AGRIXCELERATE

ACCELERATING DIGITAL INNOVATIONS FOR AGRICULTURE

CALL FOR APPLICATIONS

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The AgriXcelerate Innovation Challenge is a cutting-edge program hosted by CSU-TBIs (BisNEST and CVLTBI) that focuses on accelerating digital innovations in agriculture. As a leading institution in promoting entrepreneurship and technology-driven solutions, CSU-TBIs brings together experts, industry leaders, and passionate individuals to drive impactful change in the agricultural sector.

The AgriXcelerate is designed for young entrepreneurs, startups, researchers, and enthusiasts who are passionate about leveraging digital innovations to revolutionize agriculture. This will give them the opportunity to be at the forefront of this transformation, equipping them with the knowledge, skills, and network needed to drive digital innovations that will shape the future of agriculture.

GOALS

Improve Agricultural Productivity: Promote innovations that increase crop yields, livestock production, and overall agricultural productivity through the use of digital technologies.

Sustainable Farming Practices: Promote the development of digital solutions that support sustainable farming practices, including precision agriculture, organic farming, and reduced resource use.

Access to Information: Improve access to critical agricultural information for farmers, such as weather forecasts, market prices, pest and disease management strategies, and best practices.

Market Access: Facilitate the creation of platforms or tools that connect farmers to markets, buyers, and supply chain partners, reducing post-harvest losses and ensuring fair prices for agricultural products.

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KEY PRIORITIES

- ➢ Precision Agriculture
- ➢ Farm Management Software
- ➢ Biotechnology
- ➢ Food Technology
- ➢ Mobility in Agriculture
- ➢ Health Technology
- ➢ Robotics and Automation
- ➢ Livestock Health Monitoring
- ➢ Marketplace and E-commerce Platforms
- ➢ Machine Learning and AI
- ➢ IoT (Internet of Things)
- ➢ Blockchain Technology
- ➢ Big Data and Analytics

WHO CAN JOIN?

The Digital Agriculture Innovation Challenge 2023 is currently accepting submissions from students, graduates, faculty members, and researchers representing diverse universities, colleges, and institutions located in the Cagayan Valley Region.

TEAM CRITERIA

➢ Each team must comprise at least three members and a maximum of five members.

➢ Team members should possess expertise in Information Technology, Engineering, and Entrepreneurship.

IDEA SUBMISSION

➢ Participants are required to answer the questions in the application form. If available, a pitch deck in PDF format may be uploaded in Google form.

➢ Submissions may encompass new ideas, Capstone Projects, or fully accomplished Capstone/Thesis projects

TOPIC TO BE DISCUSSED

1. Overview of Digital Agriculture
2. Strengthening Agricultural Market Access with ICT and Digital Tools
3. Use of ICT/Digital Tools in Financial Services
4. ICT/Digital Tools for Farm Productivity Enhancement
   ➢ Value Proposition Canvas
   ➢ Business Model Canvas

PROCESS FLOWCHART

1. **Announcement and Call for Participants**

   The challenge is officially announced and an open call for students and/or graduates to submit their innovative solutions related to digital agriculture. The call for participants outlines the criteria, guidelines, and timelines for participation.

2. **Screening of Entries**

   The TBI team evaluates the submitted solutions based on predefined criteria such as innovation, impact, scalability, feasibility, and alignment with the challenge themes. The screening process may include a review of written documents of the solution.

3. **Shortlisting of Participants**

   Based on the screening, a select number of participants are shortlisted. These participants are invited to participate in the AgriXcelerate Pitching Competition.

4. **Announcement of Shortlisted Participants for the BOOTCAMP**

   The TBI team announces the qualified participants for the AgriXcelerate Pitching Competition.

5. **Deadline for Pitch Deck Submission**

   The TBI team will collect the pitch decks from all participants on September 27, 2023, along with their Business Model Canvas and Value Proposition Canvas.

