



A Guide to Startup Resources for Agriculture and Food Technology Innovation

Bridging the gaps
between innovation,
investment, and business

Written by AgThentic in collaboration with



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Why Does the Food and Agriculture Technology/Innovation Landscape Need Support?

The food and agriculture industry is undergoing unprecedented changes. As the least digitized industry in the world, according to McKinsey, the industry is long due another revolution, and there is a pressing need to evolve the food system so it can support future generations. We are now on the cusp of that revolution.

Entrepreneurs, investors, policy-makers, and corporations from all corners of the globe are getting involved, culminating in \$4.6 billion of venture investment into the sector in 2015.

While the funding options for startups are skyrocketing, there are still challenges. In particular, startups must overcome two key challenges, or support gaps, on the path from foundational research to industry-wide diffusion.



The first gap exists between the science and basic research that occurs within university labs and commercial, sellable products and services that farmers can utilize. Billions of research dollars are spent each year to develop transformative technologies and scientific breakthroughs; yet support, including but definitely not limited to capital, is necessary to translate this research into viable startup businesses.

The second gap exists between agriculture startups and established, sustainable businesses. Since 2013, \$9.65 billion has been invested in agtech startups, with funding levels growing exponentially each year. While it's still early days for agtech investments, there have been a few successful venture exits in the sector. The Climate Corporation, a digital agriculture company, and Becker Underwood, a seed technology company, were the sector's first unicorns after they were acquired by Monsanto and BASF in 2013 and 2012 respectively. It's uncertain what role the public markets will play, but most venture capital firms are betting that strategic acquisitions will be their main exit route, while some agtech companies plan to become standalone businesses. Either way, the industry needs to see more exits to ensure agtech startups remain a sustainable investment destination for venture capital firms.

The challenge of bridging these gaps is complex and will require more than funding and technical expertise. Trust and credibility remain barriers. Participants in all roles, from researchers and universities, to corporations looking for the next disruptive innovation, to governments trying to secure the future, to farmers and industry groups, need clarity on how to best get involved and effectively collaborate.

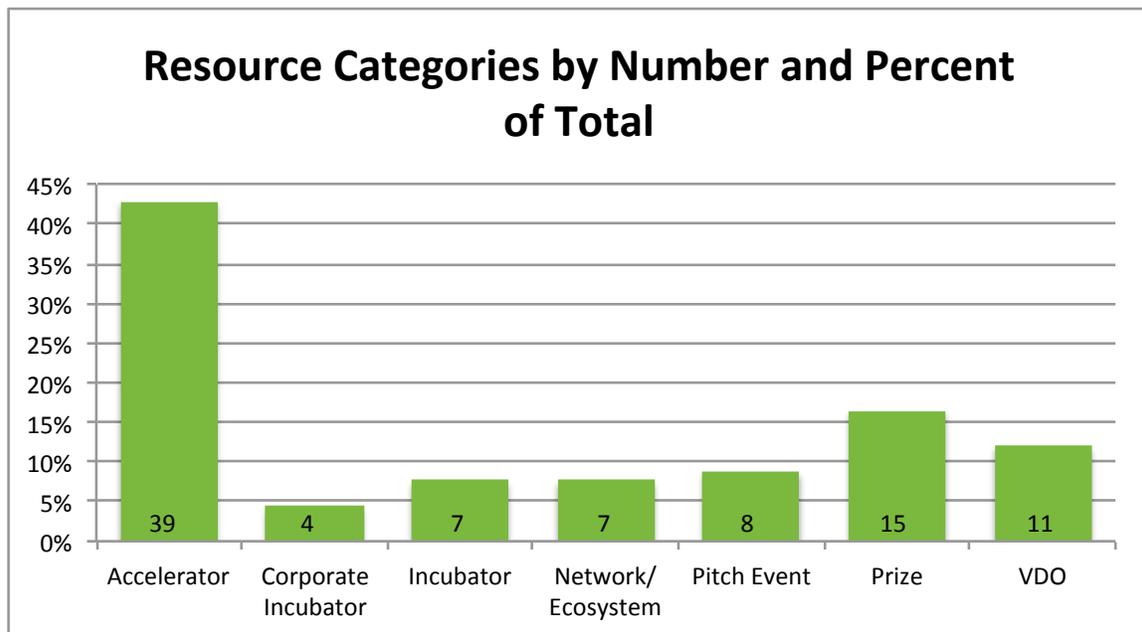
Agricultural research investment has always been a cornerstone of government investment and yet has been an under explored area for deal flow. This lack of investment depth is driven partially by the fact that research in agriculture is often disconnected and without the visibility of complementary technology suites and expertise, development is often undertaken in a vacuum with only one piece of the puzzle. It has also been limited by the fact that the talent pool of ag-entrepreneurs and sophisticated investors with domain expertise has been limited.

