Welcome to Seedbed 2021
Bootcamp Brief

Introduction

Congratulations! You are one of our final 53 teams that have been shortlisted for the EIT Food Seedbed 2021 Bootcamp Training. We are absolutely delighted to welcome you on to the programme and have you join us for the Bootcamp.

Please read this welcome brief carefully. This information contains the important information you will need to join to the pre-Bootcamp Welcome call and the online Bootcamp training, as well as some important information about the Seedbed Programme.

Team Members

The EIT Food Seedbed Bootcamp Training can support **two** team members. We strongly recommend both team members join all of the Bootcamp sessions. If you are a team of one this is ok but please let us know beforehand so we are aware of this. If you are a team with more than two team members, please let Michalea (m.fox@qub.ac.uk) know which two members will join the Bootcamp before Thursday 3rd June, if you have not already done so.

Pre-Bootcamp Welcome Call

In advance of the EIT Food Seedbed Bootcamp Training, we have arranged a Pre-Bootcamp 'Welcome Call' which should last approximately 90 minutes. Once you have joined our Seedbed Incubator Platform you will receive a calendar invite for this call.
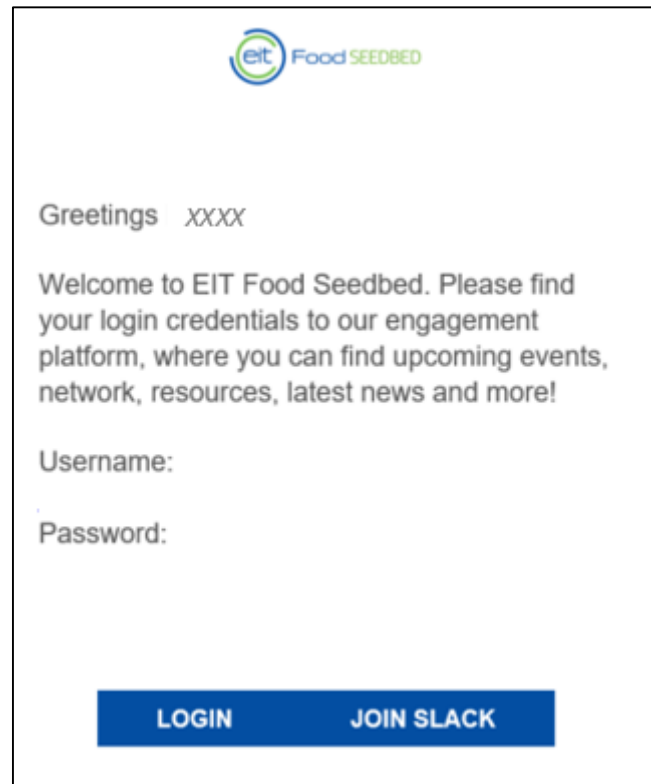
At least one *of your team members must be available for this call. We have provided more information on the call at the end of this brief.*

EIT Food Seedbed Platforms

The EIT Food Seedbed Bootcamp Training will take place using three interlinked platforms:

(1) Online Seedbed Platform – This is the main incubator virtual space where trainings and coaching will take place. It will also be your space to connect with the Seedbed Hub Managers and Seedbed teams across Europe.
(2) Slack – To communicate with the Seedbed teams
(3) Zoom – To join the live training sessions

Before the Pre-Bootcamp Welcome Call you will receive a Welcome Email (see screenshot below) to join our Seedbed Incubator online platform. Once you have received this, please follow the instructions on the email to log onto the platform and join slack.

Following this, please carry out the below steps to ensure that you are set-up on this platform and have access to all our Seedbed events and resources. It is **vital you complete these steps**, or you will not be able to access the programme and will not receive the calendar invites to our Bootcamp training. **Please note: Both team members who will participate in the Bootcamp should complete these steps:**

1. Log in to the platform using the link in your welcome email

2. Along the top of dashboard, select the tab 'Profile' and edit your profile. Provide a short description about yourself and add a profile picture

3. Along the top of the dashboard, select Network, click 'Startups' and select your Team. Please 'Edit' your Startup / Team profile to include a description and the logo. Please note: the information you have already provided on the Team Profile is perfect for this.

