



EVENT REPORT

GLOBAL AGRIPRENEURS SUMMIT

2017



With the challenge of increasing food production to feed a growing world population in a sustainable and healthy manner with limited resources, the need for innovation and entrepreneurship is an ultimate necessity to feed tomorrow's world and revolutionize today's systems.

The Future Agro Challenge (FAC) strategy is to bring together, in an effective partnership, all agribusiness stakeholders and players to create the acceleration process for agripreneurs and startups to fulfill their potential in finding solutions to local, regional and global challenges.

Future Agro Challenge mobilizes local communities across the globe to create agro-innovation hubs to address the challenges of food security, food safety and food waste. FAC's aim is to unlock new and natural capabilities that reduce unfavorable impact on the earth's soil, oceans, or human and animal health.

"We are experiencing a bottom up approach in order to address the revolution in agriculture. It is interesting and scary to note that while agriculture accounts to 40% of the world's workforce, it only contributes 3.8% to the global economic GDP. This means we need to take action otherwise more people will go hungry. We need to put agripreneurs in the front line." Carla Tanas, Co-Founder of Future Agro Challenge

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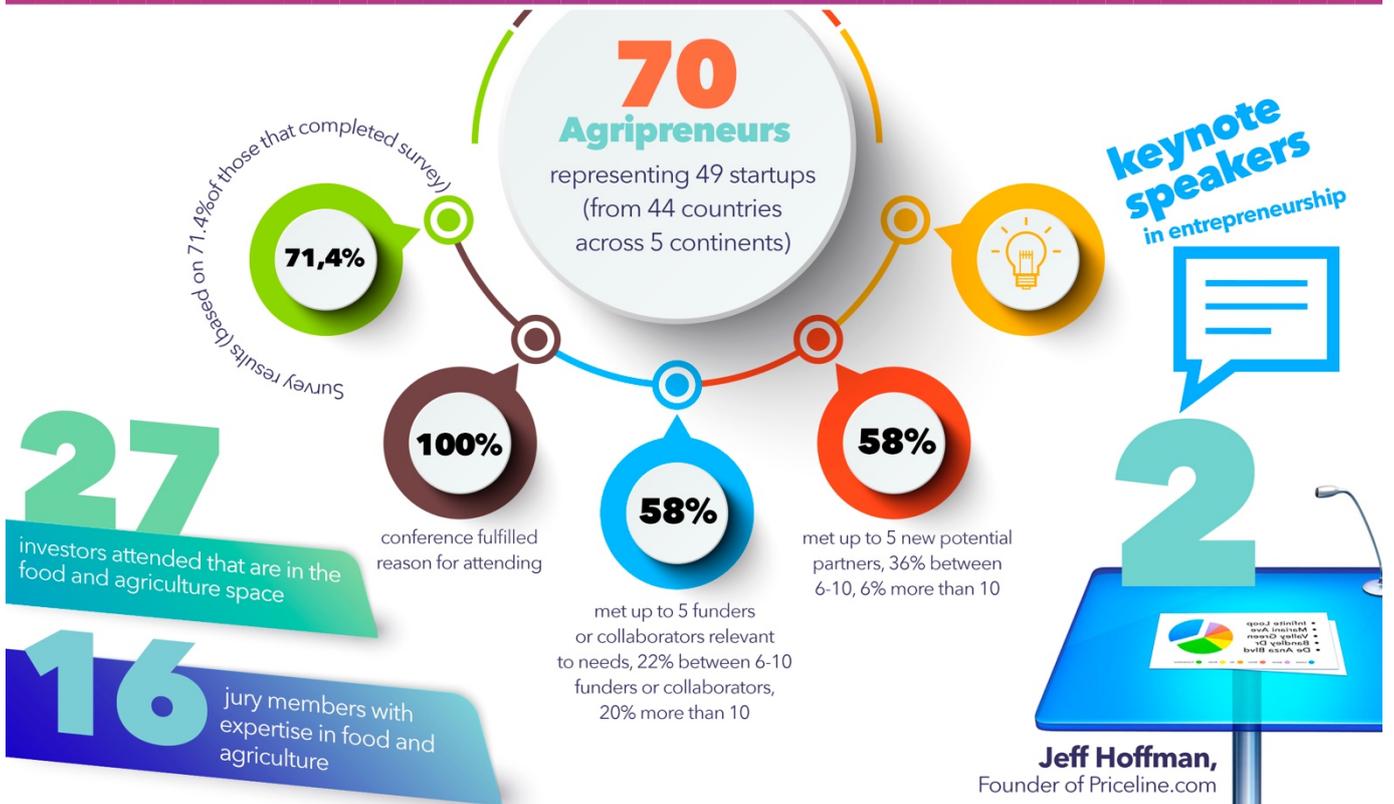
Global Agripreneurs Summit



at a glance

+950 attendees

8 Government and diplomatic bodies



with exposure to **173** countries and over **5000** GEC attendees

293,227 people Facebook reach (from Jan 1,2017 - March 16,2107)

12,220 people took action on Facebook (from Jan 1,2017 - March 16,2107)

70 online publications with an AVE value of approximately **90,000€**

EVENT SUMMARY

The Global Agripreneurs Summit (GAS) was held in Johannesburg, South Africa, from March 12-15, 2017, as a highlight event of the Global Entrepreneurship Congress (GEC).

The Global Agripreneurs Summit was hosted in part by Industry Disruptors, USAID, Sweden through the Swedish International Development Cooperation Agency (Sida), the Ministry of Foreign Affairs of the Kingdom of the Netherlands, the South African Department of Science and Technology, and Industrial Development Corporation.

The Summit was one of a kind vibrant event that brought together the latest innovations in food, ag-tech and agriculture from all over the world, providing participants with access to:

- * Investor matchmaking and funding opportunities
- * Like-minded start-ups, industry leaders and potential clients
- * Business models and strategies' evaluations with mentors
- * An innovation marketplace
- * Recognition awards through the FAC Global Championships
- * Media exposure in traditional and digital global platforms

The Global Agripreneurs Summit 2017 offered a varied program participated in by top-notch industry leaders, investors, thinkers, government representatives and innovators. Official representatives attending to acknowledge the Summit include Imraan Patel, Deputy Director General from the Department of Science and Technology; David Ferguson, Director of USAID Center for Development Innovation at the Global Development Lab; Alonzo Wind, USAID Mission Director; Kerstin Johnson Cissé, Head of Unit, Global Economy and Environment at Swedish International Development Cooperation Agency; Asa Torkelsson, Advisor Economic Empowerment, UN WOMEN Regional Office for Eastern and Southern Africa and several diplomatic representatives in South Africa, such as Ms. Cecilia Julin, Ambassador of Sweden and Mr. Eleftherios Kouvaritakis, Ambassador of Greece.