-Kapyon (VDO)

In other industries, like software and even hardware, ecosystems like Silicon Valley have enabled researchers to connect with, or even become, the entrepreneurs and investors that can then

turn basic scientific insights into transformative businesses. In contrast, research and industry expertise in food and agriculture has remained inside of university and corporate labs. The industry is struggling to bring a greater number of these innovations to market and to scale.

Resources to support food and agriculture ventures in bridging these gaps are emerging. At the time of this report, we have identified 91 resources dedicated specifically to food and agriculture. These resources range from accelerators to incubators to venture development organizations (VDOs).



Through different approaches, these resource focus on creating and supporting successful food and agriculture technology companies. Some focus on providing funding, whereas others focus on fostering collaboration between scientists, engineers, famers, entrepreneurs, and investors.

While resources will undoubtedly help to fill critical gaps in the continuum from idea to impact, there is still significant confusion around what exactly they all offer

and the terminology used to describe them. The industry lacks a common language to describe and differentiate these resources.

This report lays out a proposal for how to define the different types of resources as they emerge in the sector. We describe the current landscape as it is, including working definitions for categories of resources, and a comprehensive list of resources within each category.

Our aim is to start to resolve some of the confusion and to start the discussion on this growing ecosystem. We invite comments, suggestions, etc. as we hope this work can lead to more clarity, efficiency, collaboration, and impactful innovation across the food and agriculture landscape.

Terminology Used

- **Resource:** program, organization, or event intended to support early-stage ventures (e.g., Food-X, Food System 6, AgTech Accelerator)
- **Category:** generic classification for a resource (e.g., Accelerator, Incubator)
- **Subsector:** specific area of focus within the food and agriculture system (e.g., FoodTech, CPG, row crop production agriculture, etc.).
- **Food and Agriculture System:** broadly defined value chain, from inputs and production to processing, manufacturing, and distribution.

Proposed Categories and Definitions

We have identified seven categories of resources that currently exist within the food and agriculture landscape, and propose the following definitions. In the appendix of this report we have included a table that provides an in-depth comparison of the characteristics of each category.

Accelerator

Definition: *Set duration program where a cohort of selected early-stage companies get access to a business development curriculum and mentor and/or investor network*

Resources:

33 Entrepreneurs	Food Hatch	SKU
Accelerating Appalachia	Food System 6	Skywalker Accelerator
AccelFoods	Food-X	Sprout Agritech
AgLaunch	Good Food Business Accel.	Sprout-X
Agri NEST	H-FARM Food Accelerator	Square Roots
AgroInnovation Lab	Indie Bio	Startup Bootcamp- FoodTech
Amius Startup Prgrm.	Iowa Ag Startup Engine	Startup Next by Land O'Lakes
Bits x Bites	Just Eat Accelerator	TechStars Connection (ABInBev)
Canopy San Diego	NXTP Labs AgroTech Program	Terra
CIIE	Pearse Lyons Accelerator	The Yield Lab
Climate Ventures 2.0	Prometheus	Thrive Accelerator
Dig Eat All	RevTech	Village Capital
Food Future	Simplot Ignite	Vitagora's Accelerise

Accelerators are by far the most common resource in the landscape, comprising over 40% of the total resources. Accelerators provide entrepreneurs with access to a large pool of resources including, but not limited to investors, marketing/PR, a network of mentors and business advisors, and a structured curriculum with goals/metrics. The accelerators in the food and agriculture landscape have largely adapted the model used in other tech industries such as IT. Accelerators tend to offer a set curriculum, lasting around 4 months on average, for a selected cohort of startups (8-9 on average). Accelerators, on average, take 4-9% equity in exchange for \$50k, in addition to the in-kind value of the services given to the startup. Some accelerators, like The Yield Lab, offer more capital (\$100k). These terms are similar to the tech industry, but not all agtech accelerators launch with set terms for funding. Others, like Vitagora's Accelerise, charge startups a small fee to participate but do not take equity.