4. Get to know the platform. Have a look at our upcoming Bootcamp events, resources and network.

5. Join our EIT Food Slack. On the EIT Food Seedbed homepage, scroll down to the Slack Channel and click 'Join Community'. Say hello and introduce yourself in the 7th June Bootcamp channel.

We would encourage you to please carry out these steps in advance of the Bootcamp Welcome Call to test your access, answer any queries and make sure there are no issues in advance of the Bootcamp.

Once you have signed up to the platform, you should receive a calender invite to the Welcome Call and Bootcamp directly into your email box. If you are having any difficulties, please notify Michaela on m.fox@qub.ac.uk, as soon as possible. The Zoom links for both calls are also provided below:

About the Pre-Bootcamp Welcome Call

The purpose of the Pre-Bootcamp call is to welcome you to the programme, introduce you to your Seedbed training team and make sure you have all the information you need before joining the Bootcamp on Day 1. The following also gives you information on some homework you need to compete before the Bootcamp begins so, please read carefully and make sure you have completed all the tasks!

- Your pre- Bootcamp welcome call will last approximately 90 minutes.

- You must confirm **the two team members** that will commit to the Seedbed Programme

- Please set yourself up on our Seedbed Incubator online platform and say hello on Slack. Please also check out our Pre-Bootcamp training **Resources** in preparation for Day 1 of the Bootcamp.

- The Seedbed team will outline the Bootcamp requirements and ensure that all participants have committed to and understand all the terms and conditions of the programme

- **Verbal Business Card:** Teams are required to prepare a Verbal Business Card in advance of the Bootcamp. During the Welcome Call we will introduce you to the Verbal Business Card. You will then be asked to prepare and present your Verbal Business Card the during the introduction session on Day 1 of the Bootcamp. All of the information to help you prepare your Verbal Business Card will be provided during the Pre-Bootcamp Welcome Call.

  This will **_not_** be an assessment but an opportunity for the Hub Managers and the training team to understand your business proposition to ensure we can best support you over the 4 days.

- The success of a Bootcamp will be determined by the amount of practical work that the teams perform. Through successive Bootcamp experiences, we have found that a well thought set of Value Propositions are the basis for the development of an excellent Business Model Canvas which in turn produces the very best market discovery action plan. In other words, the emphasis will be on the teams 'Doing' rather than 'Learning'. But, don't worry- you will have a dedicated Coach there to support you every step of the way!

- **€6,000 Market Discovery Fund:** There will be an evaluation process at the end of the bootcamp, whereby not all teams will be recommended for the €6,000 market discovery journey and follow-on incubation support and services available from your hub. Teams will have to submit their Business Model Canvas (BMC) and Action plan for review and present their business assumptions and market discovery roadmap to the selection panel on the

fourth day of the Bootcamp (Don't worry you will receive training and support from our coaches in preparation for your presentation!)

The Seedbed Selection panel will consist of 5 judges who will evaluate your team, your final presentation, and along with the Seedbed Bootcamp training delivery team, monitor and evaluate your engagement and performance throughout the week. At the end of all three Bootcamps (w/c 28th June), the panel will decide on the Top 40 teams to go through to Stage 2 - Market Discovery. These teams will receive the €6,000 funding and incubation support and services from their hub to support this stage. More information about the selection process and evaluation criteria will be outlined during the Bootcamp.

If you are selected to progress to the Market Discovery phase (and receive €6,000 market discovery fund) you must commit to the Seedbed Programme. This includes participation in the Seedbed Kick-off event (6th July), progress calls with the Experts in Residence and Seedbed Team for the duration of the programme, compulsory attendance at the Options Training Day (October) and Options Roundabout (November).

The €6,000 for Market Discovery will be paid in phased milestone payments. The Milestone Payments will be agreed between the Seedbed Hub Managers and teams following the Bootcamp.

Q&A: If any of the above is not clear, again don't worry! Teams will be given an opportunity to ask any questions during the Pre-Bootcamp welcome call.

We hope the above gives you a clear indication of what to expect at the Bootcamp and we can't wait to get started! In the meantime, if you have any questions about any aspect of the training please just get in touch.

Best wishes

The EIT Food Seedbed Incubator Team