



AgriEntrepreneurship

AgriEnt Accelerator

www.agrient.org

How it all started!



- Startup community – Meetups
 - SKG Startupers
 - AgriEntrepreneurship network/meetup

<https://www.facebook.com/groups/AgriEntrepreneurship/>

- Activities of AgriEntrepreneurship network
 - 23 meetups/workshops/day events
 - Over 1000 members
- users' needs (also from personal experience)

AgriEntrepreneurship

“AgriEnt” civil non-profit partnership



Vision

Support and/or create active and sustainable enterprises that:

- support economies and communities in suburban and rural areas
- have an environment-friendly mentality and improve life standards in rural areas

AgriEnt Accelerator



- The only accelerator in Greece in the agri-business sector
- Transfer successful practices of tech startups in the agricultural sector
- 3 months intensive programme & follow-up teams as long as is necessary
- Support by the Metropolitan Agency of Thessaloniki for the 1st cycle of acceleration during 2016
- Fields:
 - ❖ Food tech
 - ❖ Agro/bio-technology
 - ❖ Agri-tourism
 - ❖ Products/services to improve rural life

1st cycle of AgriEnt Accelerator



Voluntary work by everyone – No funding

- Phase 1: 13 teams from all over Greece
- Phase 2: 5 teams
- Phase 3: follow-up 5 teams and support to phase 1 teams

2nd cycle – 2017

- New call is getting prepared

Milestones of acceleration process

3 phases

Call/pre-selection

Coaching & networking

Mentoring & networking

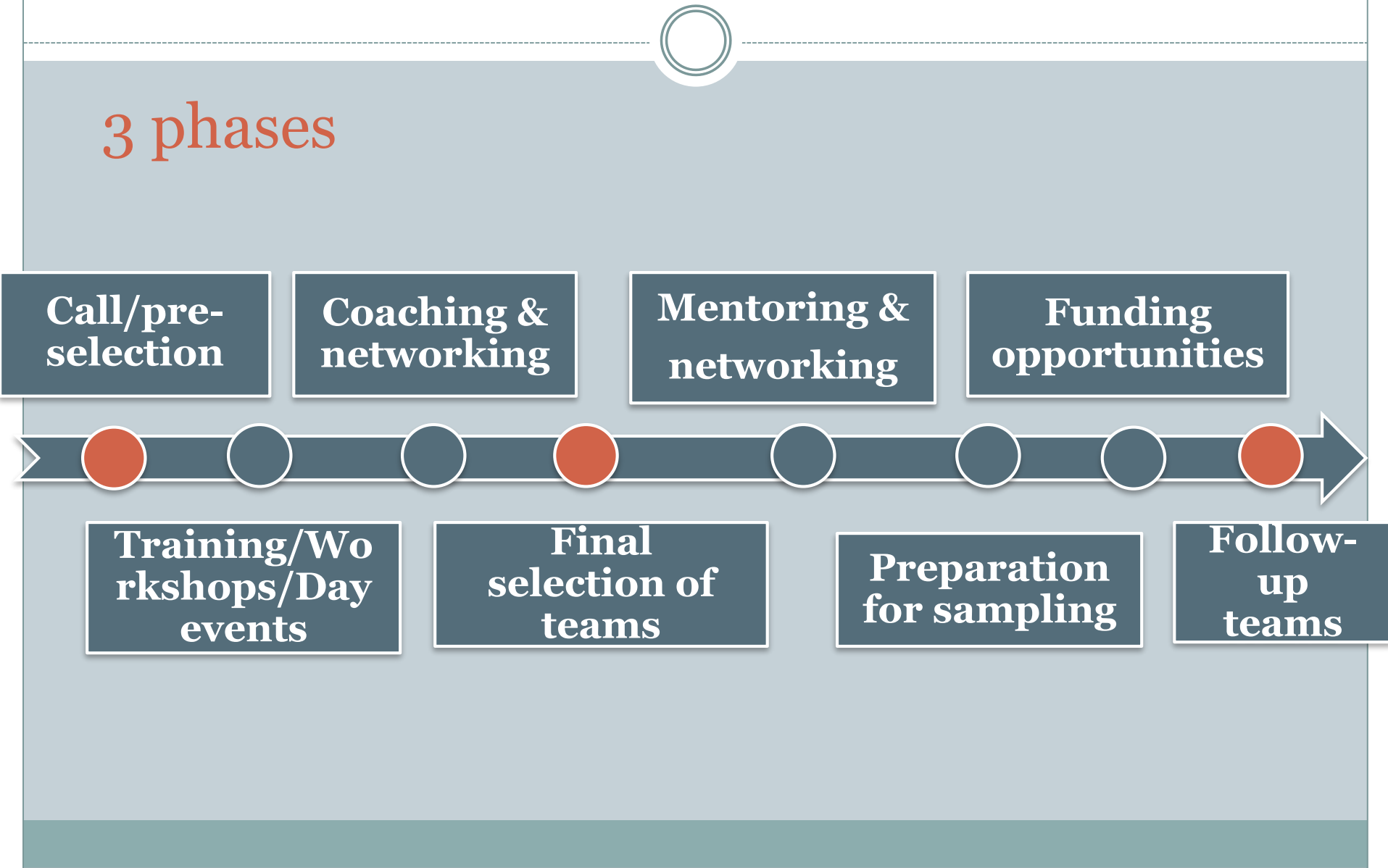
Funding opportunities

Training/Workshops/Day events

Final selection of teams

Preparation for sampling

Follow-up teams



AgriEnt Accelerator: What makes us different



Experience, Science, Support by experts in the market, Raise awareness in investing in agri-startups

- Farming/Food ideas equally important as tech ideas
- Farming: Dr. Mara Tsoumari
- Tech startups: Mr. Nikos Tsoniotis, Dr. Mara Tsoumari
- Science: Dr. Panagiotis Madesis
- Experts in the market: Network of experts in relevant fields and experts
- Network with international incubators & accelerators

AgriEnt Accelerator: Main Challenges



- Change the way of starting and growing a business in the agricultural sector
- Help farmers build self-confidence & business mentality. Farming: extremely vulnerable, high risk job.
- Help tech startups to build products and services that help farmers to build businesses



Thank you!



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Phase 1



- ❖ Workshops with experts in agri-business
- ❖ Preparation of business model canvas & business plans
- ❖ Lean startup methodology
- ❖ Target Market – Customer persona
- ❖ Go to market strategy
- ❖ Preparation for sampling
- ❖ Coaching
- ❖ Networking
- ❖ Final selection of teams

Phase 2



- Mentoring
- Market access
- Develop in the international market
- National/International Networking
- Funding opportunities

Phase 3



- Follow up the teams
 - Mentoring
 - Coaching
 - Networking with investors - experts

Agri-food Masterclass Boot camp



- 2 day-boot camp in collaboration with the Dutch embassy, Orange Groove and Start life
- 10 teams
- Intensive training, coaching
- Networking with investors
- Prize: 1 team for 1 month training and networking in Wageningen University, the Netherlands
 - Olives with a traditional recipe