



Seedbed Incubator

COMMUNICATIONS TOOLKIT



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This digital toolkit has been created for partners and stakeholders to easily access information and assets. It can be used to help raise awareness of EIT Food and Seedbed Incubator programme on digital and social media channels.

You will find useful information on messaging and ready-to-use social media assets, including; animations and videos, pre drafted posts, and brand guidelines and materials.



Twitter [@EITFood](https://twitter.com/EITFood)



Facebook: facebook.com/EITFood.eu



LinkedIn linkedin.com/company/eit-food/



URL: businesscreation.eitfood.eu

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As Europe's leading food innovation initiative, we are working to make the food system more sustainable, healthy and trusted.

OUR MISSION

Our mission is to create a world where everybody can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork.

OUR ROLE

Our role is to bring all players together and guide and accelerate the innovation process that will transform the food system.

OUR STRENGTH

Our strength comes from partners, which represent over 85 of Europe's leading agrifood companies, research institutes and universities.

WHY DO WE MATTER?

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THE BIG FOOD CHALLENGE

Food innovation is critical to the future of healthy people and planet. To feed 10 billion people by 2050, we need to radically transform our entire food system.



POLICY FRAMEWORK

The European Green Deal and Farm to Fork strategy ambition is to transform the agrifood sector and arrive at a carbon-neutral, circular, resilient, and resource-efficient food system, restoring biodiversity and promoting sustainable and healthy diets to citizens.



MARKET OPPORTUNITY

Innovation in the agrifood sector is worth more than €200bn across Europe if we are to meet UNSDGs, and the agrifood industry has the highest number of jobs of any sector.



INNOVATION

Less than 4% of all EU startups are in agrifood. We need thriving entrepreneurship and innovation across the entire food system to scale solutions for radical change.

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We exist to drive innovation and transformation at scale.

ROLE FOR EIT FOOD



As the leading agrifood innovation initiative, working with partners across the entire food system – from corporates, to startups, scaleups, and universities – we are in a unique position to drive change.

POWER OF EIT FOOD ENTREPRENEURS



Our Business Creation mission at EIT Food, to build an inspiring and inclusive community of entrepreneurs, is crucial to creating a sustainable, healthy and trusted food system that works for people and the planet.

NEED FOR COLLABORATION



In the face of enormous economic and business challenge, the key is collaboration. Startups need funding and scale, corporates need agility and innovation, investors need fast businesses to invest in, and EIT Food brings benefits to all these audiences.

POWER OF COMMUNITY



We need an industry-wide approach to achieve radical change. The power of our community, and the expertise it harnesses, has the potential to drive transformation and scale.

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We bring together key players from across the food value chain, including industry partners, startups, research centres and universities.

Our entrepreneurs benefit from funding, mentoring, experts, and access to a thriving European network of innovators.

INDUSTRY PARTNERS



RESEARCH CENTRES AND UNIVERSITIES



STARTUPS



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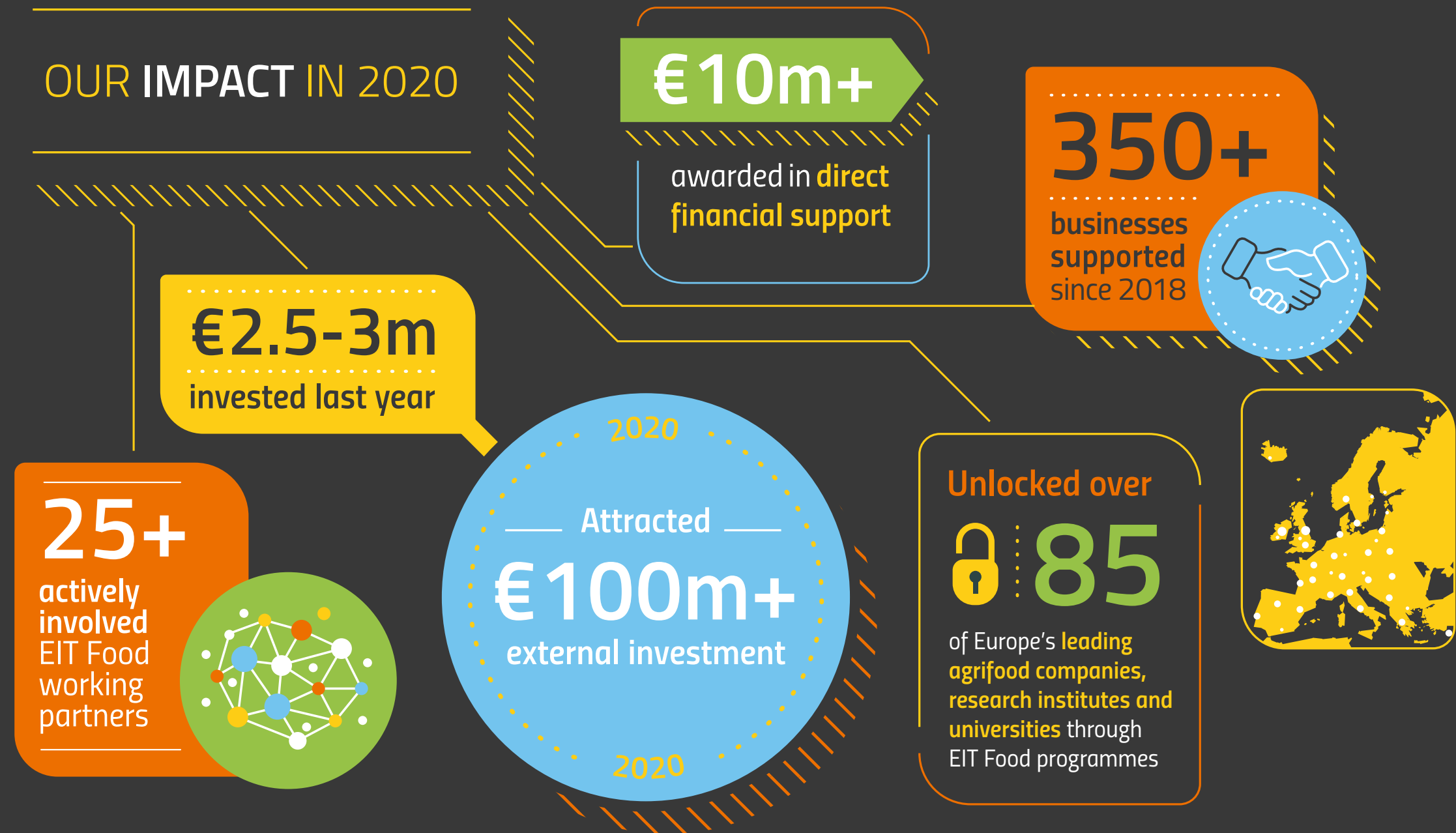
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OUR IMPACT IN 2020



