

FoodStars Accelerator Horticulture - Business Developers

FoodStars Accelerator is an intensive six-month acceleration program which enables startup entrepreneurs (both from the Netherlands and emerging countries) with an innovative horticulture related product or service to enter emerging and / or new markets.

The innovation needs to be technically proven and needs to contribute to an enhancement of the agricultural industry in new markets. The entrepreneur is at the heart of the program. Hands-on business development support through mentorship is an essential part of the program.

The Accelerator program consists of 3 phases. Phase 1: Getting Ready. This phase is an intense Bootcamp Period of a month where all the startups will be in the Netherlands. Phase 2: The Validation Period. The startup will go to the markets where the best opportunities are. This can be anywhere and therefore not always in the Netherlands. Phase 3: Acceleration. The startup will be off and on in the Netherlands.

During these 3 phases the startups will receive support of two different professionals: the coach and the business developer. In general, the scope of the coaches is not content focused but focuses on the process where the startup will be able to learn and apply the learnings. On the other hand, business developers will support the startup with advice on scope, market, content and on how to develop their business.

Startup Business Developer for FoodStars Accelerator 2018

Your role as a business developer

As a business developer, you share your knowledge and expertise with startups that have specific questions about countries, sectors, markets or particular needs regarding financial, judicial, entrepreneurial, marketing or other types of skills. Support is given mostly during the Validation Period (phase 2). It is based on either online or offline meetings at least twice a month. To become one of Foodstars business developers, experience with startups is a pre.

A business developer's role is to help the startups executing their strategic roadmap, using your knowledge and expertise on the product, market, investors and / or other.

You will mostly advise the startup. This includes but is not limited to (1) the strategic direction, (2) the market (3) stakeholders and resources needed to reach sustainable growth.

In addition to you, as a business developer, every startup has a coach who gives feedback to the startup on process, team and supports the startup in how to solve challenges - without taking over.

FoodStars will help the startup teams develop an acceleration plan along with the help of some experts. As a business developer you will be helping the startup to critically think about where and how to execute their acceleration plan.

How it works

The business developers are introduced to the startups at the end of the Getting Ready Period of the program (around mid June). The matches are made based on the scope and focus of the startup. E.g.

if a startup wants to launch in Brazil, we will seek a business developer who has knowledge about the Brazilian market and knows launching customers in Brazil.

In preparation of making the right matches, the startups need to develop a Validation Plan. Based on this plan, the FoodStars team with support of market and product experts will make a first match with several business developers – depending on the number and availability of business developers and startups – and organize a match-making moment.

Meetings and time

A business developer can either support 1 or more startups, depending on the available time, expertise and knowledge. The average time commitment is expected to be 2 - 6 hours per week between mid June – end of October. There are several milestones where an official reporting moment is scheduled.

The business developer and the startup will self-arrange their regular 1-on-1 meetings. This can be online or offline. That is up to the business developer and startup but is agreed upon upfront and shared with the FoodStars team.

Communication to FoodStars

During the several scheduled milestones, the business developer will share an update in an online tool regarding the progress of the startups as well as clear action points. It's the startups' and the business developers' responsibility to ensure this is done. For transparency reasons, the conversation at the online platform will always include the startup, the business coach and a representative from FoodStars.

Any red flags are to be reported by the business developer to the program coordinator of Foodstars right away.

Events and Activities

As a business developer, you are required to be present in the Business Developer Introduction (exact date to follow); and highly encouraged to be present at events. You are also encouraged to share the public events within your network. A comprehensive list of events will be shared with you soon.

Your legal involvement with the startups and with FoodStars B.V.

A business developer serves as an advisor for the startups, free of charge. All decisions are made by startups themselves, which means that you are not legally responsible for these decisions.

Business Developer Benefits

In return for your dedication, you will also gain remarkable benefits from the business developer, which include, but is not limited to:

- **Staying updated:** You will gain valuable knowledge and insights into some leading edge business ventures and the latest technology development in the horti-tech / vertical farming related industry.
- **Extending your network:** Our network of entrepreneurs, partners, industry experts, business developers, etc. is also yours. This network opens various opportunities for cooperation, partnership, and idea exchange. By introducing the startups to new connections, you can make your personal network stronger.
- **Job satisfaction:** Your job as a business developer will be satisfying and meaningful in many ways – working with young talented individuals, getting inspired by out-of-the-box ideas,

taking part in creating impacts and shaping the future of our society, and all-in-all leaving a lasting legacy.

- **Investment Opportunity:** there may be an opportunity to invest in your startup, although this is in no way assured. As a business developer, you are much more involved with startups from the beginning, and therefore have more information for your investment decision compared to outside investors.

FoodStars Code of Conduct

As a business developer you:

- 1) are available in person or online calls with your startup at least 2 hours per week during the Validation and Acceleration / Grow phase – mid June – end of October;
- 2) are pro-active and committed to help your startup;
- 3) understand that it's not your company, decisions are made by the founders;
- 4) that said, you support and help them formulate their options, share insights in potential markets, customers and investors and advice them.

It sometimes happens that business developers want to participate or invest in the startup. You will only accept an invitation to participate as a (sweat) equity shareholder if the process is transparent and FoodStars is given prior notice, allowing FoodStars to counsel and advise the startup. To that end, we require you to sign a NDA.

Next steps

If you have further question regarding this document and the Business Developer in general, please contact Milah Wouters / +31 620246461.

For further information regarding FoodStars and our program, please visit us at www.foodstars.net

Intent of Participation

By signing this document, you confirm that you want to participate in FoodStars Accelerator 2018 as a Business Developer, and that you will abide to the roles, tasks, and code of conduct specified in this document if you do participate.

FOR APPROVAL

Name:

Date: