



**KATANA**

**CUTTING EDGE TECH IN AGRIBUSINESS**

**Call Fiche**

## Table of Contents

|     |   |   |
|-----|---|---|
| 1.  | Basic information .....   | 3 |
| 2.  | Target topics.....  | 3 |
| 3.  | KATANA’s approach: Open Call 1 - Call for Teams and Open Call 2 – Call for Products/Services..... | 4 |
| 4.  | Open Call 1 – Call for Teams .....  | 5 |
| 4.1 | Applicants eligibility .....  | 5 |
| 4.2 | Submission and selection process.....   | 5 |
| 4.3 | Financial support and services .....  | 6 |
| 5.  | Open Call 2 – Call for Products/Services .....  | 6 |
| 5.1 | Applicants eligibility .....  | 6 |
| 5.2 | Submission and selection process.....   | 6 |
| 5.3 | Financial support and services .....  | 7 |
| 6.  | Intellectual Property Rights (IPR) .....  | 7 |
| 7.  | Checklist .....   | 8 |
| 8.  | Points of Contact .....   | 8 |
| 9.  | About KATANA .....  | 9 |

## 1. Basic information

**For whom:** SMEs and single entrepreneurs from the agrifood value chain (farmers, food producers, retailers, nutritionists etc.), ICT and internet based SMEs, SMEs active in emerging industries (e.g. eco sustainability, mobile markets, and functional foods)

**Objective:** KATANA aims to support the use of advanced technologies within the agrifood sector and to boost the development of innovative products and services in the field

**Reason:** In order to cope with a growing awareness for nutrition and health issues, an increasing demand for sustainability in supply chains and the breakthrough of ecommerce and mobile marketing in relation to agrifood products, the way of doing business in the sector is currently being transformed

**How:** KATANA addresses the traditional agrifood value chain in order to strengthen cooperation and support the smallest market players in accessing knowledge, technology, capital and markets. A customized set of financial and support services will be provided to selected participants who also get the chance to participate various matchmaking events, an investor forum as well as e-pitches in front of market players, investors and business angels.

**Areas of interest:** eco sustainability, mobile markets for agriculture, functional food, supply chains in agribusiness.

**When:** From July 2016 to December 2018.

**Funded by:** European Commission, Horizon 2020 Programme

This document supplements the basic information's of the KATANA Open Calls for Proposals and provides additional necessary information for the submission of the proposals in the framework of the KATANA project.

## 2. Target topics

KATANA project is focused on three specific topics: **Precision Agriculture for sustainable farming, Mobile Services in Accessing Agrifood Markets and Functional Foods for personalized nutrition.** These categories are the ones that every proposal should be targeting to. Every proposal should address at least one of the three topics. The specific topics are closely presented below:

### **Precision Agriculture for sustainable farming**

Proposals that target Precision Agriculture (PA) should address the need of farmers for affordable precision agriculture services. Newly developed solutions should enable farmers to exploit the high potential of PA for achieving cost reductions and increased profitability sector, allowing for a more efficient utilisation of resources, and agricultural consultants PA solution providers to provide high quality services to their customers. Typical projects under this domain could be aimed to optimize processes such as tillage, seeding, fertilization, herbicide & pesticide application, harvesting and animal husbandry. Controlled Traffic Farming (CTF) and auto-guiding systems are some of the solutions in the field of Precision Agriculture.

### **Mobile Services in Accessing AgriFood Markets**

With the rise of mobile services and the Internet of Things (IoT), the agrifood market has the potential to be disrupted with new services regarding the wholesales from producer to customer. Typical projects under this domain should build apps for mobile marketing of agrifood products, by leveraging upon the capabilities of IoT. Apps running on mobile devices or smart home kitchen appliances will be eligible as well.