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EIT Food works with entrepreneurs at all stages of their journey, from validating their market to scaling up their business to achieve impact.

LAUNCH

Aspiring entrepreneurs, entrepreneurial academics and newly formed startups



ACCELERATE

For registered startups pre-seed funding with traction indicators



SCALE

For early ambitious scaleups, with paying customers, ready for significant growth and global scale





Seedbed
Incubator

SEEDBED INCUBATOR OVERVIEW

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Seedbed Incubator is a six-month pre-accelerator programme, delivered across five EU hubs, that aims to transform innovative ideas into market-validated business propositions.

The programme is focused on three participant groups: entrepreneurial academics, aspiring entrepreneurs and newly formed startups (younger than 12 months) with business propositions underpinned by science and technology.



Access to **expert training** and mentoring to identify their core business assumptions and develop a roadmap to validate this with stakeholders.



Financial support to get out of the lab and other incubation spaces to speak to at least 100 stakeholders, customers and users to test the market need and refine product ideas.



Follow-on support to spin-out or start-up a new company, or fund pilot feasibility tests with identified partners via EIT Food's Business Services and Financial Services Scheme.

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www.fejuice.eu | [@FeJuice](https://twitter.com/FeJuice)

FeJuice is a 'functional food' startup creating juices, smoothies and ice creams that are formulated based on a unique algorithm supported by scientific research.

The product are designed to increase iron levels in the blood, helping those with anaemia - including women at reproductive age, pregnant women and vegans.

[Watch video](#)



www.crover.tech | [@Crover_Tech](https://twitter.com/Crover_Tech)

Having created the first grain monitoring robotic solution that can 'swim' through bulk solids, Crover aims to give grain operators the means to verify the condition of their grains while still in storage.

Crover's goal is to empower farmers to maintain the quality of their stock during storage, allowing the agricultural industry to reduce post-harvest losses of cereal grains.

[Watch video](#)



www.vegshelf.com | [@vegshelf](https://twitter.com/vegshelf)

Based in Düsseldorf, Germany, Vegshelf is a digital B2B platform streamlining the discovery, sampling and sourcing processes of European plant-based food and beverage brands.

The platform is designed for supermarkets, restaurants, and food service outlets, giving exposure to emerging plant-based product suppliers as they grow their brands and businesses.

[Watch video](#)

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Below you can download pre-drafted social posts to get you started. Use these templates as they are, or reword to make them your own.

You'll find imagery and video assets on the next page to bring them to life.

SOCIAL MEDIA POST TEMPLATES
DOWNLOAD



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In this section you'll find a range of ready-to-use visual assets for social media to help you to spread the word about EIT Food Seedbed Incubator. These include promotional images, quote graphics, animations and videos. You will see an example of each category to the right, with many more variations included via each download link.

PROMOTIONAL VISUALS

DOWNLOAD

QUOTES AND TESTIMONIALS

DOWNLOAD

IMPACT STATS

DOWNLOAD

VIDEOS

DOWNLOAD



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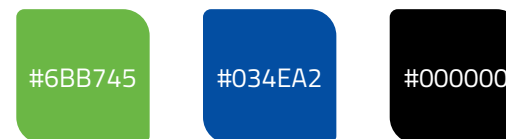
For those wishing to create assets from scratch, perhaps to raise awareness of a partnership or startups talking about their relationship with EIT Food, this section gives you access to brand assets, including high-resolution logo files, to use within your designs. Please refer to the EIT Food brand guidelines [here](#).

TYPOGRAPHY

Titillium Light Upright
Titillium Regular Upright
Titillium Bold Upright

COLOURS

EIT Food core brand colours



LOGOS



Seedbed Incubator accent and supporting colours



EIT FOOD BRAND PACK
DOWNLOAD



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If you need any support with using this toolkit, accessing files or have queries, please get in touch.

 Contact: lukxmi.balathanan@eitfood.eu



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