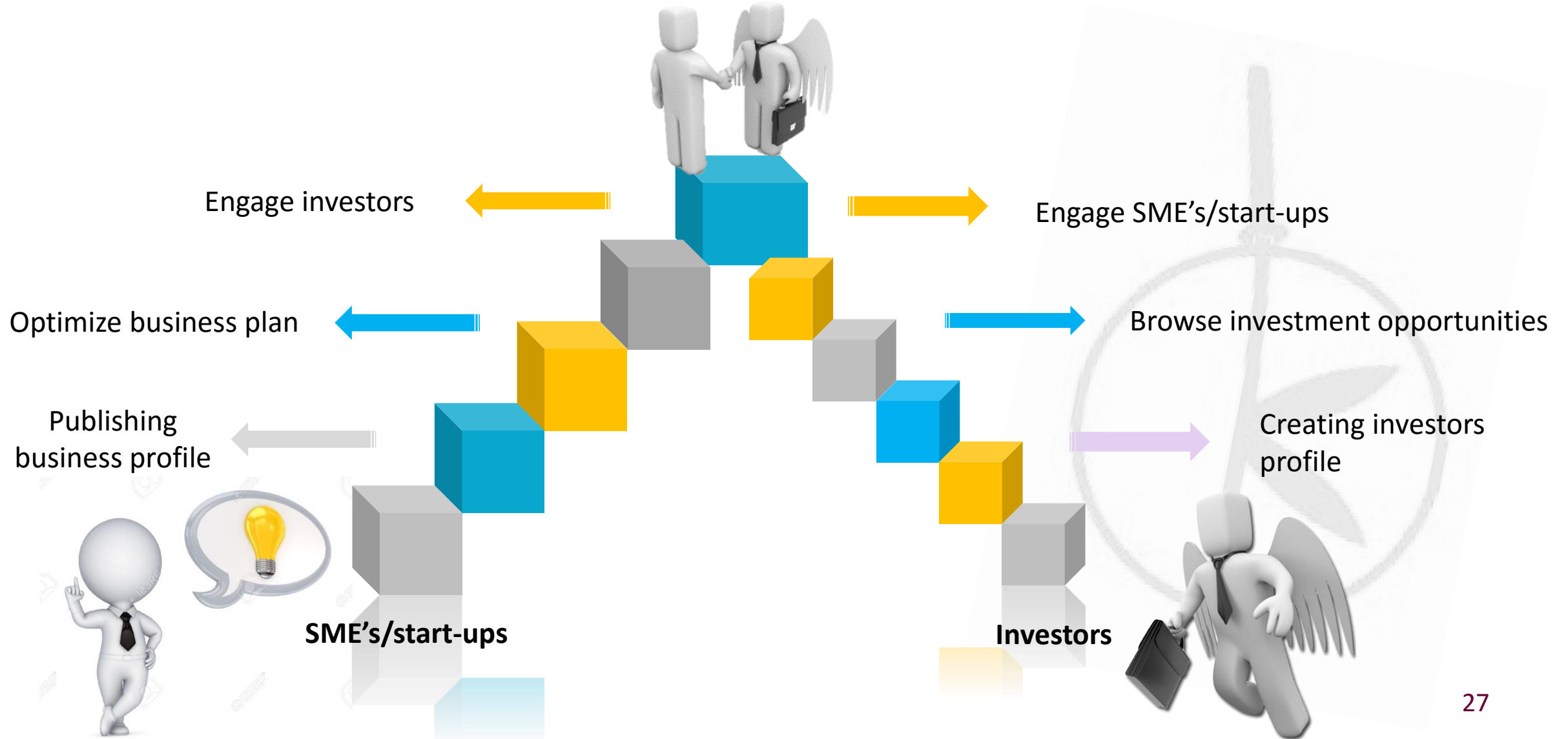
KATANA will set up the mechanism that enables broad groups of investors to fund SMEs and start-ups in return for equity.



The ultimate goal in the course of KATANA is to help KATANA 10 group to attract circa one million euros of private funds.



Equity crowdfunding platform (2)





KATANA
CUTTING EDGE TECH IN AGRIBUSINESS

Good luck!





Thank you for your attention