Agripreneurs also gained access to a diverse group of organizations to support them at different levels. This includes the World Bank, World Economic Forum, Small Enterprise

Finance Agency (SEFA), Databank Agrifund, Moringa Fund, TAF African Agriculture Fund, Standard Chartered Bank, Elea Foundation, Techstars, and Global Business Angels Network (GBAN) to name a few.

The program included an Innovator Coaching Camp; One-to-One Investor Session; the Innovation Marketplace, finishing up with the 3rd Future Agro Challenge (FAC) Global Championships. Future Agro Challenge is a global leading initiative that mobilizes local communities across 60 countries and 5 continents to discover innovative and fundable ventures in food, ag tech, and agriculture from farm to fork.

Every year, FAC culminates with its Global Championships in a new destination. The FAC Global Championships for the first time, in its third leg was held in South Africa and in joint collaboration with the Securing Water for Food (SWFF) Grand Challenge. SWFF is a program developed to help farmers around the world grow more food using less water, enhance water storage and improve the use of saline water and soil to produce food.

Furthermore, the event included three keynote speakers who spoke about relevant topics in innovation and entrepreneurship with case studies in food and agribusiness that resulted of great interest and value for the innovators. These are Jeff Hoffman Co-Founder of priceline.com; Bob Dorf, Serial Entrepreneur & Co-Author of The Startup Owner's Manual; Anthony Kouderis, TAF African Agricultural Fund. These sessions were held in an interactive format.

According to the verbal and written feedback received from the attending innovators and investors, the Global Agripreneurs Summit was successful. The four-day event attracted over 950 people to their sessions (plus approximately an additional 8400 registered GEC attendees at the Innovation Marketplace), including:

- * 70 agripreneurs representing 49 startups (from 44 countries and 5 continents)
- * 27 investors
- * 16 jury members
- * 8 government and diplomatic representatives
- * 6 onsite journalists including TV and radio stations

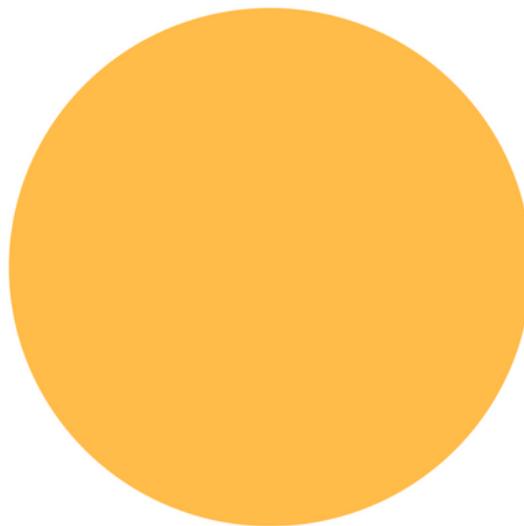
From the attendees' feedback, key successes of the Summit include:

- * 100% of the startups said that the Summit fulfilled their reason for attending (being networking and funding the main reasons to attend) and 81% said that they would attend a conference like this in the future.
- * 58% of the startups met up to 5 founders/collaborators relevant to their needs at the Global Agripreneurs Summit, and 42% more than 6 (where 20% met more than 10).
- * 27 investors attended the One-to-One Matchmaking Investor Session out of the 38 confirmed investors. Attending investors expressed a great level of satisfaction with the experience.
- * Almost 90% of startups were satisfied with the pre-event support received.
- * A few participants could not join the competition due to visa issues.
- * Overall, innovators found most valuable the following event's features: The Innovation Marketplace, the One-to-One Investor Session, Jeff Hoffman's talk on building corporate culture, the pitching experience/battles and the opportunity to interact and exchange ideas with other innovators and mentors.
- * 58% of the startups met up to 5 new potential partners at the Global Agripreneurs Summit, and 42% more than 6 (where 6% met over 10). Although it is still early to see the real impact, some startups have already communicated that they have received interesting client requests as a result of their participation in the Innovation Marketplace and other pre-event activities like the #FACagripreneurs Battle. Some of them are under active discussions to establish partnerships with different players in South Africa (including local distributors and the government of South Africa).

INNOVATOR SURVEY RESULTS

A post-event survey was conducted where 36 startups responded out of 49, which is 73,4% of the participating startups. Twenty startups that took the survey were represented by FAC innovators and 16 by SWFF innovators. Overall, the remarks received both verbally and through the survey have been very positive, see results below.

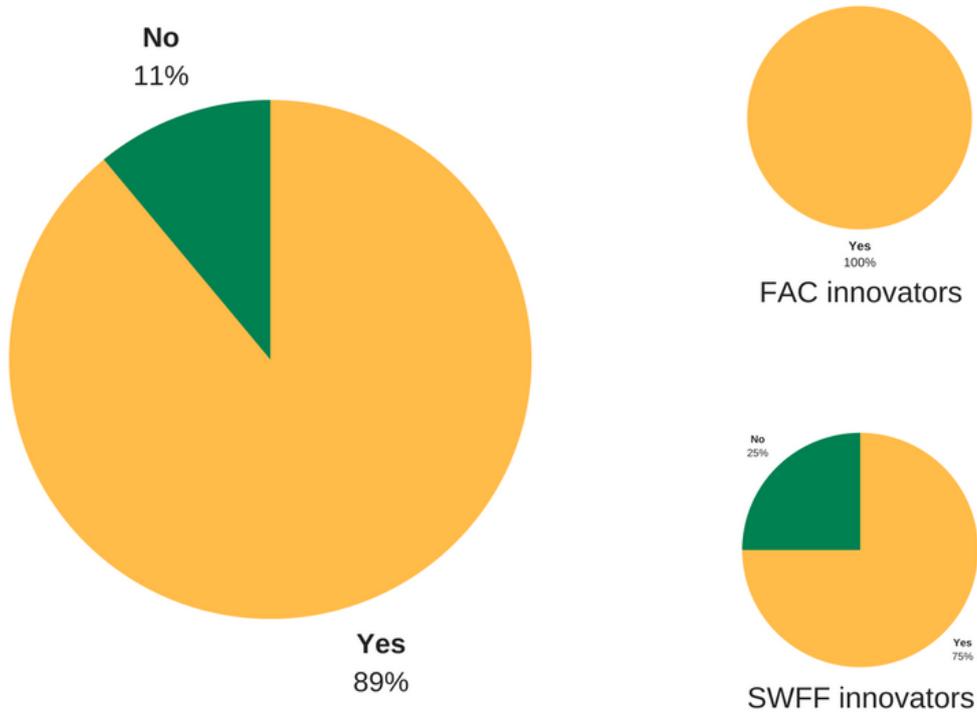
Did the conference fulfill your reason for attending?



