



Investing for Impact in Agri-Food Tech

IoT Week 2022 - Dublin

June 23, 2022

THRIVE Platform

Our Vision

Advancing food & agriculture for a more sustainable future

#1

Most Active AgTech Investor
Crunchbase, 2020

40+

Corporate clients

100+

Countries reached

2,500

Jobs created by our
graduate companies to date

\$1 billion

Valuation created

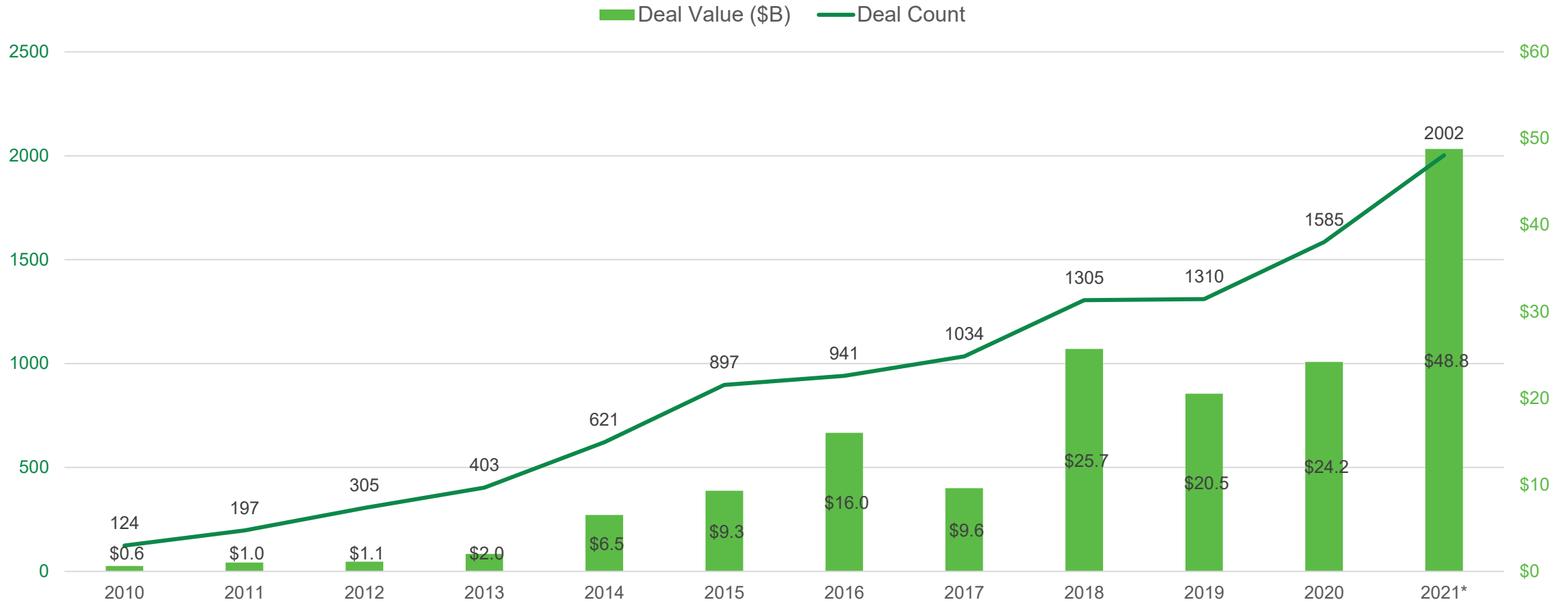
6,000+

Global founder private
network



Disruptive innovations are growing in Agri-Food

Accelerating venture capital investment in agri-food tech



* 2021 actuals through Sept 30, 2021, projected through end of year

**Pitchbook AgTech Q3 2021 Report, Pitchbook FoodTech Q4 2021 Report, THRIVE Analysis

Several Global Trends Will Continue Driving Investments in Agri-food

Climate

Global Warming
Weather volatility
Natural disasters
New pests & diseases

Population

27% Increase by 2050*
Growing middle class
+50% Gen X and Z

Food Security

Higher demand for food
Increased food insecurity
Global growing inequality

Emerging Tech

'Digitization of everything'
Food-tech / Alternative proteins
Robotics & Automation