There are some subtle differences between accelerators in food and agriculture and those in tech. Some food and agriculture accelerators are looking for commercially ready ventures like in the tech industry; however, the majority of accelerators focus on supporting early-stage ventures (idea, seed, or "early-stage" without specifications). Further, many accelerators in the food system offer remote

curriculums and some have a rolling acceptance period, rather than a fixed start date.

Food and Agriculture accelerators are dispersed internationally, with 56% located in the United States. 36% of accelerators explicitly support a broad range of startups (e.g., both FoodTech and AgTech), or do not specify a particular subsector of interest. Similarly, 36% of accelerators explicitly support AgTech ventures.

Corporate Incubator

Definition: *Access to capital and resources of a corporation, usually, but not always, with intention of being acquired*

Resources:

Chobani Food Incubator	Marriott CANVAS
Coca-Cola VEB	The Kitchen

Corporate incubators are innovation programs that bring startups into a particular company with the explicit purpose of addressing a need of the company or its customers. Essentially, corporate incubators help companies outsource their R&D in hopes of making the innovation process cheaper and faster. The established company can scout potentially disruptive technologies, and then bring these startups in, thereby gaining control and ensuring the established company will benefit directly. Startups benefit too: the corporation provides resources such as physical space (e.g., lab), mentorship, access to their industry expertise and networks, and possibly capital (in exchange for equity). Corporate incubators provide significantly more funding than accelerators, often closer to \$500k. But startups entering a corporate incubator may risk appealing to only one company and limiting their exit potential or customer base. Corporate incubators in the food and agriculture landscape are spread internationally, and most have a CPG focus.

We have identified four corporate incubator programs explicitly dedicated to supporting ventures within the food and agriculture system. Two are in the U.S. one in Israel, and one with multiple international locations. All four corporate incubators are food (rather than agriculture) focused. Corporate incubators, like the Unilever Foundry, that may support ventures in this space but are not entirely focused on this industry, were not included.

Incubator

Definition: *Physical workspace or lab that provides support such as technological expertise and mentorship; no fixed duration; rolling acceptance*

Resources:

Ag-celerator Program	RoCRE
Agricenter International	UC Davis-HM.CLAUSE Life Science Innovation Center
Farm 491	Western Growers Innovation Center
Kendall College Incubator	

We have identified seven incubator programs. Five are in the U.S. and two are in the UK. All seven of the incubators are focused on the AgTech subsector, according to our classifications, though only two of the five explicitly mention technology as a key component (i.e., others mention only “agriculture”), and one (Kendall College Incubator) is open to other subsectors as well. Incubators often have explicit connections to growers or grower organizations, therefore offering services such as pilots or field trials. Many of the incubators also have connections to universities and seek to provide a pathway to commercialization for emerging research. Incubators support early stage ventures, potentially even working at the idea or bench stage of the development process.

Network/Ecosystem

Definition: Platform, often virtual, that provides access to resources such as mentors and investors

Resources:

AgFunder	Coca-Cola Founders
Agri-Tech East	Farm 2050
AgTechXChange	RoyseLaw AgTech Innovation Network
Branchfood	

Virtual networks that serve to connect entrepreneurs to each other and to resources such as mentors and investors are emerging as a low-commitment support resource for food and agriculture ventures. Some of these networks are global and entirely virtual, while others focus on creating an innovation hub in a particular region. The seven that we have identified support early-stage FoodTech and AgTech startups. In terms of support, these resources offer events, hackathons, or workshops in addition to virtual services (e.g., newsletter, network of mentors). Other than AgFunder, which is a crowdfunding platform, these network/ecosystems do not provide funding.

Pitch Competition

Definition: One-time event, usually focused on connecting startups to investors

Resources:

Ag Innovation Showcase by Larta	GAI AgTech Week
FoodBytes by Rabobank	Invest Midwest Venture Capital Forum
FoodFunded	Mixing Bowl Golden Blender Award
Future Agro Challenge	World Agri-Tech Investment Summit

We have identified eight pitch events, six of which happen in the U.S. and two that occur in various locations internationally. The pitch events are broad in terms of the subsectors they support.

Pitch competitions give startups an opportunity to present their vision and business plan to an audience, usually filled with investors and other entrepreneurs. Pitch competitions typically do not offer monetary prizes; the benefit for the entrepreneur is recognition and the chance to validate their idea with the judges



and audience. Pitch competitions are one-time events, often, but not always, occurring as part of a conference. Sometimes, finalists must pass through multiple selection rounds before being accepted to the final pitch event. Startups are generally judged on some combination of technological viability, market opportunity, originality of the idea, team, and quality of the presentation. Frequently investors are the judges.