## Functional Foods for personalized nutrition

Nowadays, food standards are continuously changing due to socio-cultural environment, fashion or advertising. Food companies are interested in producing new and innovative products with determined health benefits targeted to specific groups of people. A strong need has arisen for companies to have access both to nutritional aspects and to technologies of producing innovative products with beneficial properties and increased shelf-life, in order to sustain competitiveness and to ensure the company's growth. So far, few web-based tools for the design of personalized nutrition are available, containing databases of healthy and delicious recipes, tailored for a range of health conditions, depending on their nutritional and chemical content. Typical projects under this domain could be aimed to address the needs of companies for innovation, competitiveness, sustainability and flexibility to legislation changes. A Web-platform that integrates the nutritional and the technical part of producing novel products with required health characteristics and more efforts are needed in target-group oriented food. Novel technologies that are economically affordable, easy to use, sustainable and available by the participating consortium, as well as industrial and RTD experts will also be suggested.

### 3. KATANA's approach: Open Call 1 - Call for Teams and Open Call 2 – Call for Products/Services

KATANA foresees a funnel approach implemented through 2 Open Calls. The first call, the ***“Call for Teams”*** aims to identify the best teams across the value chain through an innovative peer-to-peer evaluation method. Through this process 100 beneficiaries (SMEs or individual entrepreneurs) from all over Europe will be selected. These beneficiaries will receive small direct financial support (2,000 €) aiming to cover part of their travel costs but most important, they will receive a bouquet of supporting services (Matchmaking facilities, Comprehensive on-line training program and 3-days on-site bootcamp). The purpose of these services is two-fold: (i) to bring them in contact with the other KATANA beneficiaries, namely other European players across the value chain, so as to form consortia and prepare their products/services for the second Open Call and (ii) to support SMEs and entrepreneurs in defining and fine-tuning their ideas about new products/services.

The second open ***“Call for Products/Services”*** aims to identify products and services with high market potential. Cross-border (from different eligible countries) and/or cross-sectoral (from different sectors) consortia of 2-4 members each are invited to participate in the second call, providing that at least one (or more) of the partners in each consortium was among the winners/beneficiaries of the 1<sup>st</sup> stage KATANA call and has successfully participated in the KATANA training program. Products and services have to make use of at least one of the KATANA LSDs - KATANA will provide the technological framework for three large scale demonstrators (LSDs) in selected emerging industries tangent with the challenges of the agrifood sector. For the 2<sup>nd</sup> stage, consortia apply by preparing a Reward Crowdfunding Campaign. The winners will be the 10 consortia that will raise the largest amount of funds through crowdfunding. Those winners will receive 100,000 € per consortium (20,000-50,000 € per SME/entrepreneur). On the top of that they will receive 2<sup>nd</sup> stage support services (Investment readiness program, Coaching and Export promotion services) but also an access to the KATANA Equity Crowdfunding platform in order to raise an additional 100,000 € each from private investors to support their expansion. As already mentioned in the next, KATANA will provide the access to the KATANA Equity Crowdfunding platform but additional 100,000 € will depend on the individual team's ability to attract capital. KATANA consortium reserves the right to invite to the Equity Crowdfunding platform also the non-successful beneficiaries.

## 4. Open Call 1 – Call for Teams

### 4.1 Applicants eligibility

The accepted applicants for KATANA Open Call 1 – Call for teams have to be:

- Natural persons and companies that comply with the Commission Recommendation for Small and Medium-sized Enterprises (SMEs) 2003/361/EC
- Located in Eligible countries
- From following sectors: ICT and internet based business companies, companies from the agrifood value chain or companies active in emerging industries that are in focus of the KATANA project (eco-industries, mobile markets and personalized health)

**Important notice 1:** Individual persons or representative of the companies can apply to KATANA. Natural persons are eligible only in the application phase. When entering the 1<sup>st</sup> stage of KATANA, selected Beneficiaries will have to register in order to sign the Travel Grant Agreement and perceive the 2,000 € funding. However, it is sufficient when only one representative member of a team registers.

### 4.2 Submission and selection process

KATANA Open Call 1 – Call for teams will be launched on 01 December 2016. The submission deadline time will be on 28 February 2017 at 17:00 CET (Central European Time).

Any proposal submitted after 28 February at 17:00 CET will be automatically rejected from the Call.