Yes
100%

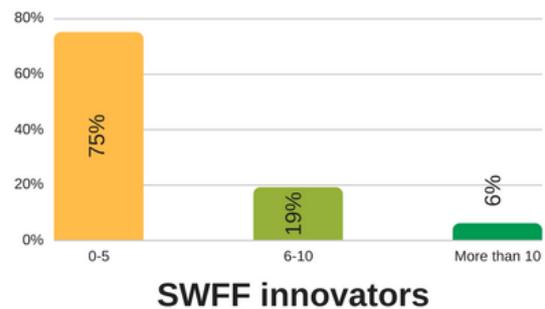
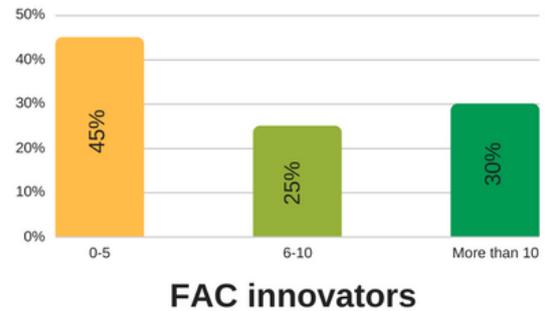
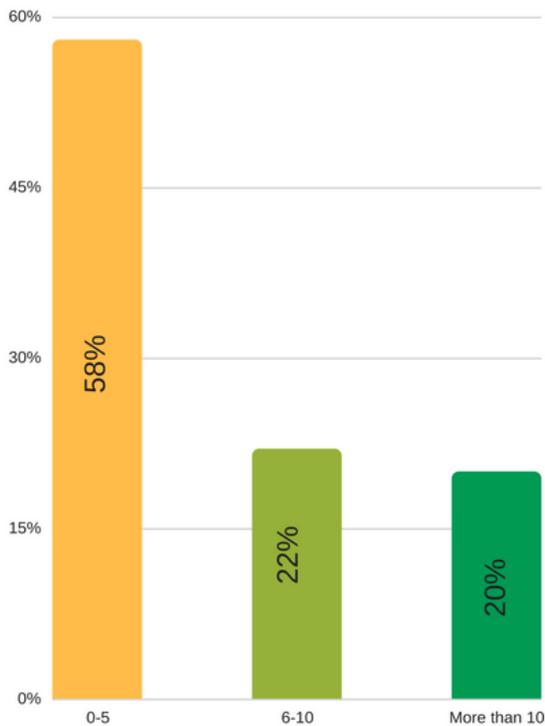
All attendees recognized to have fulfilled the reason for attending the Summit, being funding and networking opportunities the most recurrent reasons for attending. 81% said they would come back to an event like this in the future and the rest said that maybe they would come back (only one startup said that it would not).

Was the pre-event support you received helpful & responsive to your needs?



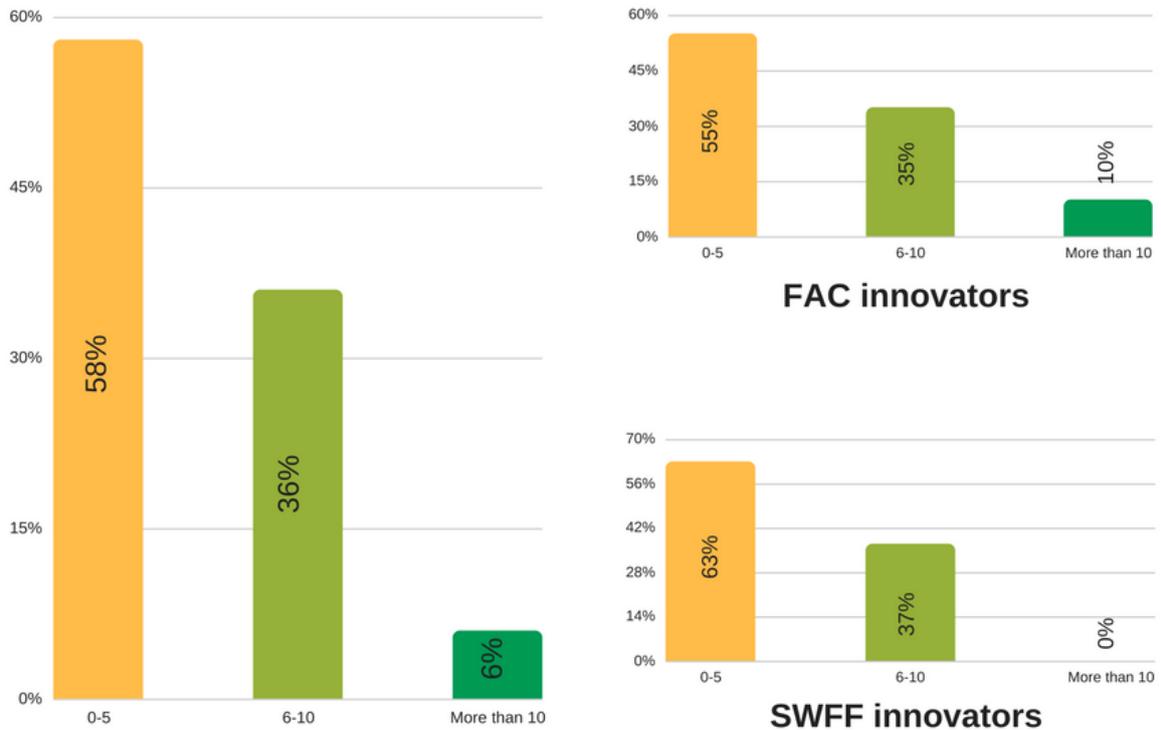
Most of the survey startups (32) were satisfied with the pre-event support received. Only four entrepreneurs said that they did not receive sufficient pre-event support. Two SWFF round 4 innovators expressed dissatisfaction as they did not have enough time to process their visa or get prepared for the conference. The other two felt that the process did not work for them.

How many funders or collaborators relevant to your needs did you meet at the GAS?



Startups participating in the One-to-One Investor Session met an average of 4 investors. In general, 58% of innovators met up to 5 founders/collaborators relevant to their needs, 22% between 6 and 10 and 20% more than 10. See Investor Day on page 19.

How many new potential partners did you connect with?



