

## General

1. The European Plant-based protein Awards (hereafter known as “the Awards”) are organised by Le Village by CA North of France (hereafter known as the “Organiser”) whose registered address is Crédit Agricole Nord de France, 10 avenue Foch, 59000 Lille, France.
2. By entering the awards, the entrant will be deemed to have read and understood these rules of entry and be bound by them. These include any instructions set out in the Entry Form.
3. The Awards are open to anyone involved within the plant-based protein nutrition sector worldwide. Specific entry criteria for each of the award category can be found here : <http://plantbased-protein-awards.ca-norddefrance.fr>
4. To be eligible the startup must not have more than 5 years of existence, below 2 million € turnover.

## Entry and selection

5. Any employees (and their families) of the Organiser, its agents and anybody professionally connected with the Awards are not eligible for entry.
6. The Organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate.
7. Entry forms must be completed no later than 3 September 2019, midnight, online <http://plantbased-protein-awards.ca-norddefrance.fr>
8. Entries will only be accepted if they are submitted via the entry form, completed: which means the fulfilled application form, your pitch (pdf file – max 10Mo) and the CVs of the founders.
9. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
10. Please ensure that information submitted is accurate and relevant and that startups are credited as appropriate.
11. Responsibility cannot be accepted for any lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these rules of entry may be deemed invalid at the sole discretion of the organiser.
12. All preselected startups will be notified by email on September, 6<sup>th</sup> 2019, after the preselection jury meeting against the criteria set out on the website. Unselected startups will be notified by email on September, 6<sup>th</sup> 2019.
13. Preselected startups will have to submit completed application package no later than September 21<sup>st</sup> 2019 Midnight, including financial details. Each Preselected startup will also have a videoconference call (30 minutes long) with the organiser team to be organized on September 10<sup>th</sup> or 11<sup>th</sup> 2019.

14. All Finalists startups will be notified by email on September, 24<sup>th</sup> 2019, after the preselection jury meeting against the criteria set out on the website. Unselected startups will be notified by email on September, 24<sup>th</sup> 2019.
15. All Finalists will have to pitch their project in front of the Village by CA selection committee on 1st October 2019, in Lille (visioconference is not possible).
16. All finalists will be required to attend the Awards showcase, ceremony and networking dinner, on 2<sup>nd</sup> October (3pm-23pm), in Lille (Village by CA North of France). The Awards winners will be announced during this event.
17. Awards Winners will pitch during the 14<sup>th</sup> Plant-based Foods Summit, on October 3<sup>rd</sup> in Lille, and will benefit from a table top on the exhibition area to showcase their solution.
18. The judges may decline to make some or all of the Awards in any category if in their opinion there are insufficient entries of an appropriate standard.
19. The Organiser reserves the right to change the categories without prior notice to entrants.
20. The decision of the selection committee on all matters affecting this competition is final and legally binding.
21. The application is free of charge.
22. Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.
23. By entering the awards, all entrants will be deemed to consent to the transfer of their personal data to the organizer for the purposes of the administration of the awards and any other purposes to which the entrant has consented. All entrants agree that their personal data will be shared with The 14th Plant-based Foods Summit organization team.
24. On the basis of a motivated request by the applicant, travel and accommodation expenses of finalist (for one person, one way and back trip to Lille from the city of origin (plane economy class or train 2nd class at the choice of the applicant, as well as a two nights stay in a Lille 3\* hotel and food at the venue finalized by the Organiser in relation with the Final Selection session) can be covered fully or partially by the Organiser. The Applicant request must be sent by email to the Organiser before September 22th 2019. Village by CA will inform the applicant of its decision to cover the expense and the amount covered before September 25th. All other costs related to the participation to the Final Awards session (additional persons, extras...) are to be borne by the finalist.

## **Judging**

25. For the purposes of judging, all information provided will be treated in the strictest of confidence and will only be viewed by the preselection jury and the selection committee for each category. However, content from your submission may be included in promotional material for the awards.
26. The preselection will be based solely on the information supplied in the entry.

