

2024 Competition

agricultural innovation



**BEAUVAIS
REV'AGRO**

**CONCOURS
INNOV'AGRO**

In partnership with the
business incubator: **iTerra**

Competition Rules

Grant (per project): up to € 35,000

Open to: project initiators, agtech businesses

Closing date for applications: 30 june 2024, midnight

Contact:

Juliette Léauté

☎ : +33 (0)7 64 75 08 73

✉ : revagro@beauvaisis.fr

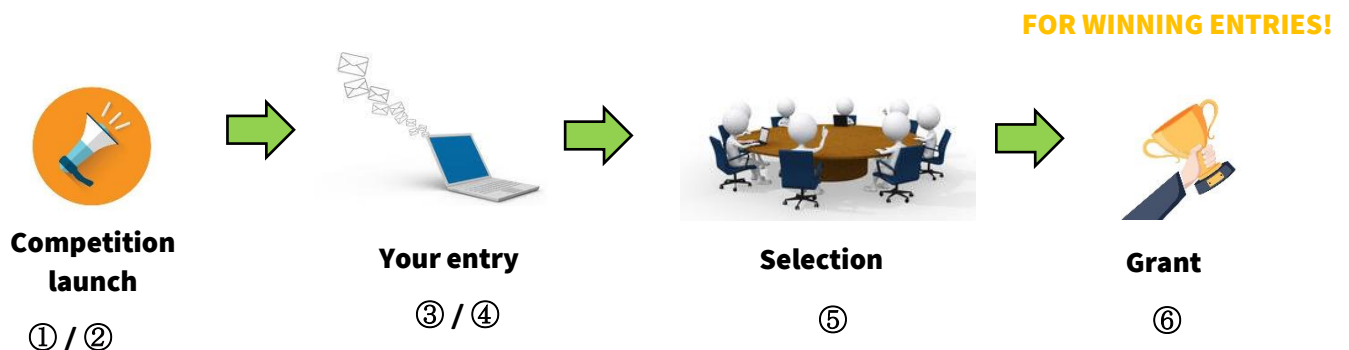
Introduction

Beauvais Rev'Agro is a unique innovation ecosystem which brings together students, researchers, businesses, start-ups and institutions in our territory in support of agtech and agricultural equipment geared to enabling sustainable and successful agriculture. It comprises a wide range of members: the Beauvaisis Agglomeration Community, AGCO, GIMA, ISAGRI, CETIM, UniLaSalle, Maschio Gaspardo, Osiris Agriculture, and Unitechdays.

With a view to encouraging the emergence of innovative projects and the creation of businesses in the domains of mechanisation, digital technology and agricultural technology, Beauvais Rev'Agro has initiated a call for innovative projects (possibility of grant of up to € 35,000 awarded to each winning project).

These rules specify the objectives and operation of the grant which apply to every member or individual involved in the operation of a funded project as well as to every participant in the competition.

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Appendix 2: Project presentation format

Appendix 3: One-page summary for media and public communication

1. Objectives of the call for projects

This call for projects is aimed at supporting the following ultimate objectives:

- Encouraging the development of existing businesses and the creation of new, innovative businesses in the territory of the Beauvais district
- Attracting talent to become established in the territory and creating a collaborative dynamic with local businesses

This call for projects is aimed at businesses as well as project initiators (natural persons aged at least 18 years, individuals or groups) who wish to implement innovative solutions which meet the challenges associated with resilient agriculture.

Moreover, it is also the wish of *Beauvais Rev'Agro* that **these innovations should not only deliver added value and jobs, but that they should also promote the resources of the territory and align with the innovation dynamic of the Beauvais district**. Each application will therefore be required to demonstrate a commitment to working/cooperating with the organisations present in the territory (local authorities, associations, private or public businesses, training establishments, farmers...).

2. Eligibility of projects

2.1. Development phase

The status of the project can range from the incubation phase (starting from research and proof of concept) up to the deployment phase.

2.2. Subject

In order to be eligible, the projects must meet the challenges (agroecological, digital, energy-related...) associated with resilient agriculture: robotics, new energy solutions, AI, DST, data, eco-design, and new business sectors.

2.3. Innovative profile of project

In order to be eligible, the projects submitted must have an innovative profile (innovative in terms of the proposal, the market or the process).

2.4. Link with the Beauvais ecosystem

As previously mentioned, in order to maximise their chance of being selected, each entrant must declare and justify their commitment to establishing their activity in the territory of the Beauvais district in line with the economic vision of the territory and the strategy of *Beauvais Rev'Agro* (Appendix 1).