Prize

Definition: *Competition, usually culminating in a pitch event, with monetary reward*

Resources:

Accenture Fair Food Innovation Award	MIT Food and Agribusiness Innovation Prize
AgBiotech Showcase	Net Impact Food Forward
AgriVest’s Best Israeli Agtech Company Competition	Securing Water for Food
Australian AgriFood and Wine eChallenge	Syngenta Crop Challenge
Fish 2.0	Thought for Food (TFF)
Food Ecosystem accelerator	Vertical Farming Innovation Award
Food+City Challenge Prize	Western Growers AgTech Innovation Competition
GROW Business Plan Competition by Agri-tech East	

Unlike pitch events, prizes reward winners with cash. The amount of prize money varies between \$5k and \$50k, though most prizes offer \$5k- \$10k awards. Prizes have a multi-stage selection process, often including a mentorship period where selected startups work with mentors to refine their ideas and presentation skills. Prizes culminate in a pitch event where the winners are selected by a panel of investor judges or a live audience. Like with pitch competitions, startups are generally judged on some combination of technological viability, market opportunity, originality of the idea, team, and quality of the presentation. Prizes often receive sponsorship from one or more corporations.

We have identified fifteen prize events internationally. Seven are in the U.S., and three are in the Netherlands. Some prizes target very specific areas, such as seafood or vertical farming, while others are broad and open to ventures in many subsectors.

Venture Development Organization

Definition: *Performs commercialization functions either as a service or by licensing IP; often they are regionally focused, and have ties to corporations, universities, and/or government.*



Resources:

Ag Innovation Development Group	Kapyon
Agri-Food Venture Acceleration Program (AVAP)	Rutgers Food Innovation Center
AgTech Accelerator	Steinbeck Innovation Center
BioEnterprise	Trendlines AgTech
Flagship Venture Labs	WaikatoLink Venture Incubator
Great Lakes AgTech Business Incubator	

VDOs are unique within the landscape in that they support ventures at all stages, from bench to market. For example, a VDO might work with emerging IP, licensing it and building a company. That IP might be developed in-house, or sourced from external organizations such as corporate or university labs. Some VDOs also work with established startups, providing support in the form of consulting services or access to growers for pilots. Regardless of the origin of the technology, VDOs look to bring a portfolio of innovations to market through multiple channels. Technologies may be licensed, sold entirely, or spun out into a startup.

VDOs are also unique in that they seek to leverage public funding, for example by providing an accelerated pathway to market for technologies emerging from agricultural research institutions. The VDO model has been successful in other industries, such as healthcare, but the model is new and therefore unproven within AgTech.