## Incentives

27. All Finalists startups will receive the following Awards:

- A free entrance to attend the 14th Plant-based Foods Summit Europe 2019, Lille, 2-4 October (value €795) <https://bridge2food.com/summits/protein-europe/>
- Promotion through Village by CA network and showcasing during the Awards showcase, ceremony and networking dinner, on October 2nd.

28. In addition, Awards Winners will receive the following Awards:

- Inclusion in Village by CA startups accelerator, allowing Participants to benefit from the unique value proposal of Village.

### a) Go to market and mentoring

Village by CA and its partners support your company in connecting you with the right person at the right place to boost your business. The ecosystem will help you to accelerate your acquisition of new clients, suppliers and business partners. Village by CA will also facilitate your access to financing partners.

Village by CA will offer you the opportunity to be mentored by Scale-up companies and by major key players in the field of plant-based industry.

You will benefit from a learning expedition and immerse yourself in a strong and unique ecosystem. You travel throughout France, discovering Villages by CA network and make the most of each of them regional features and business booster.

### b) Coaching and consulting

Benefit from a personalized support to help you get your project off the ground quickly: get the expert support of Village by CA partners: project structuring, scientific and technical expertise, help with experimentations and evaluations, economic intelligence, international development, communication and marketing strategy, search for financing, etc.

Benefit from 1 year membership to join IAR-the French Bioeconomy Cluster and NHL-the Nutrition Health Longevity Cluster.

Benefit from 2 days consulting to help you design and implement your R&D program, offered by Improve, European platform for research and development fully dedicated to the valorisation of proteins.

### c) Access to European markets

Benefit from the Village by CA 29+ network throughout France, and 25 transit offices worldwide thanks to Crédit Agricole international network.

### d) Workspaces

Be hosted by the Village by CA North of France in Lille Euratechnologies or by the Village by CA Dijon, for up to 24 months.

If the Awards winner does not wish to be hosted at the Village, Village by CA will provide a non-hosted personalized 3 months acceleration program.

If based in Lille-Village by CA North of France: at a price of €80 (ex. VAT)/per 1 openspace workstation/per month, or private office from €570 (ex. VAT)/from 4-6 workstations/per month.

If based in Dijon-Village by CA Champagne-Bourgogne: at a price of €120 (ex. VAT)/per 1 openspace workstation/per month, or €150 (ex. VAT)/per 1 private office workstation/per month.

If based in Lille-Euralimentaire: free premises the first year (subject to the validation by Euralimentaire accreditation committee).

Both rates include office furniture and cleaning, shared meeting rooms and current expenses.

e) Promotion in the heart of the Plant-based Foods Summit in Lille, 2-4 October

Be highlighted in the heart of the event thanks to a table top on the exhibition area, pitch sessions and meetings with VCs.

Awards winners will be announced during a dedicated evening gathering Village by CA and its partners' networks as well as the Plant-based Foods Summit delegates.

29. In addition, Award Winner in the pulses category will receive the following special bonus:

- Integration into ToasterLAB's acceleration and post-acceleration program (3 months of acceleration + 9 months of post-acceleration support)

ToasterLAB is a French acceleration program focused on agrifood (from Agtech to Foodtech) that offers a network of mentors, business opportunities, resources, experimental sites, and support for internationalization. The 3-month intensive program will start xxx at two hubs, Paris and Dijon. This program is composed of training and workshops focused on issues related to agrifood. In parallel, the supported companies benefit from personalized coaching and mentoring, events and support services, monitoring tools and links with the Foodtech ecosystem in France and abroad. At the end of the acceleration quarter, start-ups are supported over 9 months to complete their financing, increase their commercial contacts, and join international missions or collaborative innovation projects. Registration fees for the program are fully covered.

30. In addition, Award Winner in the Process & digital category will receive the following special bonus:

- 1 table top on the exhibition area during Bioket, the Global Conference dedicated to processes and technologies applied to biomass (Organised by IAR, in Lille, 10-12 March 2020)