

FoodBytes!
by Rabobank

STARTUP

PROGRAM

2021

Food Tech Sector Analysis

FoodBytes! Pitch virtual



FoodBytes!

by Rabobank

FoodBytes! is one of the industry's most valuable global networks for food and agriculture startups.

Rabobank's discovery and engagement platform for early stage innovation, FoodBytes! champions cross-industry collaboration between the most promising startups and aligned corporates and investors.

FoodBytes! **Pitch** is an annual multi-week program that helps startups validate and grow their businesses – and their impact – through global industry exposure, tailored mentorship sessions, 1:1 strategic connections, pitch refinement and media visibility.

The startup experience doesn't end with the FoodBytes! Pitch program. The 45 innovators become part of the FoodBytes! community of more than 350 alumni and receive ongoing connections and guidance.

Rabobank views our alumni as the clients of our future – our ambition is to support them throughout their lifecycles.

*Black, Indigenous & People of Color

2020 FoodBytes! Pitch snapshot

45

startups selected

14

countries represented

71%

BIPOC* and/or woman founded

205

startup <> corporate connections

110

Startup <> investor meetings



WHAT IS FOODBYTES?

CRITERIA

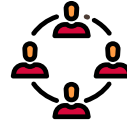
FoodBytes!

brings together the

MOST PROMISING

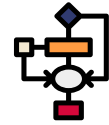
emerging companies who have a:

PITCH CRITERIA



Robust, diverse team

Comprehensive domain and entrepreneurial experience



Validated business model

Demonstrated product market fit



Focus on people, profit & planet

Concept is focused on the triple bottom line



Collaborative mind-set

History of / ambition to working with corporate partners



Validation or growth stage business

Seed to Series B

2021 Scouting Goals

350

startup
applications

70%

BIPOC and/or
woman founded

35%

North America

25%

Asia Pacific

25%

Europe

10% Latin America

5% Africa

WHAT IS FOODBYTES?

BENEFITS

FOODBYTES!

SECTOR FOCUS

AREAS

In addition to our criteria, we are looking for startups pioneering solutions in the following spaces, aligned with our corporate and investor member interests:

SUSTAINABLE SUPPLY CHAINS

TRACEABLE TECHNOLOGY:
BLOCKCHAIN AND BEYOND

IMPROVED ANIMAL HEALTH

UPCYCLED PRODUCTS

FOODBYTES! ALUMNI EXAMPLES



IMPROVED RESOURCE MANAGEMENT

CARBON SEQUESTRATION

WATER AND WASTE
REDUCTION

SUSTAINABLE PACKAGING

FOODBYTES! ALUMNI EXAMPLES



THE NEXT FRONTIER OF NUTRITION

FOOD AS MEDICINE

PLANT-BASED PROTEIN

BIOTECH MEETS FOOD

FOODBYTES! ALUMNI EXAMPLES



STEP 1 : Fill out the Application on our Website (April 5 – May 16)



STEP 2 : Internal review process
70+ Rabobank, Corporate & Investor members

Approx. 15% Get
Selected to **Pitch**



STEP 3 : You're in our Alumni Network!

Webinars with
industry experts

Financing Support /
Funding

Exclusive Rabobank
Sector Research

Online Community
And More

FOODBYTES PROGRAMS

PITCH 2021

In an increasingly digital environment, we have adapted our 2021 programming to offer unique value and connections.

APRIL 5 – MAY 16 – STARTUP APPLICATIONS

SEPTEMBER - 45 STARTUPS SELECTED

OCT 12-14: MENTOR WEEK (3 to 4 hrs/day)

Small group mentoring tailored to business sector and stage
(incl. fundraising, go-to-market strategy, legal, vendor financing)

Trend & Investment panels led by Member representatives and Rabobank experts

Scheduled & open 1:1 meeting slots w/ aligned food & ag investors

OCT 18-21: JUDGE DELIBERATION WEEK:

Expert judges review pitch submissions and selects 15 finalists

NOVEMBER 8-10: FoodBytes! PITCH WEEK:

Rehearsal, recording and public livestreaming of pitches from 15 finalists. **3 winners** announced, each receiving a consulting package from select Members

“Our participation in Foodbytes! was an important milestone for our commercial traction as a young foodtech startup. We were introduced through Rabobank’s extensive network to many of the most influential CPG companies and developed business relationships lasting to this day. Rabobank’s F&A Innovation Fund then participated in our Series B. Since joining us as shareholders, we were happy to be connected to some of the most exciting partners in the food industry and engage with them for new collaborations.”

Taly Nechushtan

InnovoPro, 2018 Pitch Alum

EARLY FoodBytes! CONFIRMED MEMBERS

UPSTREAM

MIDSTREAM

DOWNSTREAM

INVESTORS & SERVICE PROVIDERS



TATE & LYLE



**MORRISON
FOERSTER**



NOTE: Live programming takes place on Eastern Standard Time (EST). Some flexibility (e.g. select pre-recorded content) will be given to companies located in other time zones



WHAT IS FOODBYTES?

BENEFITS

ALUMNI

ECOSYSTEM

BENEFITS

350+

alumni

\$1.1Bn

in funding raised
since participating

300+

corporate leaders

25,000

digital network

FoodBytes! Alumni receive:

1. Connections to corporates and investors aligned with your business, stage and goals
2. Ongoing industry visibility and recognition that can lead to business opportunities
3. Sharing of timely fundraising & partnership opportunities with aligned corporate & investor members
4. Connections to Rabo Food & Agri Innovation Fund that can result in direct investment
5. Personalized support and guidance from Rabobank network on industry insights / financial advisory as you scale
6. Network of fellow mission-driven entrepreneurs, connected via monthly alumni newsletter & LinkedIn group



ProAgni continues to receive inbound interest from investors and engaged corporate members. This global network has given us significant operational leverage. We'd never have these kinds of conversations in AUS alone. We couldn't have expected more out of the FoodBytes! program.

Lachlan Campbell

ProAgni, 2020 Pitch Alum



FB!

HEAR

FROM OUR

STARTUP

COMMUNITY



“FoodBytes! provided us connectivity into the CPG world, which had been missing from our long-term strategy as an upstream player.

This opportunity led to partnerships, investors and customers.

Jake Joraanstad
Bushel, 2019 Pitch Alum



“Participating in Foodbytes! completely reinvigorated our business and set up much of our future growth.

We found a partner that is helping us take our product from our local market through a national roll out.

Kobi & Abev Regev
Pleese Foods, 2020 Pitch Alum



“FoodBytes! gave us an unparalleled platform to communicate our value proposition to the industry.

The Rabo F&A Innovation Fund ultimately ended up leading our Series A.