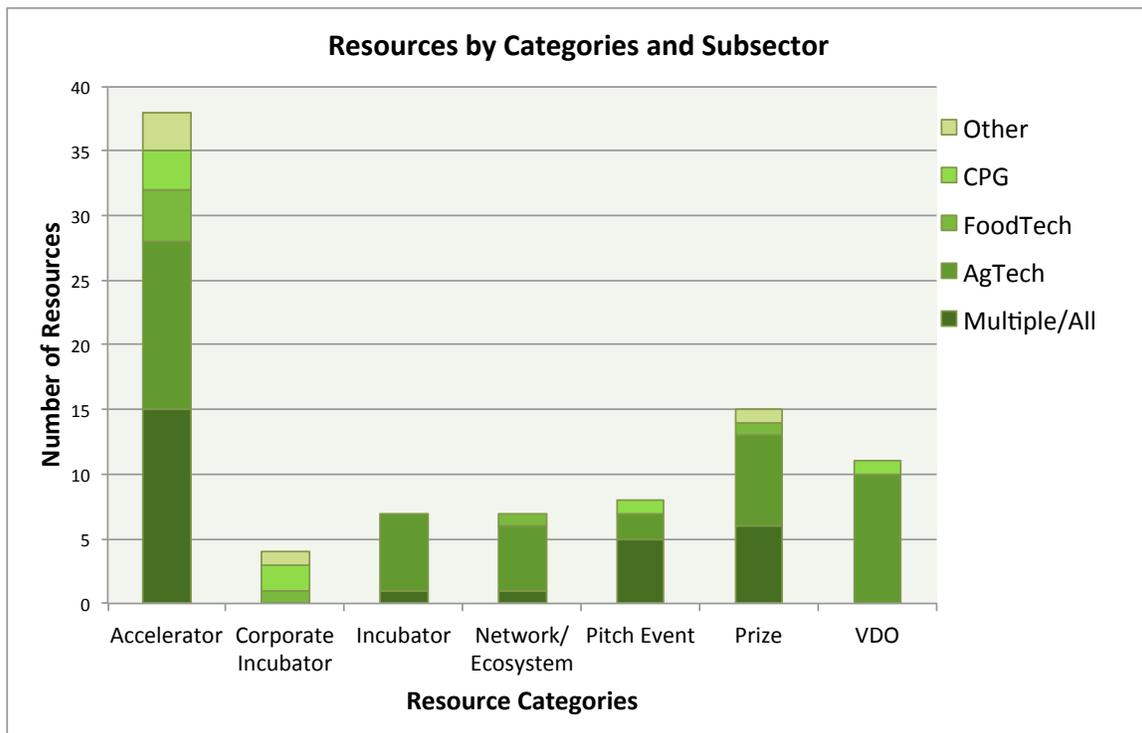
VDOs mainly rely on the returns from their portfolio of companies, as well as fees from consulting services. A diversified portfolio is therefore critical to success; however, it is also a challenge to find the talent required to commercialize a broad portfolio. Some VDOs hire this expertise, while others incentivize networks of consultants. Further, bringing a product to market is tough in all cases, yet VDOs must attract or create sufficient deal flow while simultaneously controlling costs. Despite these challenges, VDOs in food and agriculture have attracted investment from leading agribusinesses.

We have identified eleven VDOs, seven of which are in the U.S. Ten of the VDOs support the AgTech subsector; one supports CPG.

Landscape Overview

Summary of Resources:

- There are 91 resources globally that are specifically intended to support food and agriculture ventures
- Nearly 80% were established within the last four years; 27% were established in 2016 alone
- 57% are located in U.S.
- Most resources support agriculture ventures. Many (30%) support multiple subsectors and/or do not specify which particular subsectors are of interest.
- Most resources target early stage-ventures (e.g., idea/seed)