The submission and selection process will be:

1. **Registration of the Applicants at the KATANA.eval** - Interested applicants should register at KATANA.eval a software platform intended to enable pitches submission and evaluation performed by the applicants - will be the entry point for all proposals/pitches in the Open Call 1.
2. **Submission of the proposal before the closing deadline.** The applicants can submit only one proposal. All applicants should prepare a short pitch video with duration of max 2 minutes. For Open Call 1 it is not requested to apply with concrete idea fitting to one of the three main topics, the applicants rather have to present their skills, competences, understanding of the dynamics across the agrifood value chain and their vision of the sector. The more concrete these pitches become, the easier will it be for the fellow applicants to evaluate the entity. The pitch video must be submitted electronically in a format of a valid YouTube link for video without restrictions for reviewing. The pitch should be a presentation of the applicants' competencies, their understanding of the dynamics across the value chain and their vision of the sector. Take note that is in the applicants' interest that the videos are of high quality, minimum required resolution is VGA video quality (640x480).
3. **Evaluation of the proposals by Peer-to-Peer (p2p) evaluation**, where applicants evaluate other teams and their pitches. Namely, the Applicants are at the same time Evaluators for other applications at the same call. The ranking algorithm takes into account not only the evaluations received by the others, but the competence in evaluating other applicants as well, because it is not only the application, but much more the competencies of the applicants that guarantee future success on the market. In the case of KATANA, the evaluation of pitches will be based upon three concrete criteria. All of them will be weighted as follows:

| Nr. | Criterion  | Weight |
|-----|--|--------|
| 1   | Previous experience and current activities           | 30%    |
| 2   | Understanding of the dynamics across the value chain | 32.5%  |
| 3   | Vision for new products/ services                    | 37.5%  |

Award criteria will be based on the ranking list as result of the p2p community evaluation.

4. **Notification to the successful applicants**, financial and legal validation of the proposers and signature of a binding agreement.

### 4.3 Financial support and services

Supported by the European Union, KATANA will give to SMEs, Start-ups and natural person's access to a **total grant of 200,000 €**. 100 selected KATANA beneficiaries will receive travel vouchers aiming to cover part of their travel costs allowing them to attend regional matchmaking workshops. The value of each voucher will be 2,000 €.

KATANA consortium will provide the following services: (i) **Matchmaking facility** where the 1<sup>st</sup> stage beneficiaries can team into either cross-border or cross-sectorial consortia. (ii) **Training programme** will be provided in the form of interactive workshops, online courses, ensuring re-usability of the training material. (iii) **3 days onsite bootcamp** for all 1<sup>st</sup> stage beneficiaries dedicated to cross border/cross sector team complementation, business model training and preparation for 2<sup>nd</sup> stage applications.

## 5. Open Call 2 – Call for Products/Services

### 5.1 Applicants eligibility

The accepted applicants for KATANA Open Call 2 have to be:

- Natural persons and companies that comply with the Commission Recommendation for Small or Medium-sized Enterprises (SMEs) 2003/361/EC1
- Applicants based in Member States or H2020 associated countries, of August 17th 2015

Additional eligibility criteria:

- Consortia of 2-4 partners, where at least one of the partners is a successful beneficiary from the previous phase (Open Call 1),
- Each consortium must propose a product/service using at least one of the three LSD platforms.
- Consortia have to fulfil at least one of the following criteria:
  - ✓ From the same sector, but different countries (Cross-border),
  - ✓ From different sectors but the same country (cross-sectoral), or
  - ✓ Both from different sectors and different countries.

**Important notice 2:** Natural persons are eligible only in the application phase. When entering the 2nd stage of KATANA, selected Beneficiaries will have to register in order to sign the Sub Grant Agreement and perceive the 100,000 € funding. However, it is sufficient when only one representative member of a consortia registers.

### 5.2 Submission and selection process

KATANA Open Call 2 – Call for products/services will be launched on 01 April 2017. The submission deadline time will be on 31 August 2017 at 17:00 CET (Central European Time).

Any proposal submitted after 31 August at 17:00 CET will automatically be rejected from the Call.

