



# FOOD SCALE HUB

2021

## Annual report

[WWW.FOODSCALEHUB.COM](http://WWW.FOODSCALEHUB.COM)



INCUBATION &  
ACCELERATION SERVICES



INTERNATIONAL  
PROJECT  
MANAGEMENT



EXPLOITATION &  
BUSINESS MODELLING



CAPACITY BUILDING &  
SKILL DEVELOPMENT



PILOTING, END-USER  
ENGAGEMENT,  
COLLABORATIVE  
CO-CREATION



DISSEMINATION,  
COMMUNICATION,  
ECOSYSTEM BUILDING

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# INTRODUCTION



2021 was an exciting year for Foodscale Hub.

From expanding our international team and offices in Serbia and Greece, as well as kicking-off new projects and innovation support programs, to launching a unique platform to streamline surplus food redistribution with more than 130 users today, we have a lot to celebrate!

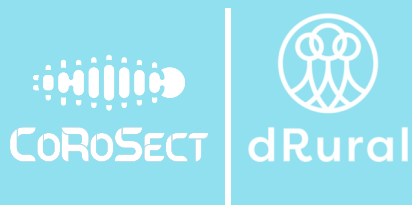
Our dedication to building scalable solutions that reframe the agrifood sector—for the future and today remains at the core of who we are. It drives us to work harder, improve our solutions and projects, and deepen our relationships with different ecosystem partners. As we look back on 2021, we are proud of the giant leaps forward we have made to accelerate the shift towards impact-driven solutions in the agrifood sector.

Together we will continue to strive towards our goal of reimagining and re-designing the agrifood system.

# 2021: A Year in Insights

JAN

Successful  
launch of  
H2020  
projects  
CoRoSect &  
dRural



FEB

H2020  
Rob4CropS: a  
swift and  
successful  
kickoff



MAR



Foodscale  
begins user  
onboarding  
ahead of  
FoodShare  
launch & CSR  
Forum award -  
**feed more,  
waste less**

APR

How to  
become  
investor-ready  
— Foodscale Hub  
kicks-off  
MPowerBIO  
Business Support  
Programme

MAY



**Networking in the metaverse:** CoRoSect & Robs4Crops at the INBOTS conference & BioeconomyVentures Project Kick-off

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JUN

**Transition to Green Economy Conference** — highlighting Foodscale Hub's commitment towards a more resource-efficient and circular economy enabled by digital platforms

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JUL



**MPowerBIO:** The first cohort of 45+ SMEs completes the Business Support programme

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AUG

**FoodShare Platform** reaches 100+ registered users in Serbia & N. Macedonia



# 2021: A Year in Insights

SEP

## FoodNavigator —Climate Smart Food Digital Summit 2021



“We cannot ask farmers to go green if their accounts are in the red. For those farmers who might not be able to afford the technology, we might have to think of different business models such as collaborative ownership or leased business models.”

- Grigoris Chatzikostas

OCT

## National Day of Giving: Foodscale Hub receives special gratitude and recognition from the Serbian Philanthropic Forum for its outstanding contribution to the “Save Food, Save Humanity” campaign



NOV

## AgriFood Forum 2021: Rob4Crops and CoRoSect joining forces with two European projects to help boost smart agriculture robots



DEC



## Foodscale Hub joins ID-GC and EIT Food Greece for Agriculture 4.0: New Generation of Farming

# How We Work

At Foodscale Hub we help mission-driven Ag + FoodTech founders make an impact. From our offices in Serbia and Greece, we provide direct access to an international network of the most relevant mentors, partners, and growth opportunities. We lead in capacity building and business support, internationalization and access to finance, communication, go-to-market strategies and business model innovation, and the design and development of international R+D projects, such as Horizon Europe or industrial projects.

## *Accelerating the transition towards sustainable agri-food systems*



INCUBATION &  
ACCELERATION SERVICES



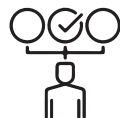
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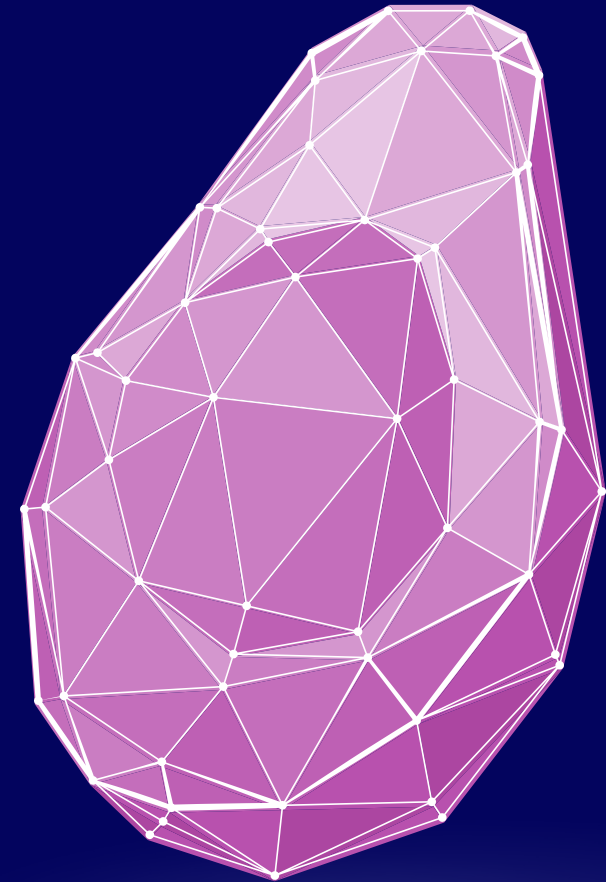