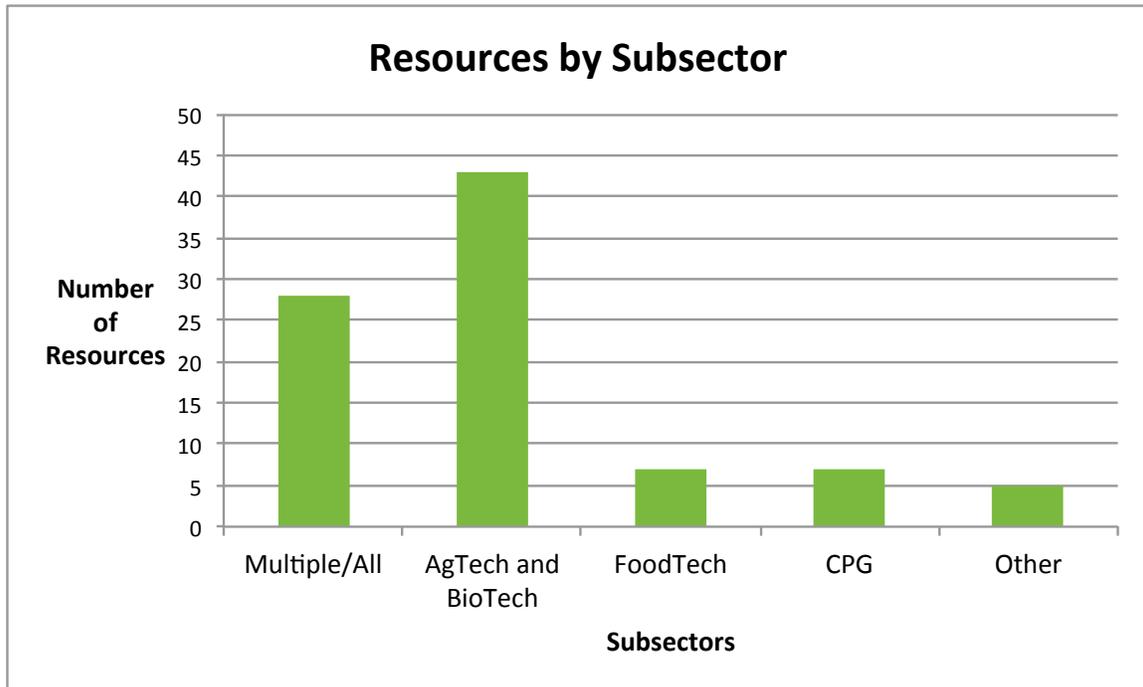


Subsectors

In the chart below, we have classified the 91 resources according to the subsectors they claim to support. The majority of the resources included in this report do not target a specific subsector (e.g., CPG) or market vertical (e.g., precision agriculture); instead, the resources brand themselves as providing support for “FoodTech” and/or “AgTech” startups.

We have classified those that support both FoodTech and AgTech, or make even broader claims, within the “Multiple/All” category. This category largely comprises accelerators. Accelerators often have multiple stakeholders, from corporate sponsors, to mentors, to investors, to their fund’s LPs, to the startups themselves, so having a broad area of interest may be part of their strategy to cater to these diverse interests. For startups, this may or may not be an advantage. On one hand, a diverse cohort has a breadth of experiences and can offer multiple

perspectives; however, the accelerator may not be able to provide relevant resources for particular areas.



CPG resources warrant their own category, as the ventures they support are generally not technology-based, and therefore require mentors with different expertise. Resources dedicated to CPG ventures include accelerators, corporate incubators, and one VDO and one Prize.

The resources within the “other” category support a number of more specific verticals, including restaurant tech, gastronomy, alcohol, and cannabis.

Though some consensus is emerging around the definition of each subsector, for example from the categorization provided in the oft-cited AgFunder bi-annual funding reports, these terms are largely undefined and remain extremely broad. This is a challenge, as upstream ventures (e.g., sensor suites that enhance on-farm decision making) face fundamentally different obstacles than downstream ventures (e.g., meal kits; seaweed chips).

Spotlight: Biotech

Is BioTech the same as AgTech?
For the sake of this report, yes; however, this is not true in all cases. While many biotech startups have agricultural applications, such as biological inputs, others use biological engineering to produce food products. For example, startups such as Clara Foods and Beyond Meat use synthetic biology to create edible lab-made substitutes for products traditionally derived from animals (e.g., eggs; meat). Support for these startups is crucial as the alternative protein space continues to expand and consumers see these products as a healthier, more environmentally friendly alternative.






Support for BioTech
There are a number of resources, including accelerators and VDOs, with a specific focus on biotech. A few are shown on the left. Some, like the accelerator Indie Bio, are dedicated exclusively to bio-based solutions; for others, like Flagship Venture Labs, biology is one area of focus among many.

Insights and Gaps

Despite the remarkable number of resources across the food and agriculture landscape that are dedicated to supporting early-stage innovation, challenges remain for all stakeholders. Here are the five key insights gained from this report, including outstanding gaps and promising opportunities.

1. Resources need to clearly communicate their value proposition

The food and agriculture industry lacks a common language to describe both the categories of support resources as well as the various subsectors that exist from production to consumption. Understanding the difference between, for example, an incubator and VDO, or FoodTech and AgTech, is important as it enables each resource to differentiate itself. Currently, websites, and even press releases and media coverage, are largely insufficient in terms of explaining a resource's unique value proposition, acceptance criteria, and subsectors of interest. Everyone is using the same language; or, even worse, providing very little external information at all. Potential investors or collaborators therefore struggle to navigate the landscape.

Further, each subsector has a unique set of challenges, and entrepreneurs must be able to find dedicated support for their ventures. For example, ventures within upstream subsectors may need access to growers or on-farm pilots, while downstream ventures may need to work closely with retailers. Go-to-market strategies, pricing models, and marketing personas will be drastically different across subsectors. Successful resources must appreciate these differences and provide appropriate expertise to the ventures they support.

Further, as other types of support resources continue to emerge, it's necessary to understand where they fit into the landscape. Are they addressing a specific gap, and if so, which gap, and how will they attempt to fill it? A common understanding of the current landscape will help new resources, and those thinking about creating new resources, to target a gap in the landscape and position themselves to uniquely add value.

Clarity on unique value propositions, acceptance criteria, and areas of expertise will make the matchmaking process between startups and support resources much more efficient.

