

FoodStars Accelerator Horticulture - Coaches

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 Coach for FoodStars Accelerator 2018

Your role as a coach

The role of a coach is to help the startup set the right goals, prioritize and make choices along their strategic roadmap, using your feedback. You will mostly reflect and coach the startup. This includes, but is not limited to (1) the direction, (2) the choices to be made (3) and the people and resources needed to reach sustainable growth. Experience with startups is a pre.

The coach does regular “health checks” with the startup to identify issues and to reflect upon them, so the startup can solve them at hand. Finally, the startup might be frustrated and tired at certain points. The coach is there to inspire and motivate the team to carry on.

FoodStars will help the startup teams develop an acceleration plan along with the help of some experts. As a coach you will be helping the startups to critically think about their acceleration plan and how to apply learnings during the validation and grow period.

How it works

The coaches are introduced to the startups in the first week of the program. The matches are made based on expertise of the coaches and the focus areas of the startups. This will be a two-way match.

All coaches will receive a briefing. A plenary kick-off/ training is set to outline what is expected, what you can expect and to answer questions from your side.

Meetings and time

Each coach works with one startup. The average time commitment is expected to be 2 - 3 hours in the Getting Ready Period (mid May - mid June) and 2 - 4 hours per month during the Validation and Acceleration Period of the program.

The coach and the startup will self-arrange their regular 1-on-1 meetings, preferably at the New Farm in The Hague. During the Getting Ready Period, several mornings or afternoons are allocated for coaches and startups to co-work. It is up to the coach and startup to actually use these timeframes or divert from it. During these meetings, expect open discussion of issues and solutions, with a result-oriented focus.

Communication to FoodStars

After each official meeting that is part of the program, the coach gives an update (online) on the progress of the startups, as well as clear action points. It's the startup's and the coach's responsibility to ensure this happens. For transparency reasons, this conversation includes the startup, the coach and a representative from FoodStars.

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

Events and Activities

As a coach, you are required to be present in the Initial Coach Introduction (date will follow). You are highly encouraged to be present in following events. A comprehensive list of events will be shared with you soon.

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

A coach 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.

Coach Benefits

In return for your dedication, you will also gain remarkable benefits from the coaching, 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 coach 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.

FoodStars Code of Conduct

As a coach you:

- 1) are available in person with your startup at office at least 2 hour per week during the first phase;
- 2) are available for online calls at least 1 hour per 2 weeks along all the program;
- 3) are pro-active and committed to help your startup;
- 4) understand that it's not your company, decisions are made by the founders;
- 5) that said, you reflect and help them formulate their options, provide counsel, and act as facilitator and guide.

Next steps

If you have further question regarding this document and the Coaching 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 confirmed that you want to participate in FoodStars Accelerator 2018 as a Coach, 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: