EIT Food
RisingFoodStars
As Europe’s leading INNOVATION food initiative, we are working to make the food system sustainable, healthy and trusted.

Our Role

Our role is to bring all players together and accelerate the innovation process that will transform the food system.

Our Strength

Our strength comes from partners, which represent +200 of Europe’s leading agri-food companies, research institutes and universities.
What do we look for?

IMPROVING FOOD TOGETHER

6 focus areas aligned with the UN SDGs and the EU Green Deal

**ECONOMIC IMPACT**

- + Ventures
- + Jobs
- + Investments

**SOCIETAL IMPACT**

**PROTEIN DIVERSIFICATION**

**CIRCULAR FOOD SYSTEMS**

**TARGETED NUTRITION**

**DIGITALIZED TRACEABILITY**

**SUSTAINABLE AGRICULTURE**

**SUSTAINABLE AQUACULTURE**
Our programmes

LAUNCH
Seedbed
For aspiring entrepreneurs and intrapreneurs

ACCELERATE
EIT Food Accelerator Network
For registered startups (pre)seed funding with traction indicators

SCALE
RisingFoodStars
For early impactful scaleups, with paying customers, ready to scale globally
It is difficult to scale...

**In Europe:**
- Less than 40% of start-ups scale up to 11-50 employees
- But only 12% scale up to >50 employees

Crunchbase: all Food & Agri ventures founded in 2007-2012, indexed 100 for 11-50 employees
“A startup backed by an external structure has two times more chances of being successful”

According to a study by BCG and La Boussole
A start-up is not an scale up

Scaling phase:
Rapid business building
- Senior talent onboarding
- Standardization of product and terms
- GTM/Sales Excellence
- Selling Internationally
- Quality, delivery control, cost competitiveness
- Ongoing product innovation (50-100 FTE, towards growth capital)

Start-up phase:
Initial product launch
- Mission, first vision
- Technology development
- Customer need identification
- Rapid prototyping
- Choice of business model
- Agility, pivoting
- Informal team, projects (1-10 FTEs, towards series A)

Scale-up phase:
Transformation to Enterprise
- Vision crystallization
- Business development
- Customer Delight
- Innovation roadmap
- Business model scalability
- Birth of strategy
- Structure and processes (10 to 50 FTEs, towards series B)
“Scaling is one of the trickiest and most painful points in a company’s growth. It's at this inflection point where very few succeed. Scale too fast, and end up outgrowing capacity, or too slowly, and risk losing momentum. It can also be an extremely lonely journey.”

By Sinead Daly, Upscale Programme Lead
RisingFoodStars value proposition

Our Promise: Be the trusted partner to scale impact “profitably” by joining the world’s largest Agrifood innovation ecosystem

- Access to market
- Access to talent
- Access to recognition
- Access to funding

KPIs: Jobs created, Marketed Innovation, Investment attracted
2021 MEMBERS IN A SNAPSHOT

A GREAT NETWORK WITH A STRONG IMPACT ON THE INDUSTRY

70
RFS Members in 2021

From 20 countries
Within EU or associated countries

€ 350M+
Public and private Investments attracted in 2021

650+
Jobs created by the RFS scale-ups between 2020 and 2021

8+
Success stories exceeding >50 employees or > €10M revenue or acquired

~30%
RFS Scale-ups have women CEOs or senior leaders

Source: Survey Dec'21, Pitch Book data
Redefine Meat

3D printing plant-based materials resulting in flavour and texture of beefsteaks.

**Success Story**

**Early 2018**
- Company inception under the name Jet Eat in Israel

**2018**
- Integrates the 1st cohort of EIT FAN, is awarded a €60K prize used to finalize prototype

**2019**
- Rebrands as Redefine Meat and raises $6 million round led by CPT Capital

**2020**
- Joins EIT Food network as a RisingFoodStar, & partners with Givaudan to accelerate the alternative protein ecosystem and prepare market distribution

**2021**
- Raises $29 millions

**2022**
- Raises $135 millions

**0 < 50 FTE / 4 years**

**$170 millions raised**