2. What is a sustainable business model?

If the resources in the food and agriculture landscape are going to help create impactful, commercial companies out of foundational technologies, they themselves must be sustainable businesses. Currently, the business model for most of the resources depends on a combination of sponsorships and grants, consulting revenues, and returns on equity investments. There are challenges with each of these revenue streams. For example, sponsorships and grants are temporary and not reliable, and startups may not be able to afford consulting fees.

Further, it is not clear if raising a fund and relying on equity investments will work. A venture fund can be helpful: the resource can hire dedicated operators and pay them with the fund's management fees; the resource itself serves as a pipeline

of deals for the fund; and ventures that participate in the resource know that the resource has a vested interest in supporting them. However, if the fund is not successful, the resource may have trouble raising subsequent ones. Also, the financial model for the resource is then dependent on VC-type returns and timeframes. It is not clear if this will work for all subsectors within the food and agriculture landscape.

3. Competition with traditional (tech) resources

Though only preliminary research about accelerator success rates exists, data indicate that top programs are indeed valuable to startups (e.g., Cohen & Hochberg, 2014; Fehder, 2015). However, no top programs have emerged within the food and agriculture landscape. Entrepreneurs may therefore be more likely to apply to established resources in other industries such as tech. For example, in 2016 the Y Combinator demo day featured five AgTech startups.

Competition is overall a good thing, as it forces the resources to add unique value. But, at this stage for food and agriculture, too much competition may create a vicious cycle whereby

*We chose [a leading tech accelerator] because connections to the food industry are absolutely critical for us, but our bigger priority was learning how to build and scale a B2B/enterprise tech company. **Joining a more traditional business accelerator has allowed us to develop the more professional brand as a technology company to appeal to both large-scale food businesses and VCs.** I also think [being a food company] differentiated us in the application process for some of the more traditional accelerators.*

-FoodTech Startup Founder

dedicated food system resources struggle to gain traction.

4. Where do investors fit?

As leading tech VCs turn their attention toward the opportunities in food and agriculture, more funds dedicated to food and agriculture are launched, and new forms of capital such as impact investors, family offices, and corporate venture capital funds emerge, investors of all types need to differentiate themselves to maintain high quality and high volume deal flow.

One strategy is for investors to get involved with the types of support resources outlined in this report. For example, investors often serve as mentors and advisors to the startups in accelerators or VDOs. Investors are well positioned to help startups refine their pitch and de-risk themselves to attract capital: they know what they and their peers are looking for in a portfolio company. Investors can also provide financial support for the resources, like the VC firm SOSV which backs Indie Bio and Food-X, or Cultivation Capital which backs The Yield Lab. Investors are also serving on the board or operating team of a resource, such as strategic investors Syngenta and Bayer serving on the AgTech Accelerator board of directors. Finally, investors, especially strategic investors, can offer connections to their parent companies and access to infrastructure, distribution, or customers.

Investors, especially VCs, are also increasing the spectrum of services they provide to their portfolio companies. In a way, this makes the investor very similar to other support resources, such as an accelerator or incubator. For example, Sonoma Brands refers to itself as a “venture incubator” for CPG food startups, and Radicle Capital refers to itself as an “accelerator fund.” Neither of these two

resources is included in our categorization above. Though additional support from investors is a welcome addition to the landscape, these names highlight the lack of consensus around terminology, creating confusion for all participants.

5. Is there sufficient domain-specific support?

To bridge the gaps between research and commercial companies in food and agriculture, significant domain expertise may be necessary. In particular, this is a challenge for upstream subsectors (i.e. agriculture) given the complexity of the natural, technical, and social systems involved. Though many resources currently seek to support ventures in this space, there are still a few critical gaps. For example:

- Lack of focus on small, but important, niche areas such as row crop commodity production, specialty crop irrigation, and soil health
- Lack of grower engagement across most of the resources in the landscape
- Lack of physical infrastructure, such as lab space and in-field pilots

Unfortunately, even many of the most “successful” agriculture ventures have thus far failed to achieve deep market penetration. Growers may be using AgTech products, but unfortunately these products have failed to demonstrate sufficient value to attract paying customers on a large scale. Focusing on high-value niches, engaging with growers, and accessing infrastructure are necessary. In general, there is a lack of support- and capital in particular- for in-field agriculture, as much of the funding is currently allocated to downstream subsectors (i.e., FoodTech, and especially ecommerce). Though this is changing as the industry is beginning to acknowledge this gap, providing more domain-specific support for AgTech ventures is a huge opportunity for the resources in the landscape.