6. **Pitch Competition (AgriXcelerate Innovation Challenge)**

The competition culminates in a pitch competition where the participants present their solutions to a panel of judges, potential investors, and industry leaders. This pitching competition provides an opportunity for them to showcase their innovations, demonstrate their viability, and highlight their potential impact on the agriculture sector.

7. **Winner Selection and Awards**

The judging panel evaluates the pitches and selects the winners based on predefined criteria. Awards and prizes are presented to the winners to acknowledge their achievements and support the further development of their solutions.

8. **Post-Bootcamp Support**

After the competition, winners and other participants may have access to post-bootcamp support, which can include access to 6-month free incubation/acceleration programs, continued mentorship, networking opportunities, or industry partnership to help scale their solutions and bring them to the market. The TBI also provides free access to office space with free internet and telephone services.

CRITERIA FOR JUDGING

Criteria	Weight	Criteria Considerations
Viability	25%	Can it work in the real world? Can the solution do what it is set out to do?
Relevance	25%	Is this project responsive to the challenge/problem for which it was submitted? Is it technically feasible? How usable or user-friendly is the solution?
Impact	20%	How much positive impact (economic, social, and/or environmental) can this project have?
Creativity	20%	How creative/innovative is the approach? Is the project something that hasn't been attempted before, or is it an improvement on something that already exists?
Presentation	10%	How well did the team communicate their project? Were they effective in presenting the problem, the solution, and why it is important?

SCAN TO REGISTER

You can find the registration and application form, along with other essential documents, by clicking on the following link: **https://rb.gy/h2so1**.

To access the Business Model Canvas Template, you can simply click on this link: **https://rb.gy/z1e8f**. Similarly, for the Value Proposition Canvas Template, please click on the following link: **https://rb.gy/o0zxz**.

AGRIXCELERATE REGISTRATION AND APPLICATION FORM TEMPLATE

Start-up / Team Name:
Team Members (Full name and Role):
Email Address:
Phone Number:
Describe your proposed idea/technology:
What is the problem you are trying to address?
What is your proposed solution to the problem identified?
What makes your product/technology/service unique?
Who are your competitors?
What is your advantage over your competitors?
Presentation pitch deck (PDF format)
Business Model Canvas (PPT Format) Template is downloadable on the link/QR code provided above
Value Proposition Canvas (PPT Format) Template is downloadable on the link/QR code provided above

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BUSINESS MODEL CANVAS
"Business Name"

Key Partners

>Identify your business partners and why they are important to your business. These can consist of important suppliers in your supply chain.
- What key resources do the business receive from these partners?
- What key activities are performed by these partners? Think about why your business need to work with these key partners.

Key Activities

>What specific key activities are necessary to produce and deliver your products/services?

>What are your preparatory/start-up activities?

>What will be the critical processes in your business?

>How would you streamline the activities to keep operating costs low?

Key Resources

>What specific key resources or assets are necessary for your business? List them.
-Capital Requirements
-Labor
-Equipment/Machineries
-Facilities
-Land (if applicable)
-Necessary Skills (how did you acquire these skills?)

Value Propositions

>What problem does your business try to solve and what needs does your business address?

>How do you offer something unique/different that satisfies the demands/needs/wants of your target customer segments (e.g. price, quality, design, status, etc.)?

> How would your product/service differ from others that will attract your target customer segment/market?

>What are your business ethics that will define your dealing with customers/stakeholders?

Customer Relationship

>How do you build patronage or positive relationships among your target customers?

> How would you retain the loyalty or continued patronage of your customers?

>What are the after-sales services your business will provide?

>How do you communicate with customers for feedback?

Channels

>How do you deliver and sell to your target customers?

>What marketing channels are used? (Ex. Direct selling, Online-selling, retailing, telemarketing)

>How would you advertise your product?

>How much is your Marketing and Advertising Cost? Per unit product.

Customer Segments

Identify your target buyers/customers/market.

>What are the characteristics of your target customers?

>Where are they? Location of your target customers.

>Market size; How big is the market?
- How many existing possible competitors?

>Who are your target customer base that you want to build loyalty in your business?

>What are the demands/wants/needs of your identified target customers?