58% of innovators met up to 5 new potential partners and 42% more than 6 (where 6% met over 10).

Although it is still early to see the real impact, some startups have already communicated that they have received interesting client requests as a result of their participation in the Innovation Marketplace and other pre-event activities like the #FACagripreneurs Battle. Some innovators have noted they that are under conversations to establish partnerships with different players in South Africa (including local distributors and the government of South Africa). Follow-up actions will be carried out to keep track of the impact.

WHAT DO THE AGRIPRENEURS SAY

"The investor one-on-one was one of the best I have been to with relevant and truly interested actors. Thanks for a great experience, a truly well thought event and participants." Carolina Medina, Agruppa.

"Much of these types of conferences are the same information regurgitated, but the one-to-one discussions and Jeff Hoffman's lecture were very unique and value added." Richard Brion, Revolution Agriculture.

"I liked the logistics and diversity of people at FAC 2017." Alex Masika, BRCK Education.

"The big pitch battle was nice and a lot of effort was put to it." Alix Reichenecker, WASTE.

"You did a great job at bringing together a lot of talented agripreneurs from all over the world and that had great value." Guillaume Virag, Project Alba.

"I got to talk to many people and exchange ideas. I liked the agripreneurs battle, great opportunity to learn from our peers." Larissa Setaro, ICU Jordan.

"The investor sessions were really useful and I got a lot of experience." Lazar Jovanovic, Smart Watering.

"I found the talk on business strategy to scale particularly insightful. In addition, exhibitions on investor day opened space for interaction with investors scale and potential partners on a global scale, and this was an amazing opportunity." Placid Mpeketula, University of Malawi.

"FAC focuses on entrepreneurs and SME to engage and create more opportunities to support and leverage the economy." Ebrahim Hameed, Green Path.

"It was very comprehensive. We had never been to an Event like this." Christopher Cameron, Platinum Compost.

"I did learn a lot on my entrepreneurship skill." Patrick Bope, CSABateke Project.

"I really liked the sharing of experiences and talks." Mulweli Rebelo, Guano Fertiliser Mozambique.

"It was an excellent event, well organized both conference and un-conference events and social visits. I hope everyone has enjoyed the trip." Nazmul Chowdhury, Practical Action.

"Meeting other people and learning from them was the best part of FAC." Perry de Louw, Stichting Deltares.

"The battle gave me the chance to meet many entrepreneurs and open many business opportunities." Tambo Djibo Alhousseini, Ranch Du Sahel.

"Corporate culture is the one that I want to implement, Jeff give me powerful advices that I can implement right away to my team." Sanny Gaddafi, 8villages.

"I really enjoyed the battles". Carolina Castro, Agron Solutions.

"I learn to see other thoughts of entrepreneurs." Jorge Leal, Cassava Biomass.

"It met my expectations" Daniel Nuñez, Nutrishake Andino.

"Dating session was good, however that is a lot of pitches in a short period of time." Zachery Gray

"The final battle was very creative, innovative and competitive. Keep it up, get more funding and do bigger things. It's awesome!!!" Modou Njie, Farm Fresh.

"I liked the battle format and the presentation by Jeff Hoffmann" Abel J Velez Ruiz, Semilla.

"Inspirational, great case studies, great exchange. Love organizing team, great support and reliable answers, lots of fun." Jacob P. Bussmann, Seed Forward.

"The matchmaking with the investors was a real opportunity for us to have the support that we need." Souhila Dahmani, ASGARD.

"Marketplace. Opportunity to see and interact with great innovations." Oliver Ujah, SkyFox.

"The unintentional session about team building and company culture was really good." Liisa Petrykowska, Ignitia.

"The exhibitions provided me with opportunity to showcase my innovation. I received very useful contacts from there." Muthoni Masinde, Central University of Technology.

"UnConference; Dinners and drinking sessions with other innovators were the best. Those were the deepest and most helpful conversations." Khanjan Mehta, World Hope.

"We were able to see other innovators and their businesses. I really enjoyed the panel discussion on Social Entrepreneurship." Kate Gardner, Reel Gardening.

"I found out I like doing the pitches on stage and the main reason for being here is finding investors that would like to provide the EUR 3M that we are looking for." Bart de Jonge, Si Technologies.

"(Innovation Marketplace) We got so many exciting people, spread many flyers, made many connections and this already turned into some collaborations in the form of joint proposals. We hope to attend next year as alumni." Martijn de Klerk, FutureWater.

AGENDA REVIEW

SUNDAY, MARCH 12TH, 2017

DAY 1 | INNOVATION COACHING CAMP

-
- 10.00 - 10.30** ARRIVAL AT INDUSTRIAL DEVELOPMENT CORPORATION (IDC)
19 Fredman Drive Sandown, PO Box 784055, Sandton 2146
Buses will depart from the Garden Court Sandton City Hotel at 9.30AM SHARP
-
- 10.30 - 10.40** WELCOME ADDRESS
Carla Tanas, Co-Founder, Future Agro Challenge and Industry Disruptors - Game Changers
-
- 10.40 - 11.00** MEET VACUCH (FAC GLOBAL CHAMPIONSHIPS WINNER 2016)
Nicolas Morelli, COO, Vacuch
-
- 11.00 - 12.00** DOING BUSINESS IN FRONTIER MARKETS
Anthony Kouderis, TAF of the African Agriculture Fund
-
- 12.00 - 13.00** EXPANDING INTO INTERNATIONAL MARKETS
-
- 13.00 - 14.00** LUNCH offered by the IDC
-
- 14.00 - 16.00** PRE-SELECTION PITCHING
-
- 16.00 - 16.30** CLOSING OF INNOVATION COACHING CAMP DAY 1
Mmbodi Rambau-Nesengani, Program Manager, Industrial Development Corporation
-