Health

Obesity & Diabetes
Epidemic of diseases associated with food consumption

Resource Scarcity

Arable land
Water
Labor

COVID & War

Lack of supply chain resiliency
Poverty
Waste

* Compared to 2020

Accelerated by global mandates for sustainable, just, resilient, and healthy agrifood systems.

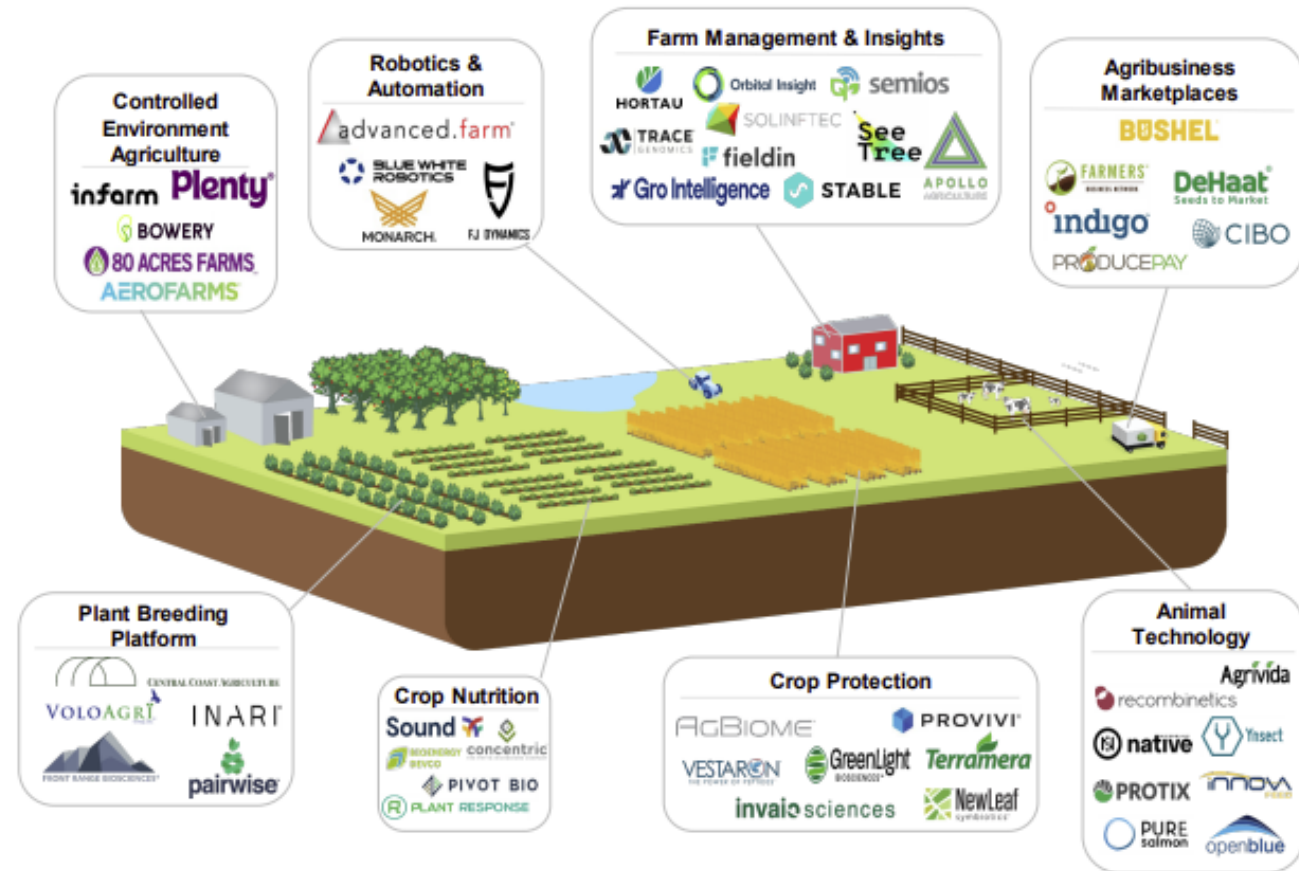
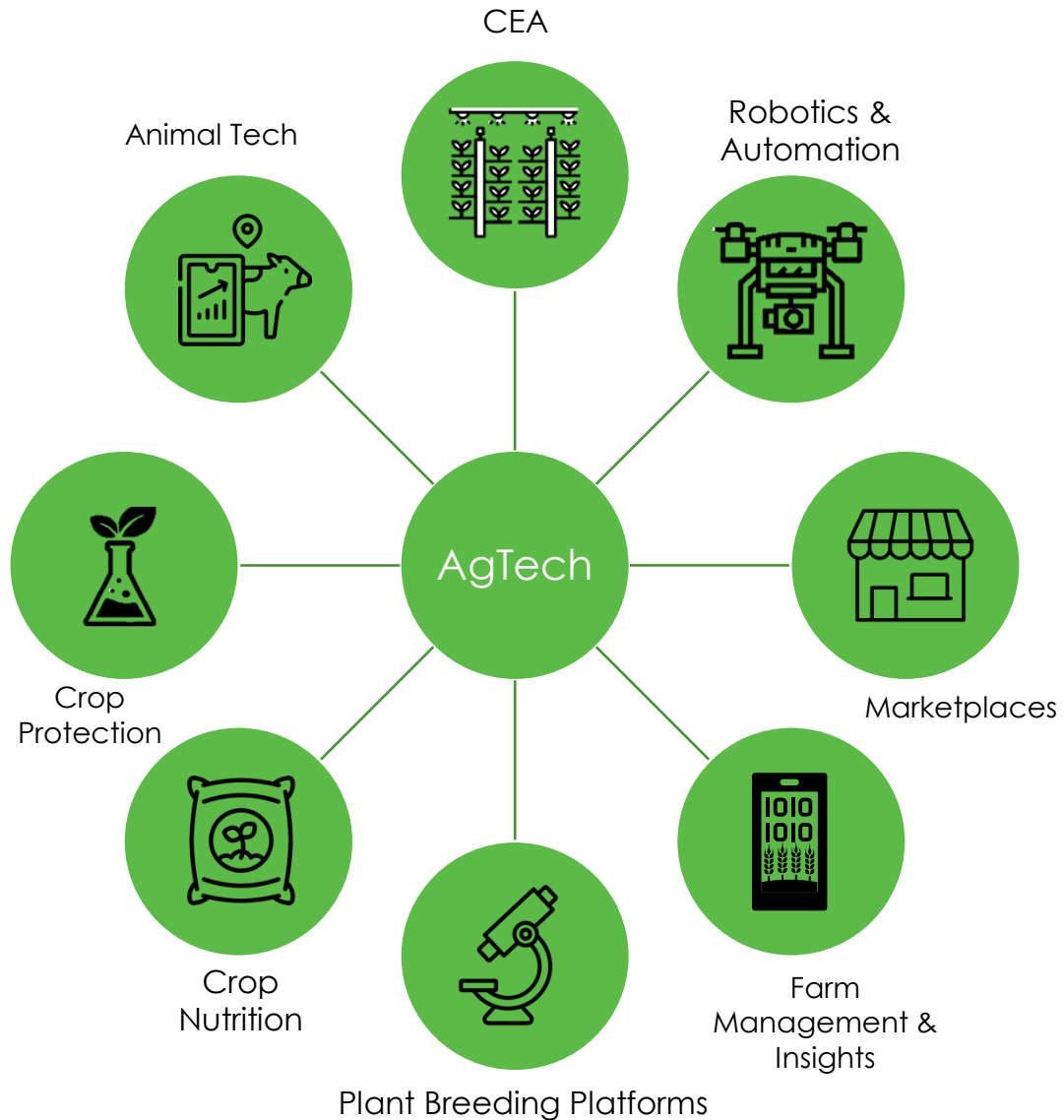
AgriFood Incumbents