2.5. Eligibility of project initiator

The project initiator may:

- Operate under their own name in the case of projects in the incubation phase.
- Have the status of a microenterprise or SME (no more than 50 % of whose stock may be held by shareholders from medium-sized businesses, public bodies, trade union groups, large companies...).

Applications by foreign entrants are accepted.

2.6. Completeness of application

In order to be eligible, the application must be complete and comprise all the items listed below.

3. Documents required

The minimum requirement is for each applicant to submit **the prescribed presentation (see Appendix°2)**.

It is also possible for the project initiators to complement this information with more detailed documents (partnerships envisaged with local actors, bibliographies, videos, Excel files for the financial data...) which could be of interest to the selection committee.

These documents must comply with the arrangements for the submission of entries described below.

Please enter your contact details, in particular your email address and telephone number.

4. Procedure for submission of entries

Entries must be sent to the following email address: revagro@beauvaisis.fr. These documents must be sent either in one single message or in several messages which have the same subject line.

Every document sent must be named in accordance with the following convention:

" NAME OF PROJECT_NAME OF DOCUMENT "

An acknowledgement of receipt will be sent. In order to ensure that your entry is received safely, **please make sure that your email does not exceed a total size of 18 MB.**

In the event of a problem, entrants should call Mrs Juliette Léauté on +33 (0)7 64 75 08 73 or send an email to revagro@beauvaisis.fr

In submitting an entry in response to this call for projects, the entrant vouches for the truthfulness and accuracy of the information provided. The entrant understands that they may not pursue any claim concerning the conditions governing the organisation of this competition, its results and the decisions of the selection committee.

5. Selection of winners

A number of stages ensue once the complete application documentation has been received:

5.1. Examination of entries

An initial selection of entries is made by a selection committee** on the basis of the project presentation summary. All the documents and data submitted by the entrant are the subject of a confidentiality agreement between the various members of the selection committee jury.

** The selection committee includes independent qualified members and representatives of *Beauvais Rev'Agro* and ITerra.

5.1. Pitch

The entrants selected on the basis of their application documents will be invited to pitch their projects and answer questions raised by the selection committee in October.

5.2. Announcement of the final decision of the selection committee

The presentation of the awards will take place on the *Beauvais Rev'Agro* stand at SIMA 2022.

All the entrants selected on the basis of their application documents will have the opportunity to present their projects on the *Beauvais Rev'Agro* stand on the occasion of an event held after presentation of the awards.

Where possible, the winners will be provided with a dedicated space on the *Beauvais Rev'Agro* stand in order to promote their projects until the end of the show.

5.3. Additional information about the winners

Additional information about project initiators and their projects may be requested. In the case of a collaborative project, letters of intent may be requested.

6. Grant awarded to winners

6.1. Amount and other benefits

Two grants are available:

- **A "JEUNE POUSSE" [start-up] award of almost € 25,000 ***
 - o A cheque for **€ 6,000**
 - o One year's rental of co-working space at the StartLab worth **€ 2,000**
 - o Business incubation support by Iterra worth **€ 15,000**
**This support is conditional on the award of the € 6,000 grant; double incubation is possible if the project initiator is already being incubated by another body. Iterra is a territorial incubation body of the Hauts-de-France region, a partner of the Ministry of Ecological Transition (Greentech Innovation) and endorsed by the FrenchTech Tremplin 2023 initiative. It therefore offers scope for accessing certain additional financial support measures which could complement the award granted in this competition. The winner of this award will receive assistance in seeking funds with a view to optimising their project's chances of success.*
 - o Specialist coaching in agricultural activities (possible to call on experts in different domains represented among the members of Beauvais Rev'Agro, - examples of areas of expertise: agricultural equipment standards, engines, contacts of suppliers or early adopters, ...)
 - o Easy access to equipment to achieve or test the innovation in question (access to Agrilab, Cetim, ...)
 - o Facilitation of implementation of the innovation in the Beauvais district (UniLasalle experimental farm, local farmers, ...)
 - o Presence at events organized by Beauvais Rev'Agro or its members

- **A "RACINE" [root] award of almost € 35,000 ***
 - o A cheque for **€ 30,000**
 - o One year's rental of co-working space at the StartLab worth **€ 2,000 (or assistance in searching for suitable premises to meet your needs)**
 - o Specialist coaching in agricultural activities (possible to call on experts in different domains represented among the members of Beauvais Rev'Agro, - examples of areas of expertise: agricultural equipment standards, engines, contacts of suppliers or early adopters, ...)
 - o Easy access to equipment to achieve or test the innovation in question (access to Agrilab, Cetim, ...)
 - o Facilitation of implementation of the innovation in the Beauvais Agglomeration Community (UniLasalle experimental farm, local farmers, ...)
 - o Facilitation of access to production equipment
 - o Presence at events organized by Beauvais Rev'Agro or its members