The submission and selection process will be:

1. **Registration of the Applicants at the KATANA Reward Crowdfunding platform** - The platform will enable (i) the receipt and collection of the project proposals and investments; (ii) payment mechanism and documentation delivery mechanism; (iii) promotion of the platform among the investors and interested stake-holders and (iv) launch of social media mechanisms. The application is uploaded in 2 steps:  
*STEP 1:* Initial information on the company – coordinator or even the idea.  
*STEP 2:* Pitch information.
2. **Submission of the proposal before the closing deadline.** The applicants can submit only one proposal. The applicants will have to prepare the presentation of their idea/prototype for a common product/service based on at least one of three large scale demonstrators (precision agriculture, mobile applications and functional foods) using the KATANA Crowdfunding campaign template. The

applicants will be provided with KATANA template for crowdfunding campaign which is structured in 7 slides and will be uploaded as a PowerPoint.

3. **Evaluation of the proposal** through crowdfunding campaigns by sharing their product or service through direct marketing campaigns (email), social media campaigns and any other relevant activity, asking for financial support, anticipating specific questions from potential supporters and making compelling asks. The KATANA reward crowdfunding platform will provide a formalized channel through which consortia will be able to answer the questions of potential customers/early adopters, build their confidence and persuade them to support and share their crowdfunding campaigns.
4. **Notification to the successful applicants**, financial and legal validation of the proposers and signature of a binding agreement for the realization of the application.

### 5.3 Financial support and services

Supported by the European Union (EU), KATANA will give to Consortia access to a total grant of 1,000,000 €. In addition to the money the collected in campaign KATANA will provide the 10 best projects with 100,000 €. The value of each prize cannot exceed 100,000 € per consortia (Consortia of 2-4 partners, where the prize can be max. 50,000 € per applicant, min. 20,000 € per applicant). The top 10 consortia in terms of amount raised will receive an additional 100,000 € financial support from KATANA by signing sub-grant agreements with the KATANA consortium. Prior to the sub-grant agreement signature the successful consortia will be required to provide a detailed table with the allocation of resources, timetable, milestones and deliverables based upon a pre-defined template that will be an Annex to the sub-grant agreement. The KATANA consortium will closely monitor this allocation of resources and the financial support to consortia will be based upon the review of deliverables. The sub-grants are considered as a global amount deemed to cover all costs of the action or a specific category of costs i.e. lump-sum costs as defined in Article 5 of H2020 AGA — Annotated Model Grant Agreement. The reimbursement will be provided in three stages during the course of one 1 year as follows:

| Reviews                | Date | Payment    |
|------------------------|------|------------|
| Advance payment        | M01  | Up to 10%  |
| 1 <sup>st</sup> Review | M06  | Up to 50%  |
| 2 <sup>nd</sup> Review | M12  | Up to 100% |

The KATANA consortium will offer the following services: (i) **Investment readiness programme** - will be adopted for consortia that have been chosen to proceed to the equity crowdfunding stage. In order to get through that, the consortia will need to match a 40 criteria benchmark that is used to evaluate their potential and their position in the market (ii) **Coaching service** - support beneficiaries in getting access to business angels and VCs and will prepare them thoroughly for financial and legal issues related to negotiations with private investors, (iii) **export promotion training** - will provide training courses to the beneficiaries that will enrich their key skills to design a successful plan in export promotion. The beneficiaries will get skills on how to get market information, which are the European/rest of the world buying strategies, which are the main export networks and other opportunities

## 6. Intellectual Property Rights (IPR)

Given the nature of the project and the ultimate goal of KATANA, which is to support European SMEs to develop innovative applications and rapidly bring them on the market, special emphasis will be given to the protection of Intellectual Property Rights, derived from the research and development work of SMEs, ensuring that **any IPR generated by the SMEs shall rest with them.**