MONDAY, MARCH 13TH, 2017

DAY 2 | INNOVATION COACHING CAMP

9.00 - 9.30	ARRIVAL AT INDUSTRIAL DEVELOPMENT CORPORATION (IDC) 19 Fredman Drive Sandown, PO Box 784055, Sandton 2146 Buses will depart from the Garden Court Sandton City Hotel at 8.30AM SHARP
9.30 - 10.00	WELCOME ADDRESS to all FAC and SWFF Kerstin Jonsson Cissé, Head of Unit, Global Economy and Environment, Sida Åsa Torkelsson, Advisor Economic Empowerment, UN WOMEN Regional Office for Eastern and Southern Africa
10.00 - 11.00	PRESS CONFERENCE at the IDC
11.00 -12.00	PRE-SELECTION THEME: CREATING A COMPANY CULTURE Jeff Hoffman, Co-Founder of Priceline.com
12.15 - 13.15	PITCHING THEME: DIGITAL MARKETING TRENDS Cherylann Smith, Digital Innovation Strategist & Social media Strategist
13.15 - 14.15	LUNCH offered by the IDC
14.15- 15.30	THEME: BUSINESS STRATEGY TO SCALE (Masterclass) Bob Dorf, Serial Entrepreneur & Co-Author of The Startup Owners Manual
15.45 - 16.00	ANNOUNCEMENT of 6-8 FINALISTS
16.00 - 16.15	CLOSING OF INNOVATION COACHING CAMP DAY 2 to all FAC and SWFF Ku McMahan, Team Lead SWFF
16.30 - 18.30	SETUP OF INNOVATION MARKETPLACE at the Sandton City Convention Center

TUESDAY, MARCH 14TH, 2017

DAY 3 | INVESTOR DAY

9.30	REGISTRATION at the GLOBAL ENTREPRENEURSHIP CONGRESS 161 Maude St, Sandton, Johannesburg, 2196, South Africa
10.00 - 12.30	INNOVATION MARKETPLACE / GEC SESSIONS
12.30 - 14.30	ONE to ONE INVESTOR SESSION Alonzo Wind, USAID Mission Director
14.30 - 17.00	INNOVATION MARKETPLACE / GEC SESSIONS
19.00	VIP RECEPTION AT THE SWEDISH AMBASSADOR RESIDENCE Swedish Ambassador, Ms. Cecilia Julin, would like to invite SWFF and FAC innovators and relevant partners including investors and other government representatives for a reception at her residence in Pretoria (Canopus Street 297, Pretoria). Buses will depart from the Garden Court Sandton City Hotel at 17.30 SHARP

8.30	REGISTRATION at the GLOBAL ENTREPRENEURSHIP CONGRESS 161 Maude St, Sandton, Johannesburg, 2196, South Africa
10.00 - 16.00	INNOVATION MARKETPLACE / GEC SESSIONS
16.00 - 18.30	FAC GLOBAL CHAMPIONSHIPS & AWARD CEREMONY (Ballroom, 2nd flr)
15.40 - 16.00	DOORS OPEN FOR ATTENDEES
16.00 - 16.20	OPENING AND WELCOME ADDRESS Carla Tanas and Michalis Stangos, Co-Founders, FAC and Industry Disruptors Imraan Patel: Deputy Director-General: Socio-Economic Innovation Partnerships Cecilia Julin, Ambassador of Sweden
16.20 - 16.30	INTRODUCTION OF JUDGES
16.30 - 16.35	WELCOME ALL 50 AGRIPRENEURS ON STAGE (or via video)
16.35 - 16.55	BATTLE 1
16.55 - 17.15	BATTLE 2
17.20 - 17.40	BATTLE 3
17.40 - 18.00	BATTLE 4 (tbc)
18.00 - 18.15	THE GRIND
18.15 - 18.20	Jan Huesken, Netherlands Deputy Ambassador
18.20 - 18.30	ANNOUNCEMENT OF SWFF ROUND 4 WINNERS Alonzo Wind, USAID Mission Director
18.30 - 18.40	AWARD CEREMONY - AGRIPRENEUR OF THE YEAR - AUDIENCE AWARD Awards to be announced by Mr. Eleftherios Kouvaritakis, Ambassador of Greece
19.30	RECEPTION BY SEA África (local organizers of GEC) and SABAN, ABAN and EBAN at the Gordon Institute of Business Science 26 Melville Rd, Johannesburg, 2196, South Africa

Innovation Coaching Camp

The Summit took place in two different venues. The sessions of the Innovation Coaching Camp that ran for the first two days were held at the FAC partner's premises at the Industrial Development Corporation (IDC).

The Innovation Coaching Camp sessions were, not limited to, but aimed at preparing and pre-selecting finalists to compete at the FAC Global Championships on March 15. Almost 40% of the startups pointed the Innovation Coaching Camp sessions as the sessions they enjoyed the most.

The Sessions on March 12, combined "Access to New Markets" talks with pitching pre-selection battles.

The Innovation Coaching Camp sessions on March 13, incorporated distinguished speakers highly valued by the participants, such as, Jeff Hoffman Co-Founder of priceline.com and Bob Dorf, Serial Entrepreneur & Co-Author of The Startup Owner's Manual, as well as, pitching pre-selection battles.

The Innovation Coaching Camp succeeded in providing an environment for the innovators to interact and learn from each other and their respective markets.

Pre-selection Pitching Battles

From March 12-13, 20 battles took place confronting 40 different startups to compete for The Agripreneur of the Year.

The innovators presented their ideas in front of other agripreneur peers, and a panel of jury members including investors and agro business experts. As a result, 8 startups were preselected to compete at the finals on March 15. See finalist's summary on page 22.

Innovators for the most part enjoyed the pitching battles; however, some found it challenging to compact their ideas into 30 seconds, especially being that English was not their first language.

Investor Day

The sessions of the last two days were held at the Sandton Convention Center as part of the Global Entrepreneurship Congress.

One of the most highly regarded features of the Summit was the Innovation Marketplace, that ran for two full days and gave the innovators the chance to showcase their ideas/ventures to all Global Entrepreneurship Congress attendees (over 8400 pax registered from over 173 countries).

Another key component that was considered of great value was the One-to-One Investors Session, carried out in a 15-minute speed-dating format, where innovators met an average of 4 investors previously assigned through a matchmaking process. Although some startups provided multiple answers, the second highest valued session (following the Innovation Coaching Camp selected by the 40%) was the One-to-One Investor Session with close to 27% of the startups saying that this was the session that they enjoyed the most, followed by the Innovation Marketplace (about 14%) and other sessions (Pitching, UnConference and discussions with other innovators).

27 investors attended the One to One Matchmaking Investor Session out of the 38 confirmed investors. Confirmed investors met 100% of the total number of investors aimed to attend based on the total number of innovators that confirmed participation at the One to One Investor Session prior to 2.5 weeks of the event. The matchmaking process was reshuffled on an ad hoc basis to meet the changes of new innovators to be added within the last week and other innovators that would no longer attend this session causing some missed matches.

Overall, while deal flow is too early to measure, investors found innovators to have interesting projects across different areas. Aside from direct investment possibilities, innovators valued the opportunities to tap into investor networks. Investors that attended include:

1. Judith Munyurwa, COO of Databank Fund Manager
2. Adrien Henry, Moringa Fund
3. Janik Porzelt, Elea Foundation
4. Rishi Jaitly, Times Global
5. Ivan Sandjaja, Ciputra Foundation
6. Francois Ameguide, Greentec Capital Partners

7. Candace Johnson, President of European Business Angels Network
8. Anthony Kouderis, TAF Agriculture Fund
9. Omar Rifai, Standard Chartered Bank
10. David Weng, Asia Silicon Valley Development Initiative
11. Llew Claasen, Newton Partners
12. Tanur Madaree, Vumela Fund
13. Richard Hurly, Hurly Horticulture Management
14. Nicky Khaki, Engineers Without Borders
15. Lesa Mitchel, Techstars
16. Reona Bassude, Thomson Reuters
17. Cecile Sevrain, TIIME
18. Yemi Keri, Lagos Angels Network
19. Darryl Yutar, Foresights Financial Services
20. Brendan Mullen, Secha Capital
21. Galit Fluxman, Foresight Financial Services
22. Kanini Mutooni, Global Innovation Fund
23. Brigitte Baumann, Go Beyond
24. Christopher Rolfe, Go Beyond
25. Abu Cassim, Groundflr
26. Kenneth Kayser, Rise Africa
27. Cristina Martinez De Silva, UNCTAD

Confirmed investors that did not attend due to last minute cancellations or no show despite reminders and follow ups are listed below.

1. Cederic De Beer, Soros Economic Fun
2. Daniel Isenberg, Colombia Business School
3. Folusho Mike Fadayomi, UTC Nigeria
4. Charles Sekwalor, Movemback
5. Andrew Makenete Musa Group
6. Jell Miller, Grovest
7. Donna Rachelson, Seed Group
8. Richard Rose, Edge Growth
9. Jeremy Lang, Business Partners
10. Bonga Mchunu, Small Enterprise Finance Agency (SEFA)
11. Agnes Sibanda, Angel Investor

Challenges in the matchmaking process did occur based on the following:

- * Unexpected last minute changes by 27% of the stakeholders (innovators and investors) leaving minimum time for preparation for each party to receive insight of who they will meet.
- * Investors attended made up for the most part to be from the region as international investors were reluctant to travel the long distance, making the matchmaking process challenging due to geographical interests.

- * Many innovators were focused in grant/aid funding (for the most part SWFF), which was not investable from an angel or venture capital perspective. Innovator businesses were too small to attract large funds, banks or grant organizations.
- * While assessing the types and amounts of funding needed different application processes between SWFF and FAC made it challenging to meet final requests.
- * The venue provided to us for the investor session despite ongoing requests to be in a closed room was not suitable due to noise, space, accessibility, entrance route and ongoing interruptions from third parties. Two investors were unable to find where we were located in the exhibition hall despite receiving a floor plan.

Despite the challenges, both innovators and investors were satisfied with the results.

“Again, my apologies for disappointing the team and all the people who attended the session. Feedback I have received has been very positive.” Andrew Makenete, Musa Group.

“My colleague did attend and said it was very good. Sorry I couldn't make it. Hopefully there will be another opportunity to meet.” Richard Rose, Edge Growth.

“Thank you for the opportunity to meet phenomenal entrepreneurs, some of which we will discuss potential investment opportunities.” Francois Ameguide, GreenTec Capital Partners.

“Thanks for the opportunity to connect with the Agro Entrepreneurs. I have already identified opportunities to help them scale into new markets in Africa and provide support.” Kenneth Kayser, Rise Africa.

“It was eye opening” Darryl Yutar, Foresights Financial Services.

“Overall, great effort for the attempt and I think it was value adding for entrepreneurs as well as investors.” – Tanur Madaree, Vumela Fund.

“I've met very inspiring agripreneurs with interesting projects however none of them really picked up my interest in terms of investment.” Cecile Sevrain, TIIME.

“Good spread of ideas and businesses. Businesses are just too small right now to attract interest from the fund managers I work with; however, I'm looking within my private network for potential funders for some of the businesses that I thought are compelling and forwarded a couple to people within my network who might be able to assist them more directly.”

Anthony Kouderis, TAF African Agricultural Fund.

Agripreneur of the Year 2017

Finally, on March 15, eight finalists competed on stage for The Agripreneur of The Year 2017 in front of a jury made of key stakeholders. The jury members were:

1. Imraan Patel, Deputy Director-General: Socio-Economic Innovation Partnerships at the Department of Science and Technology of the Government of South Africa.
2. Rain Coetze, CEO of Small Enterprise Finance Agency (SEFA).
3. Elsie Kanza, Head of Africa, Member of the Executive Committee, World Economic Forum.
4. Adrien Henry, Investment Moringa Fund.
5. Hande Didem Altop, Managing Director, Endeavour Turkey.

Handed in by the Ambassador of Greece, Founder of Reel Gardening, Claire Reid received the title of the Agripreneur of the Year 2017. As the winner, Claire went home receiving a custom-made package to support their next steps.

Reel Gardening, located in South Africa, has developed a unique seed system that can be grown into a vegetable or herb garden in nearly any climate. Reel Gardening pre-

packages a paper strip with seeds and fertilizers so it can be easily planted at the correct depth and maintained.



“Winning the championship opened many doors for me and I look forward to seeing what Reid will achieve being propelled from this platform”. Nicolás Morelli, 2016 Future Agro Challenge and COO at [VACuCh](#). VACuCh is an antibacterial milk liner that mitigates bovine mastitis and reduces the quantity of bacteria in milk.

Runners up were Carolina Medina, Founder of Agruppa based in Colombia. Agruppa leverages mobile technology to optimize the current fruit and vegetable supply chain between the farm and mom-and-pop shops in the city. And Gabriel Okello, operations director of Green Heat Uganda Ltd headquartered in Uganda. Green Heat Uganda Ltd.'s innovative slurry-separation system greatly reduces water demand. The system creates an easily managed fertilizer product while increasing gas production.

The five other finalists were SeedForward (Germany), LARBE AgroBusiness Project (Chad), Si-Technologies International B.V (India), Nutrishake Andino (Peru), aQysta BV (Netherlands),

Audience Award

Two weeks before the event, innovators were invited to participate in the #FACagripreneurs Battle. The online competition was a video competition based on fan votes. The competition was active on the Future Agro Challenge Facebook page where the startups competed with their videos in an effort to spread awareness about their idea and get the most votes to win the Audience Award.

The main purpose of this competition was to create a global dialogue by showcasing agripreneurs in the frontline who are demonstrating their immediate actions to creating solutions to national, regional and global challenges.