**Depending on the number of jobs whose creation is envisaged, their profile, the location of the site within the Beauvais district, or the character of the activity, other support funds may be available to complement this grant. The project initiator will be supported in the submission of any applications required, including those relating to the business creation process if the latter is not a French business.*

6.2. Payment of grants

For projects in the incubation phase, 70% of the grant will be paid after acceptance of the incubation by Iterra and establishment of the activity in the Beauvais district. The balance of 30% will be paid at the end of two years' presence in the district and on presentation of a technical and financial assessment of the project.

For businesses which have already been created, 70% of the grant will be paid in the month following the installation of the business (or a branch thereof) in the Beauvais district. The balance of 30% will be paid at the end of two years' presence in the district and on presentation of a technical and financial assessment of the project.

In both cases, the establishment of the business in the Beauvais district must be completed no later than one year after presentation of the award. If the initiator of the project can justify the need for extending this limit (in order to construct a building, for example) this condition could be adjusted on condition that it is agreed by the board of Beauvais Rev'Agro.

6.3. Documents to be submitted by the winners

For all winners:

- Copy of a (valid) document which matches the original and which allows **identification** of the natural person (or the person representing the participating company) => national ID card, passport or residence permit and proof of home address.
- **Bank details** of the project initiator or the company represented.
- **The one-page summary** for communication to the media and the general public (see Appendix 2).

For businesses which have already been created:

- Copy of a (valid) document which matches the original and which allows **identification of the legal representative of the business.**
- **Proof of legal existence:** KBis extract [proof of business registration].
- **Certification of eligibility with regard to European regulations governing attribution of grants** (compliance with ceiling in accordance with the de minimis rule) signed by the legal representative or any other authorised person.
- In the case of group subsidiaries, a legal organisation chart showing the extent of interest (excluding companies listed on regulated markets) and employee numbers of each group entity (for private-sector partners).

6.4. Obligations of the winners

In order to receive payment of the grant, the winners undertake to:

- Comply with Sections 6.2 and 6.3.
- Place the *Beauvais Rev'Agro* logo on the various communication media associated with the winning project.
- Authorise the innovation ecosystem to communicate on the project or the business once this information is no longer confidential. The winner therefore accepts the publication of photographs, videos and other media which may be created on the occasion of various events.
- Enable monitoring of the project and its correct implementation by cooperating with any person designated by *Beauvais Rev'Agro*, by providing access to any evidence relating to expenditure or any other document deemed pertinent.
- Promote the intentions mentioned in the entry documentation (the partnership dynamic/and steps taken to establish the activity in the territory).
- Produce at least 3 LinkedIn posts explaining the advantages of having joined the *Beauvais Rev'Agro* ecosystem, which must be mentioned specifically, as must all of its members.
- Participate in at least one *Beauvais Rev'Agro* event each year.

6.5. Sanctions

In the event of the incorrect implementation of the project or the substantial modification of the conditions which apply to the performance of the project without the written agreement of the *Beauvais Rev'Agro* association, *Beauvais Rev'Agro* is authorised to suspend payment of the grant and moreover to require that all or part of the sums already provided for the project be repaid.

6.6. Insurance

The project initiator is considered to have taken out insurance for the implementation of their project. The Beauvaisis Agglomeration Community reserves the right to request a copy of the insurance certificate. *Beauvais Rev'Agro* accepts no liability in the event of any accident during the preparation and operation of the project.

Appendix 1: One-page summary for media and public communication

This information is requested when a project passes the selection process. It can be used to communicate about your project to the media.

Advice for preparation of the summary:

- Describe your project in a few paragraphs in a Word document, including in particular:
 - A general description of the project (technology,...)
 - Example of end uses
 - Targeted innovations and differentiating factors
 - Presentation of project initiator(s)
 - Make sure that **you do not divulge any information which is too sensitive** or confidential (contract not yet signed, patent still undergoing registration, etc.).
 - At the end of the summary, specify the contact details of a press contact (journalists will often contact the project initiators before writing their articles: state the name, the telephone number and the email address of the contact).
 - **We recommend that you include one or more visuals in this document in order to illustrate your project and to attract the attention of the reader more effectively.**
- ⇒ **In submitting this summary document, you grant the Beauvais Agglomeration Community and Beauvais Rev'Agro the right to distribute it, including the images, as part of the communication activity associated with the project or within the context of the call for agricultural innovation projects.**