Finally, it is also worth raising the question of whether it is most effective to provide domain-specific expertise at the resource level. If AgTech startups can, for example, succeed by working with Y Combinator, then maybe dedicated food and agriculture resources are not necessary. Perhaps food and agriculture ventures *should* be working with leading technology and business resources, but building their teams with in-house domain expertise or looking for investors with domain expertise.

Conclusion

Effective support for early-stage innovation within the food and agriculture system is critical. The resources identified in this report have the potential to help cross the gaps between foundational research and industry-wide diffusion and impact. But we still have a long way to go and many questions remained unanswered.

Rather than attempt to answer the outstanding questions, this report is intended to stimulate discussion and collaboration within the food and agriculture innovation ecosystem. In other words, we want your feedback. Did we place a resource in the wrong category? Do you have suggestions for how to refine the proposed definitions? Did we miss a resource?

We'd love to hear from you. Please contact author Sarah Nolet at svnolet@agthentic.com.

Appendix: Methodology and Summary of Category Definitions

This report is intended to provide an overview of the available support resources for startups in the food system. The data were collected via company websites, press releases, and news articles from sources such as [AgFunderNews](#) and TechCrunch. For each resource, the following data were collected: name, location, year established, subsectors of interest, target company stage, funding received/cost to participate, cohort size, timeline, and whether companies must participate in person. Though we believe this report to be comprehensive, it is possible that some resources were unintentionally excluded.

Simultaneously, we conducted a review of the literature on early-stage venture support resources from other industries, such as healthcare, software, and biotech. We specifically focused on category definitions (e.g., incubator vs. accelerator). These industry data were compared with our findings on food system resources, and ultimately the existing category definitions were amended as appropriate to derive the definitions proposed in this report. The following types of resources were intentionally excluded from this report: coworking spaces, crowd funding platforms, hackathons and other events, commissary kitchens and kitchen incubators, and any resources that do not have the food industry as a stated focus (e.g., TechStars).

While the majority of the resources included in this report are focused on providing support for FoodTech and AgTech ventures, we have included resources for startups across the food system, from upstream agriculture, including inputs and synthetic biology, to consumer-facing products, such as CPG food and beverage and restaurant tech. Though it is clearly useful to entrepreneurs to understand the focus and expertise of a particular resource, our findings indicate that many of the resources themselves do not provide specific guidance on their particular subsectors of interest.

The table below provides a summary of the categories and definitions proposed in this report.

	Accelerator	Corporate Incubator	Incubator	Network/Ecosystem	Pitch Event	Prize	VDO
Value proposition for startup	De-risk; recognition; capital; set curriculum; access to resources (mentors, investors, etc.)	Access to company's resources (\$, expertise, infrastructure, etc.)	Physical location and asset (e.g., lab)	Access to resources (mentors, investors, peer groups, etc.) recognition	Recognition, Idea validation	Recognition, Idea validation, Capital	Expertise/Services: often have connection to growers, corporations
Company Stage	Varies (idea - demonstrated revenue)	Varies (idea - demonstrated revenue)	Varies	Idea+	Idea or seed stage	Idea+	Varies (Idea - demonstrated revenue)
Subsectors of interest	Varies	Related to core competency of company	Varies	Varies	Varies	Varies	Varies (majority: agriculture/AgTech)
Timeframe	5 weeks - 9 months (3:8 month average)	N/A	N/A	N/A	Single event	Single event	N/A
Investment	Varies (most offer <\$50k for 4-9% equity)	Varies	Varies	N/A	N/A	\$5k-\$50k	Pay for services with equity or cash
Advisory Services and Resources	Yes	Yes	Yes	Yes	No	Varies	Yes
Pitch/Demo Day	Yes	No	No	No	Yes	Yes	No
Curriculum	Yes	No	No	No	No	No	No
Cohort Size	4-15 (8:7 average)	Varies	Varies	Unlimited	Varies (~10)	Varies (~10)	Varies
Business Model	Varies: Startup liquidations (when equity taken); Sponsorships; Non-profit	Corporate funded	Varies, including physical asset	Varies (often venture-backed)	Sponsorships (often part of a conference or other event)	Sponsorships (often part of a conference or other event)	Varies: Startup liquidations (when equity taken); Sponsorships, Grants
In-person	Varies	Varies	Yes	No	Yes	Yes	Yes



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