Over 50% of the startups participated in the battle with their videos, and a good number of them have verbally expressed how useful and beneficial this battle was for them to attract attention to their initiatives from media and potential clients.

The winner of the #FACagripreneurs Battle was Farm Fresh, a Gambian Online Fresh Food Store that is contributing to closing the agricultural value chain gap from production to market by setting up an online food store to market fresh products and deliver them to customer's doorsteps. Farm Fresh wants to make natural organic foods available to everyone by moving the food supply chain from the rural farm to the end users.



Modou NS Njie, is the Founder and CEO of this social responsible enterprise that contributes to the triple bottom-line (People, Planet & Prosperity) of The Gambia.

MEDIA

A press conference was organized on March 13, in collaboration with a local PR agency, EPIC Group, to attract media attention to the innovations. Some media coverage includes: Ventureburn, Bizcommunity, Journal Du Tchad, SME South Africa, Agri Orbit, Gauteng Guardian, Disrupt Africa, Techno Africa and SAFM to name some. There are some pending interviews with CNBC Africa and other media. However, despite the resources dedicated to Promotion, the results were not the expected ones as the PR agency did not reach the agreed KPIs. Some local efforts were also carried out in Greece resulting in different articles and coverage by key media.

"I would like to congratulate the Industry Disruptors team for their efforts. It is not easy to have an event at a global stage, representing so many teams from different countries. The Summit was a great chance to hear all about the latest innovations in food, ag-tech and agriculture." Tasos Zachos, Editor in Chief, FortuneGreece.com

Some interviews are still underway. See some media coverage below:

PUBLICATION	DATE	HEADLINE	LINK
Sake, (Burger Oos Kaap)	22.03.2017	SA vrou wen eerbewys vir haar slim saadplan	PDF
SAFM: Afternoon Talk	22.03.2017	Reel Gardening takes home Agripreneur of the Year Award	Audio
Sake (Volksblad)	21.03.2017	Suid-Afrikaner wen groot prys met haar slim saadplan	PDF
SME South Africa	21.03.2017	The one big funding lesson from the 2017 Agripreneur of the Year	URL
Moon of the South	20.03.2017	South Africa's Claire Reid wins global Agripreneur of the Year Award	URL
Netwerk 24	20.03.2017	Suid-Afrikaner oes pryse met slim saadplan	URL
Standard Bank Bizconnect	20.03.2017	Disruptors on your doorstep: Will you partner with Agripreneurs of the future?	URL
Bizcommunity	20.03.2017	Founder of Reel Gardening walks away with Agripreneur of the Year Award	URL

SME South Africa	20.03.2017	Today's Top Entrepreneurship and Business Stories	URL
Biznis Africa	19.03.2017	South African business wins 2017 Global Agripreneur of the Year award	URL
Journal Du Tchad	18.03.2017	Future Agro Challenge 2017: le représentant du Tchad est à Johannesburg	URL
Uncova	17.03.2017	Reel Gardening takes home Agripreneur of the Year Award	URL
Ventureburn	17.03.2017	Reel Gardening takes home Agripreneur of the Year Award	URL
Agri Orbit	17.03.2017	SA business is global Agripreneur of the Year	URL
IT-Online	17.03.2017	SA business is global Agripreneur of the Year	URL
Htxt Africa	17.03.2017	South African startup wins global Agripreneur of the Year award	URL
Htxt Africa	17.03.2017	South African startup wins global Agripreneur of the Year award	URL
South African Bloggers	17.03.2017	SA Business Wins Global Agripreneur Of The Year Award At Future Agro Challenge	URL
Wine	15.03.2017	Future Agro Challenge	URL
Engineering News	13.03.2017	Global agriculture innovators vie for top honours at Future Agro Challenge awards	URL
WineLand	08.03.2017	Future Agro Challenge	URL
WineLand	08.03.2017	Vinitaly wine show	URL
Citybuzz.co.za	23.02.2017	Highlighting Agriculture in March	URL
ITWeb	23.02.2017	Agriculture tech summit to be held in SA	URL
Disrupt Africa	22.02.2017	Agripreneur of the Year winner to be unveiled in Joburg	URL
SA NGO Pulse	22.07.2017	Agripreneur of the year to be announced	URL
Techno Africa	22.02.2017	Tech innovation in agro encouraged	URL
CAJ News Africa	22.02.2017	Tech innovation in agro encouraged	URL
Gauteng Guardian	22.02.2017	Tech innovation in agro encouraged	URL

CAJ News Africa	21.02.2017	Tech innovation in agro encouraged	URL
Agri Orbit	17.02.2017	Innovators compete for Agripreneur of the year	URL
Ventureburn	16.02.2017	Entrepreneurs to compete for Agripreneur of the Year title	URL
Biz Community	16.02.2017	Top food and ag innovators competing for Agripreneur of the Year	URL
SME South Africa	16.02.2017	Today's top entrepreneurship and business stories (16 February)	URL
ictplus.gr	03.03.2017		URL
palo.gr	10.03.2017		URL
liberal.gr	09.03.2017		URL
newmoney.gr	09.03.2017		URL
capital.gr	09.03.2017		URL
diorismos.gr	07.03.2017		URL
toxrima.gr	10.03.2017		URL
olatanea.gr	08.03.2017		URL
startupper.gr	03.03.2017		URL
inewsg.com	03.03.2017		URL
emea.gr	10.03.2017		URL
neashmera.gr	03.03.2017		URL
vorla.gr	03.03.2017		URL
reporter.gr	02.03.2017		URL
epixeiro.gr	04.03.2017		URL
agro24.gr	03.03.2017		URL
foodbusiness.gr	03.03.2017		URL

praktoreio-business.gr	03.03.2017		URL
fortunegreece.com	09.03.2017		URL
mykosmos.gr	10.03.2017		URL
gazzetta.gr	11.03.2017		URL
ersanews.gr	11.03.2017		URL
newzme.gr	11.03.2017		URL
blog.gr	11.03.2017		URL
sepe.gr	11.03.2017		URL
tovima.gr	13.03.2017		URL
fortunegreece.com	12.03.2017		URL
fortunegreece.com	13.03.2017		URL
sportslike.gr	11.03.2017		URL
e-geoponoi.gr	16.03.2017		URL
diorismos twitter	06.03.2017		URL
bizcommunity.gr	20.03.2017		URL
it-online.co.za	17.03.2017		URL
innovationgeneration.nl	20.03.2017		URL
biznisafrica.co.za	19.03.2017		URL
ventureburn.com	17.03.2017		URL
htxt.co.za	17.03.2017		URL
mprende.co	17.03.2017		URL

PARTNERS

The Global Agripreneurs Summit was hosted in part by Industry Disruptors, USAID, Sweden (through the Swedish International Development Cooperation Agency), the Ministry of Foreign Affairs of the Kingdom of the Netherlands, and the South African Department of Science and Technology, and the Industrial Development Corporation.

