

FeedTech



Challenge

What is the breakthrough innovation in feeding the future – that CANNOT wait?

Let's work together towards a world that can produce more food with less resources in a sustainable way, to feed a growing global population.

First prize:
scientific on-farm validation trial in one of Nutreco's research farms, including a validation report



Phase 1

submission of ideas

29 November 2016
– 17 January 2017

online validation:
www.nutrecofeedtechchallenge.com

- Scoping the other start-ups
- Meeting experts
- Receiving feedback and validation



Phase 2

Selection

22 and 23 February 2017

**on-site validation
(for 10 finalists)**

- Pressure cooker sessions with experts on:
- Storytelling and business pitching
 - Media and reputation management
 - Business model generation



Phase 3

winning idea

24 February and beyond

**on-farm
validation**

- Scientific on-farm validation trial
- In one of Nutreco's research farms
- Including a validation report