## 7. Checklist

- **Does your planned work fit with the call for proposals?** Check that your proposed work does indeed address one of the topics open in this call.
- **Does your proposal address requested topics - Precision Agriculture for sustainable farming, Mobile Services in Accessing AgriFood Markets and Functional Foods for personalized nutrition?** Check that your proposed work does indeed address requested topics.
- **Is your proposal eligible?** The eligibility criteria are given in chapters 3.1 and 4.1. In particular, make sure that you satisfy the minimum participation requirements.
- **Have you submitted your pitch/proposal/campaign before the deadline?** It is strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the message as recorded by the submission system will be definitive.
- **Open Call 1 - Have you checked that link for your pitch is valid?** The pitch must be submitted electronically in a format of a valid YouTube link for video without restrictions for reviewing and with minimum required resolution of VGA video quality (640x480).
- **Open Call 2 - Budgetary limits.** Check that you comply with any budgetary limits - for the Open Call 2 – max 100,000 € per consortium (Consortia of 2-4 partners, where the prize can be max. 50,000 € per applicant, min. 20,000 € per applicant). Any proposal not meeting the eligibility requirements will be considered ineligible and will not be evaluated.
- **Open Call 2 - Is your proposal/campaign complete?** Have you completed the entire Campaign template for Reward crowdfunding?
- **Open Call 2 - Does your proposal/campaign follow the required structure?** Proposals should be precise and concise, and must follow exactly the proposal/campaign structure described in the proposals/campaign template document. Omitting requested information will almost certainly lead to lower scores and possible rejection.
- **Open Call 2 - Have you maximized your chances?** There will be strong competition. Therefore, edit your proposal/campaign tightly, strengthen or eliminate weak points.
- **Has the legal representative signed the Declaration of honour** on exclusion criteria and absence of conflict of interest?
- Have you **virus-checked your computer?** Any file containing a virus will be automatically blocked.

## 8. Points of Contact

| Region                           | Name  | Contact  |
|----------------------------------|---|--|
| Denmark                          | Anne-Luise Skov Jensen,<br>Agro Business Park | <a href="mailto:alsj@agropark.dk">alsj@agropark.dk</a>   |
| Germany                          | Daniela Zimmermann                            | <a href="mailto:zimmermann@bwcon.de">zimmermann@bwcon.de</a>                                       |
| Greece                           | Christos Papalexiou                           | <a href="mailto:info@biocluster.gr">info@biocluster.gr</a>   |
| The Netherlands                  | Mariëlle Ramaekers                            | <a href="mailto:m.ramaekers@effost.org">m.ramaekers@effost.org</a>                                 |
| Italy                            | Marco Olivotto                                | <a href="mailto:marco.olivotto@polo.pn.it">marco.olivotto@polo.pn.it</a>                           |
| Serbia and Western Balkans       | Mladen Radisic                                | <a href="mailto:mladen.radisic@vojvodinaictcluster.org">mladen.radisic@vojvodinaictcluster.org</a> |
| Spain                            | Macarena Baylos                               | <a href="mailto:mbaylos@clusterfoodmasi.es">mbaylos@clusterfoodmasi.es</a>                         |
| Rest of H2020 eligible countries | Mladen Radisic                                | <a href="mailto:mladen.radisic@vojvodinaictcluster.org">mladen.radisic@vojvodinaictcluster.org</a> |



## 9. About KATANA

KATANA project started on July 2016 and will distribute in total **1.2m € to pan-European start-ups and SMEs** and empower new cutting edge tech in agribusiness acceleration. EC-funded KATANA accelerator aims to support all European start-ups and SMEs in the agrifood value chain, ICT sector or raising emerging technologies to simultaneously access knowledge, technology, capital and markets in order to respond to the global competitive environment. KATANA aims to provide this access to start-ups and SMEs by leveraging upon the multiplier potential of cross-border/cross-sectoral collaboration and the systemic approach which homogenizes services towards the overall aim to place new products/services in the market.

In order to identify the best SMEs and start-ups in Europe, KATANA will follow steps that ensure a sustainable roadmap for the establishment of cross-sectoral and cross-border consortia-based start-ups/SMEs collaboration since the evaluation and selection process directly involves stakeholders, namely start-ups/SMEs themselves, potential customers/early adopters (reward crowdfunding) and investors (equity crowdfunding). This is a key innovative aspect of KATANA, since it goes into a staged and agile model that enables the community to choose its most promising members, supports these members in co-creation by establishing either cross-border or cross-sectoral collaborations and motivates consortia to rapidly launch minimum viable products (MVPs) in the market and attract funding from early adopters among potential customers, through reward crowdfunding. KATANA will support the most successful **10 European start-ups/SME consortia** by providing them additional funds - **up to 50,000 € per start-up/SME** - and provide them with the opportunity to attract equity funding on the top of that, by delivering tailor made investment readiness training and providing access to the community of professional investors through an equity crowdfunding platform.