INDUSTRY DISRUPTORS GAME CHANGERS (ID-GC) is a grassroots organization promoting innovation and entrepreneurship with a focus on start-ups and extroversion. Since IDGC's inception in 2012 as a non-profit organization to promote innovation and entrepreneurship in Greece, South East Europe and East Med regions, Industry Disruptors – Game Changers has aided 2.890 founders, awarded €643.500 in cash, designed three masters degrees and offered 22 scholarships worth of €264.000 to date. Their mission is to break down barriers for entrepreneurs that will become industry disruptors and game changers with global reach. Future Agro Challenge (FAC) is the highlight initiative of Industry Disruptors Game Changers (IDGC). IG-DC has expanded its global reach through a bottom-up approach. In just three years, our global highlight Future Agro Challenge (FAC) has taken on its own organic growth to over 60 countries across five continents. FAC is a leading competition that discovers fundable ventures in food, ag tech, and agricultural from farm to fork. We aim to unlock new and natural capabilities that reduce unfavorable impact on the earth's soils, oceans, or human and animal health.

SECURING WATER FOR FOOD: A GRAND CHALLENGE FOR DEVELOPMENT

Securing Water for Food enhances access to innovations that help agricultural producers grow more food with less water, enhance water storage, and improve the use of saline water and soils to grow or process food. Through a competitive process, the program has pre-screened and selected only the highest potential water-for food innovations and provides grant funds and ongoing acceleration assistance to support their business development.

Since 2013, USAID, Sweden through the Swedish International Development Cooperation Agency (Sida), the Government of South Africa, and the Ministry of Foreign Affairs of the Kingdom of the Netherlands have invested \$35 million and provided critical acceleration

support to promote science and technology solutions that enable the production of more food with less water and/or make more water available for food production, processing, and distribution in developing and emerging countries. Since 2013, SWFF has provided funding and acceleration support to 28 innovators. SWFF innovators combined have helped save approximately 2 billion liters of water, helped produce nearly 290,000 tons of food, and reached more than one million farmers and other customers in 28 countries.

INDUSTRIAL DEVELOPMENT CORPORATION (IDC)

Established in 1940, the Industrial Development Corporation is a national development finance institution set up to promote economic growth and industrial development in South Africa and on the rest of the continent. IDC promotes entrepreneurship through the building of competitive industries and enterprises based on sound business principles. IDC is owned by the South African government under the supervision of the Economic Development Department. Relevant representatives from IDC took part in different sessions at IDC greatly contributing to their success.

Primary, IDC facilitates direct and indirect employment. Secondary, IDC improves regional equity, including the development of South Africa's rural areas, poorer provinces and industrialization in the rest of Africa; promotes entrepreneurial development and grow the small and medium enterprise (SME) sector; advances environmentally sustainable growth; grows sector diversity and increase localized production; and supports the transformation of communities and development of black industrialists.

LEARNINGS

While the Global Agripreneurs Summit ran for the first time in joint partnership between Industry Disruptors and Securing Water for Food, it was rated as an overall success despite the various challenges faced by both parties.

Some key learnings include:

Preparation and Communication

Innovators in both organizations should follow one roadmap from the application process, preparation, and final event, including communication channels. While a positive attempt was made to bring together two separate groups formulated through different channels one being comprised by governmental body while the other as a grassroots movement challenges were bound to be faced despite the proactive steps to prevent them. Overall, a good effort between a public and private initiative. A second attempt would have definitely paved a smooth ride.

Separation of communication channels to the two different groups of innovators (SWFF and FAC) prior and during the event proved to make coordination slower and difficult at times (causing some miscommunication), as well as, played a role against the integration of the innovators from both parties who still today are asking for contact details of members of the other group.

While the same communication was sent to both SWFF and FAC innovators, it seemed that some innovators were not well informed of what taking part in FAC and the Global Agripreneurs Summit entailed. This could be due partly to the parallel sessions that were running by both SWFF and FAC on the same days, including the abundant information received from different channels the last few weeks prior to the event. More details would be necessary to be provided to both organizations, as well as, from third parties to support different agendas. Prior notification could be useful to notify team leads.

Agenda changes during the event should be indicated to all parties. Both organizations underwent some unforeseen surprises that could have been prevented. Agenda changes were made ad hoc, and flexibility was made from both parties to attempt to the

necessary changes; however, resulting in some dissatisfaction. Extra effort should be put to notifying other party leads about last minute changes. Even if there are switches of team leads not taking part in an agreed agenda. Transparency and sharing a minute to minute agenda on key sessions is important to minimize surprises.

All third parties (speakers, mentors, jury members and other stakeholders) should be well informed of all stakeholders taking part in a joint event.

Better preparatory of which innovators were confirmed to take part in the event could have been indicated well in advance. The organizing committee addressed last minute changes causing a big distress in the planning of the event as the investors match-making process had been closed and the marketplace booths had already been distributed, including last minute urgent special requests to deal with visa issues.

A unique agenda inclusive to both organizations is highly suggested to avoid any miscommunication. In addition, a better understanding of each other's processes prior to joint activation.

A pre-scheduled staff support meeting on the ground, including leads and interns from the three organisations, would have benefitted to go over roles and responsibilities and a detailed minute to minute agenda to minimize hiccups. Use intern support and prep them so that logistics can run as smooth as possible.

While being involved within a larger conference was favorable regarding additional exposure, delays in organizing decisions due to third party decisions caused major setbacks to the whole organization process including invites, preparation guidelines, and event details. In addition, innovators mentioned that communication was being received from different stakeholders making it confusing to understand the requirements for the Global Agripreneurs Summit. A serious evaluation on the pros and cons of setup of the next event is in discussion.

Processes

Some innovators have pointed out that the last day event was too long suggesting to reduce the number of startups and battles and also to keep the timeline. While the intention was to only have 6 startups on stage, the team made a decision to select the additional 2

that received results very close to finalists 4 and 5. Serious note has been taken to redesign the whole pitching/battle process.

Through further discussion with investors and jury members it was indicated that innovators needed more work to pitch their ideas to third parties. The preparation procedure will be redesigned accordingly to feedback.

Social Events

Networking receptions should be catered to the integration of innovators through an environment that creates an interactive experience. Proper meals to all participants should be included and guaranteed during social events

Official formalities are worthwhile but should be limited for networking purposes.