Andrew Diprose
Rootwave, 2018 Pitch Alum

STARTUP

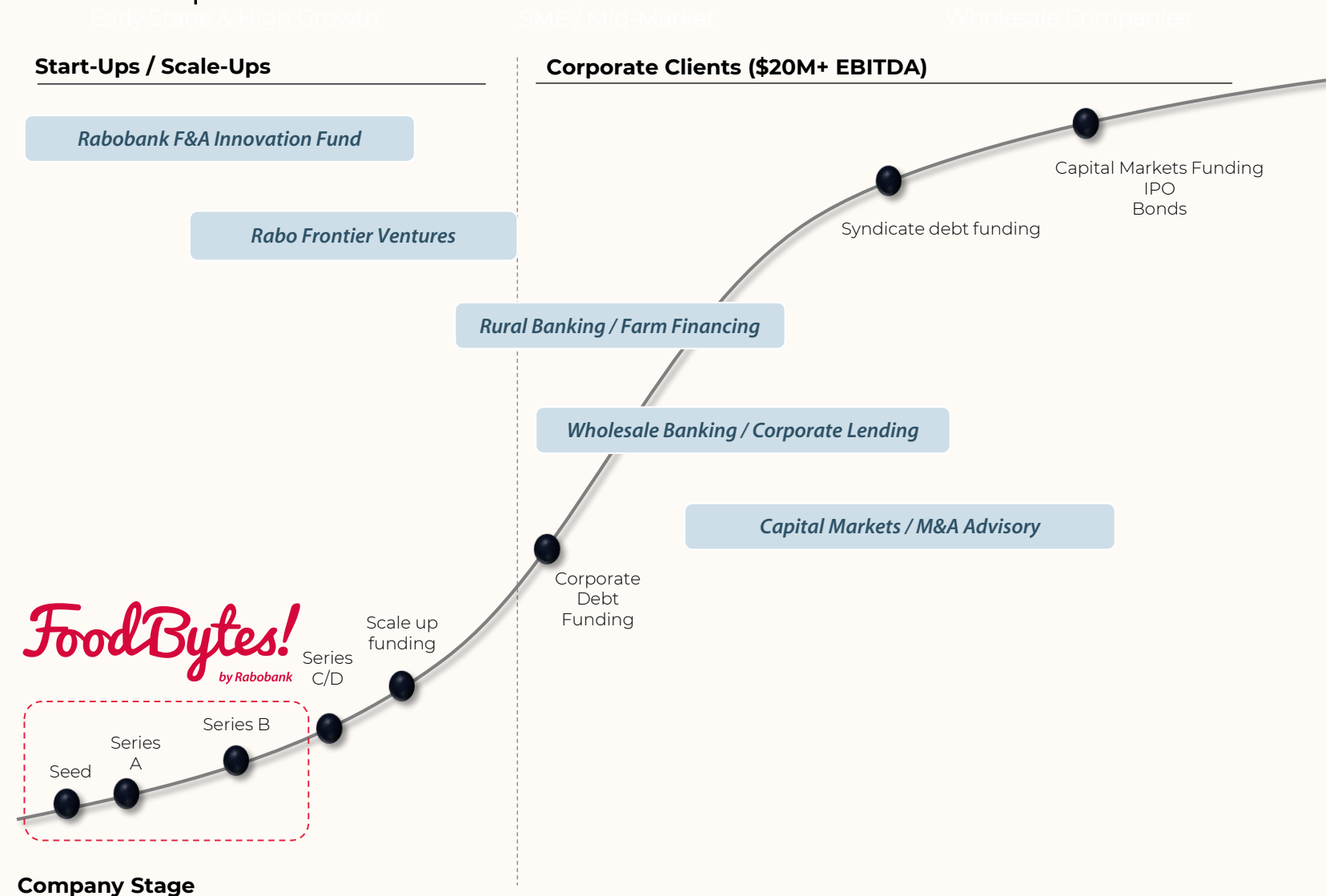
INNOVATION

AT RABOBANK

Rabobank supports companies throughout their lifecycle.

FoodBytes! provides early-stage startups an entry point into Rabobank's network.

Rabobank products & services



NETWORK

RABOBANK NETWORK

ALUMNI OPPORTUNITIES

EQUITY PRIVATE PLACEMENT

Equity Private Placement

Assists emerging growth companies, including alumni, with the origination, structuring and execution of private equity capital formation. The team represents companies with capital raises of \$15M+ by leveraging Rabobank's vast network of food industry strategic and institutional investors.

FUNDS



EUR 125m fund investing across the entire F&A supply chain with a focus on Series A and B rounds. Check size of EUR 1-12m.

Rabo Frontier Ventures

EUR 160m fund investing to build a diversified portfolio in the fintech and the food & agricultural sectors. Investments of EUR 0.5 – 5m per investment round

PILOT

FoodBytes! Pilot.

Tailored corporate-led collaboration program that pairs industry leaders with emerging companies to tackle a specific goal or industry challenge.

EQUIPMENT FINANCING



Actively seeks to support startups with equipment needs of 100k annually. In addition, their expertise is an invaluable insight for startups seeking to understand their equipment needs as they scale.

WHOLESALE CLIENT TRANSITION

Wholesale Client Transition

As alumni grow to \$20M+ EBITDA, our wholesale banking team explores how Rabobank can put our capital to work to help them scale.

RETAIL BANKING

Rabobank Retail Banking

In select regions, Rabobank offers retail banking opportunities, including payment, savings, finance and insurance solutions for entrepreneurs.

STARTUP M&A ADVISORY

Startup M&A Advisory

Provides strategic advisory to emerging growth companies, including alumni, on sales, mergers and joint ventures.



CONTACT US



Fill out our application
to get involved
foodbytesworld.com/apply-to-pitch-2/



Subscribe to our newsletter:
foodbytesworld.com



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