DISSEMINATION,  
COMMUNICATION,  
ECOSYSTEM BUILDING



# Why?

*At FoodsScale Hub, our vision is to bring impactful Ag+FoodTech solutions to life. We are the missing link between research, cutting-edge tech, innovative ventures and market needs. With our shared passion for growth and focus on innovation, we are on the constant lookout for solutions that enhance breakthrough research and have a disruptive impact on business, our environment and society, making it more inclusive, resilient, and sustainable.*





# eM-POWERing SME Clusters to help SMEs to overcome the valley of death



55 Associated Clusters,  
14 brought by FSH



50+ engaged SMEs,  
15 brought by FSH



2 Immersive Programs—  
Capacity Building &  
Business Support



4 modules &  
25 trainings



*"What it really means to be investor-ready - MPowerBIO is helping high-growth bioeconomy SMEs raise capital and build investor relationships"*

*- Mirjana Trifković*



Duration: 2020-2022; GA No. 887501

## **FSH Role**

Foodscale Hub has been overall responsible for setting up MPowerBIO Capacity Building Programme—along with designing and overseeing the Business Support Programme for biobased SMEs. From customer needs to crowdfunding, from PR to pitching and demystifying the funding landscape, Foodscale Hub delivered 8 courses (out of 25 in total) - some of which were rated with the highest score by SMEs as the most helpful ones.

## **Coming next in 2022...**

In 2022, MPowerBIO is launching its second cycle of Cluster Capacity Building and SME Business Support Programmes. After their completion, there will be a number of regional events where high-growth SMEs will have the opportunity to connect with experts from the industry, experts, advisors, investors and more. Top SMEs will be invited to the MPowerBIO Final event for a chance to win additional services, all aimed towards reducing their time-to-market and boosting their investment readiness.



Duration: 2020-2023; GA No. 101000594

## FSH Role

Foodscale Hub leads one of eleven Sustainable Innovation Pilots - SIP #9. The focus of this Pilot is on facilitating the transfer of surplus food from farmers, retailers and other agribusiness stakeholders to socially disadvantaged groups, by aligning logistics and processes. In March 2021, Foodscale Hub launched the FoodSHare Platform, helping producers and companies prevent food waste in a socially responsible way. Within less than a year, the Platform became fully operational, covering two Balkan countries - Serbia and North Macedonia.

## Coming next in 2022...

In 2022, we will focus on attracting new donors to the Platform, as well as on increasing regular, ongoing donations. At Foodscale Hub, our ultimate goal is to build stable and lasting relations with producers and companies and position the Platform as a reference point for surplus food redistribution and donation.

# A sustainable innovation framework to rebalance agri-food value chains



33 partners



>20 partners are end-users



11 Sustainable Innovation Pilots implemented in 13 countries



69406 kg total food donated



34703 kg of CO2 emission prevented



131 active users in 2 countries

*"Ploutos focuses on rebalancing agrifood value chains towards a more environmentally, socially and economically sustainable system. Through our Sustainable Innovation Pilot, Foodscale Hub is in a unique position to help recover safe and nutritious food that would otherwise be wasted."*

- Vukašin Orsić



# The service marketplace for European rural areas



2,160,000€ equity free (in total) distributed as a financial support to third parties in four Regional Demonstrators and mirror regions

More than 100 innovative SMEs and independent professionals funded through dRural Open Calls



*"By stimulating the development and uptake of cross-cutting applications and services, we will boost economic growth and increase the overall quality of life in rural communities, helping them overcome the challenges that stem from the lack of infrastructural support."*

- Dušan Pevac



Duration: 2021-2024; GA No. 101017304

## FSH Role

Foodscale Hub is heavily involved in Open Call management, overseeing the financial management of third parties and supporting the regional demonstrators in the launch of their Open Calls. These Calls aim to attract innovative SMEs and independent professionals who will provide their services through the dRural platform. To ensure that the process runs smoothly, Foodscale Hub has started working on an initial set of documents and guidelines that applicants will have to follow during the application process.

## Coming next in 2022...

Foodscale Hub acts as the treasurer in Open Calls planned for October 2022. In total, we will distribute 1,200,000€ equity-free to 96 European SMEs. They will provide their services and solutions via the dRural platform in four Regional Demonstrators—Spain, Sweden, Croatia and the Netherlands. An additional amount of 960,000€ will be distributed in 2024 in mirror regions to replicate the success and best practices from Regional Demonstrators.



