Supporting Youth & Startups
Turning Agri-Food Challenges into Solutions in the MENA Region

UN-ESCWA - Beirut
August 27, 2019
Turning Challenges Into Opportunities

**CHALLENGES**

- Global Food Security Problems, major challenges in the MENA Region
- Brain-Drain of graduates & High unemployment rate for educated youth
- Poor practices and Low productivity
- Lack of innovation in the sector

**OPPORTUNITIES**

- Strong Human Capital
  - Excellence in STEM education
  - Strong Diaspora
- Striving Entrepreneurial Ecosystem
- Funding opportunities for Knowledge Economy Based Businesses – C331
- Dutch Expertise
- MENA Market
- International community interest
Promoting Innovation In for the Agri-Food Sector:

the above is a NON EXHAUSTIVE List
Hub Pillars

**Grants + M. Grants**
- Cash grants to support MVP, acceleration and matching grant for the incubation phase

**Acceleration & Incubation**
- Competition, hosting, acceleration and incubation to support, validation, commercialization and internationalization
- Access to funding

**Clustering**
- Providing a range of support to grow the sector and lobby and support startups and SMEs
- Bring in Expertise

**Online Platform + communication**
- Promoting the program, open innovation, support interventions

**Tech Transfer**
- Supporting the valorization of research to commercialization

**NL Supporting partners**
- StartLife
- Food Valley’NL

**Program co-funded**
- Kingdom of the Netherlands
- Berytech
ACCELERATOR (up to $37,000 cash)

Phase 1: Application Phase
- Many Applications
- Up to 24 Teams
- 2 Months
- $2000 Prototyping Grant

Phase 2: From Idea to Startup
- Up to 12 Startups
- 4 Months
- $15,000 Support Grant

Phase 3: Acceleration
- Up to 8 Startups
- 5 Months
- $20,000 Matching Grant

Phase 4: Incubation & Growth

Supporting Services:
- Startup Funding
- Prototyping Facilities
- Business Coaching
- Customer Access
- Industry Connections
- Follow-on Mentoring

Berytech
Activities
ACCELERATOR Support

- **Bootcamp:** Validating business is scalable, investable, has right team:
  - Business Modeling: Market Validation and Customers Testing
  - Minimum viable product / prototyping
  - Demo, pitching

- **Acceleration:** Taking product to market
  - Commercialization / early adopters
  - Investment readiness
  - Business establishment

- **Growth:** Funding and Internationalization
  - International exposure / soft landings
  - Investment and scaling
Batch 1 – Startups who created the value.

- Helping Farmers reducing fruits waste and generating more revenue.
- Helping Wineries especially in rural areas accessing the market and increasing revenue and production.
- Providing opportunities to freelance caterers to increase revenues in underused industrials kitchens & rural cooperatives.
- Providing income to staying home Mothers by providing fresh cooked meals to working millennials.
- Fresh made Humous with a click of a button.
- 100% Natural Meals up to 6 Months shelf life.
- Indoor modular vertical hydroponics system with contract farming potential.
- Convenience of freshly cooked health Lebanese breakfast anywhere.

Berytech
Batch 2 – Startups who created the value.

- **Small scale smart Fruit Sorting machines adapted to local and regional context**
- **AI and Machine learning Smart Trap to provide direction for Farmers for smarter pest management.**
- **Farm to Processing Traceability solution adapted to local context, with impact on export**
- **Last Miles Traceability solution for fragile chilled food chain**
- **Biodegradable Styrofoam substitution based on Mushroom**
- **Digital Maximization of Promotion in small retail to improve purchasing activities in rural/ small communities**
- **Waste Water Composting Units to optimize reuse of water for agriculture**
- **Women empowerment platform that promotes rural delights and economic growth**
- **Quick test tool for travellers to prevent them from turista virus**
Reach & Impact

**INDIVIDUALS**
+ 2100 personally informed
Talks, sessions
+ 5700 reached
Social media
+550 involved
Participated in at least a full day event [ideation, startup weekend, hackathon]
+75 funded
Startups and competition winners
+ 100 engaged
Mentors, coaches, influential

**ORGANIZATIONS**
+50 local NP organizations
+30 businesses
+20 iNGOs and Donors.
+15 Universities & Research Institutes
+5 investment and Business Angels groups
Dealing with Challenges and Scaling impact
Connecting the Dots - Among Main Challenges Faced

Disconnect between Agriculture & Technology/Engineering Sectors: No Clear Understanding (or interest) of Current Status, Challenges and Potential Solutions

Private Sector Resistance: Resistance towards posting challenges, and initiating partnerships with potential entrepreneurs for solving challenges

Lack of Structured Pipeline for Innovation from Universities: Scarcity of Joint Faculty Research, Lack of Student Orientation towards innovation, R&D.

Difficulty accessing Syrian/Palestinian potential Entrepreneurs/co-founder in Batch 1 ventures
Translating to actions

Promoting Partnerships with NGOs- Post Challenges for generation of interest / Applications

Promoting Spin-off as pilot activity with small group of companies engaged in innovation

Working with Universities on selection number of research projects that can be commercialized

Holding more Agri-Food Ideation Camps to promote the concept of Smart Agri-Food Innovations
Activities & Outreach

FUTURE AGRO CHALLENGE
JOIN THE LARGEST GLOBAL COMPETITION IN FOOD, AGTECH AND AGRICULTURE

AGRYTECH HACKATHON

AGRYTECH

AGRI-TECH

Challenge

WATER INNOVATION LAB

Lebanon

See the agenda of the hackathon at the Institute of Technology in Lebanon

AGRYTECH Lebanese hackathon in engineering, technology, design 3 businesses to improve solutions for the agri-food industry and launch your startup in one exciting weekend!

April 20, 21, 22
Berytech, Beirut

APPLY BEFORE APRIL 12
agrytech.org/hackathon

PRIZES
- A spot in the Agritech Accelerator Program, with access up to
  - $5,000 in grants
  - 1 year of support
  - $5,000 in-kind

$6,500
$4,500

ABOUT AGRYTECH
Agritech is a Lebanese non-profit organization focused on the development of the agritech industry in Lebanon. It is supported by the Lebanese government, the World Food Programme, and the United Nations Development Programme. Visit agrytech.org for more details.

cewaa middle east presents
Lebanon RoadShow
Evening of Apéro, Networking and a prize of $5,000USD
9:30pm on Friday, November 30th
Beirut Digital District 128D

Meet Our Newest Green Start-ups

NATIONAL INSTRUMENTS
BERYTECH FAB LAB
AGRI-TECH Challenge

STARTUP FUNDING
PROTOTYPING FACILITIES
BUSINESS COACHING
CUSTOMER ACCESS
INDUSTRY CONNECTIONS
FOLLOW-ON MENTORING
Be part of this Revolution

- Be involved, challenge the youth to innovate and solve your challenges
- Become a mentor or an advisor
- Bridge Sectors
- Invest in Innovation
- Word of mouth works, Please spread it
Scaling Up Impact!

Bridging:
- Lead a movement of support in the MENA Region Focused on innovation in the Agriculture Water and Energy Nexus.

Accelerating:
- Development of a regional accelerator with international connections and networks in the private and public spaces.

Funding:
- Support the creation of a specialized VC fund for Agri-Food Innovations
THANK YOU
www.agrytech.org

Ramy Boujawdeh
Deputy GM, Berytech
Phone: + 961 4 533040 | Cell: +961 78 888 902 |
rboujawdeh@berytech.org