Cost Structure

>Identify the key costs in your agribusiness model.

>How much is your Start-up Capital?
What proportion of costs are fixed and variable? To be presented in the Financial Template

Revenue Stream

>Identify the ways your product/service generates profit.

>How would you price your products/services? Why?

>Through what medium do your customers pay? (Ex. Online, mobile payments)
>Does your company offer multiple forms of payment? (Ex. E-money transfer, Cash on Delivery, Credit)

>Attach: Financial Template: Investment Cost, Sales and Return-On-Investment, Cash Flow per stage of the business (see template).

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Value proposition canvas

Gain creators

Describe how your product or service creates value or delivers the desired gains to your customers. What benefits do you provide, and how do you make their lives better?

Products & services

List the specific features, functions, and attributes of your product or service that address the customer jobs and needs you've identified.

Pain relievers

Explain how your product or service alleviates or solves the pains and challenges identified by your customers. What pain points does your offering address?

Gains

Identify the positive outcomes your customers are seeking. What benefits do they expect, desire, or require? This could be emotional, functional, financial, or social gains.

Customer jobs

List the main tasks, problems, and needs that your target customers have. What are they trying to achieve? What problems are they trying to solve?

Pains

Describe the challenges, frustrations, and obstacles your customers face. What are the main difficulties, risks, and concerns they experience or fear?

Value proposition

Customer segments

PITCH DECK GUIDELINES

1. Introduction
- Title Slide: Start with a compelling title and your company's logo.
- Elevator Pitch: Briefly introduce your company, its mission, and why it matters.

2. Team
- Team Introduction: Showcase key team members and their backgrounds.
- Team's Expertise: Highlight relevant skills, experience, and qualifications.

3. Problem
- Problem Statement: Clearly define the problem your product or service solves.
- Market Need: Explain the demand for a solution to this problem.
- Statistics: Use data to support the severity and scope of the problem.

4. Solution
- Solution Overview: Explain your product or service and how it addresses the problem.
- Unique Selling Points (USPs): Highlight what sets your solution apart from competitors.
- Demo or Visuals: If applicable, show a brief demo or visuals to illustrate the solution.

5. Advantages
- Competitive Advantages: Discuss your unique advantages, such as technology, IP, or partnerships.
- Scalability: Explain how your solution can scale and grow.
- Milestones: Highlight key achievements or milestones reached so far.

6. Product

- Product Details: Provide an in-depth look at your product, its features, and benefits.
- Development Timeline: Show the product's development roadmap.
- Prototype or Screenshots: Display images or prototypes of your product.

7. Traction

- Customer Acquisition: Share information about your customer base and growth.
- Key Metrics: Highlight relevant metrics like user engagement, conversion rates, or revenue.
- Customer Testimonials: Include feedback or testimonials from satisfied customers.

8. Market

- Market Size: Present the total addressable market (TAM), serviceable available market (SAM), and target market.
- Market Trends: Discuss industry trends and growth potential.
- Customer Personas: Describe your ideal customer profiles.

9. Competition

- Competitor Landscape: Identify major competitors and their strengths/weaknesses.
- Competitive Analysis: Showcase how your solution compares to competitors.
- Barriers to Entry: Explain any barriers that protect your market position.

10. Business Model

- Revenue Model: Explain how you make money (e.g., subscription, licensing, e-commerce).
- Pricing Strategy: Discuss your pricing model and rationale.
- Sales and Distribution: Describe your sales and distribution channels.

11. Investing

- Funding Needs: Specify the amount of funding you're seeking and how you'll use it.
- Financial Projections: Present financial forecasts, including revenue, expenses, and profitability.
- Ask and Offer: Clearly state what you're offering investors in return (e.g., equity, convertible notes).

12. Contact Information

- Contact Details: Provide your contact information for further inquiries.
- Q&A: Open the floor for questions from potential investors.

Remember to keep each section concise and visually engaging, using graphics, charts, and appropriate images. Tailor your pitch deck to your audience and rehearse your presentation to ensure a clear and compelling delivery.