Duration: 2021-2024; GA No. 101016807

## FSH Role

Foodscale Hub is in charge of communication, ecosystem building and exploitation activities. We are creating strategic, bold and immersive campaigns that help bring the affordable, high quality autonomous solution to market at scale. Then again, we are building a collaborative RaaS business model that creates more value for both our partners and target customers.

## Coming next in 2022...

This spring Robs4Crops is launching its large-scale pilots in 4 countries. In parallel, Foodscale Hub will roll out the second phase of Business Modelling and Exploitation activities, the focus being on market validation, growth strategies and IPR issues.

# Robots for protecting crops



4 large-scale pilots in real production environments launching this spring

1000+ key stakeholders to be reached through demo events and pilots



50+ media appearances in industry-leading publications (e.g., FoodNavigator.com, HortiDaily, Ypaithros, La Robolution, and more)

*"At Robs4Crops our mission is to automate slow, repetitive and dull on-farm tasks, allowing farmers to focus more on improving productivity and environmental performance. To bring our autonomous solution to life and support commercialization efforts, we are embracing and employing a collaborative RaaS model."*



-Maja Žikić

# Cognitive Robotic System for Digitalized and Networked (Automated) Insect Farms



5 large scale pilots in diverse production environments

Cooperation/ liaison with 5+ robotics initiatives already from the year #1



40+ key stakeholder organizations to be included in demonstration & validation activities



*"Following the wave of recent investments, insect farming is poised to go from pilot stage to full industrial production. At CoRoSect, our mission is to integrate the whole insect production flow, from feed preparation and growing to packaging. CoRoSect leverages robotics, AI, and big data to fix the disconnected food system, with insects as the missing piece of the puzzle in resilient and sustainable food chains."*

- Teodora Šišaković



Duration: 2021 – 2023; GA No. 101016953

## FSH Role

In CoRoSect, our main role is to initiate, coordinate and execute communication, community building and marketing activities, with the objectives to boost credibility, increase visibility, and appeal to our target market. Moreover, Foodscale Hub is heavily involved in the development of collaborative business models that will accelerate market growth and positioning of the CoRoSect system.

## Coming next in 2022...

In 2022, CoRoSect will launch its large-scale pilots in Italian Cricket Farm, Nasekono, Invertapro and Entocycle. We will feature a variety of immersive demo events and videos, allowing potential users to get a taste of what is to come and evaluate the system. We will also deep dive into business modelling and exploitation.

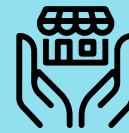
## FSH Role

Foodscale Hub is in charge of the development and implementation of an immersive investment readiness programme. The Programme is designed to guide bioeconomy startups and SMEs through making the proper preparations to receive funding from investors, angels, or VCs. We offer practical coaching sessions, modules for preparing your company for investment and real-life examples of what investors want to see.

## Coming next in 2022...

This spring, BioeconomyVentures is launching its first Open Call for bioeconomy startups, SMEs and scale-ups. We are looking for bio-based innovators with product- market fit solutions and scalable products. Top innovators will then be invited to enter a unique Investment Readiness programme to work on their business strategy and build an attractive investment case.

# Raising disruptive bioeconomy ventures, startups and spin-offs to the top



About 200 SMEs mentored and supported through tailor-made Investment Readiness programme

20 bioeconomy Clusters involved as Ambassadors



46 Explore and Expand workshops organized

More than 30 deals closed by the end of the project



*"High speed, full focus, relevant connections, and investment readiness support. BioeconomyVentures has an absolutely invaluable network of clusters, corporates and investors to scale bioeconomy ventures."*

- Galina Žižakov



# May we have your attention please

Our media presence has generated massive interest in our work and we are scaling rapidly with strategic partnerships within the agrifood industry.

We're proud to share some of our media coverage. Being visible is one thing, but earning credibility and trust is another. This has enabled us to assure results that have exceeded the expectations of our partners.

### We'd like to say thanks!

We want to thank the many partners, clusters and innovation intermediaries, research institutes and entrepreneurs who have come with us on this ride so far. We plan on going much further, and so do stick with us!



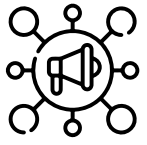
**Foodscale Hub receives recognition from the Serbian Philanthropic Forum for its contribution to the "Save Food, Save Humanity" campaign**



**5 TV appearances & interviews in national media**



**2 awards & special recognitions for the FoodSHare platform**



**20 media appearances & mentions in national & international industry portals**



**1.3K+ followers on social media**

# MAY WE



# HAVE YOUR



# ATTENTION PLEASE







Get in touch with us via email:



[info@foodscalehub.com](mailto:info@foodscalehub.com)

Be part of the conversation!  
Visit our website:



[www.foodscalehub.com](http://www.foodscalehub.com)

Don't miss out!  
Follow us on social media:



*"By choosing the food we eat today, we choose how our world will look like in the future."*