AgriFoodTech Unicorns Jan 2022



THRIVE TOP 50 AgTech Landscape



THRIVE TOP 10 Sustainable Companies



The JUST Eggs product has sold the equivalent value of 160 million eggs with 23 million kgs. of CO2 eq., 9,400 acres of land and 5.8B gallons of water saved.



Provivi has the capability to reach millions of broadacre crops with their pheromone products including Provivi FAW for fall armyworm which can cover 1.5M acres per year.



Plenty delivers quality produce that increases yield by over 400x, saves an estimated 1M gallons/week and uses 1% of the land compared to traditional farming, all while operating on renewable energy.



Ynsect raises insects that, as compared to 1 lb. of animal protein, require 100x less agricultural land, do not require antibiotics, reduce organic matter waste and utilize 25% less water for feed.



IMPOSSIBLE produces plant-based patties, sausage and chicken nuggets with their burgers using 96% less land, 87% less water, and generating 89% less emissions than a burger made from cows.



Indigo is incentivizing farmers to adopt environmentally and economically beneficial practices through their Carbon by Indigo program which is currently made up of 7.5M acres.



Imperfect is saving food from the landfill and in 2020, they avoided 20,663 tons of CO2 eq., 12,800 tons of CO2 eq. from grocery store visits and saved 7,921 tons of CO2 from their recycled boxes.



Apeel has developed a spray for fruit that increases the shelf life while improving quality. Since 2019, they have saved 42M pieces of fruit from the landfill and in doing so, conserving 4.7B liters of water.



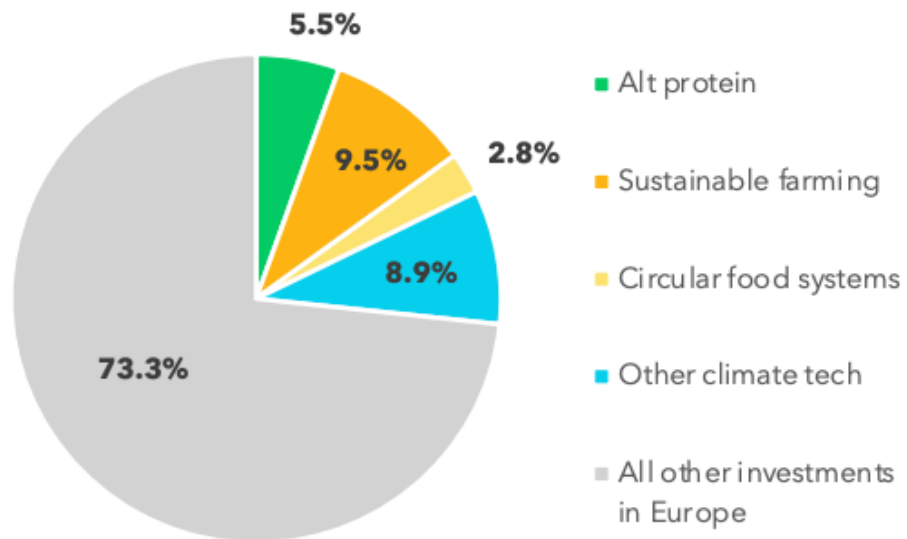
Pivot is working to reduce the dependence of synthetic nitrogen fertilizer through their PROVEN 40 product. They have replaced synthetic nitrogen on 1M+ crop acres in 2021.



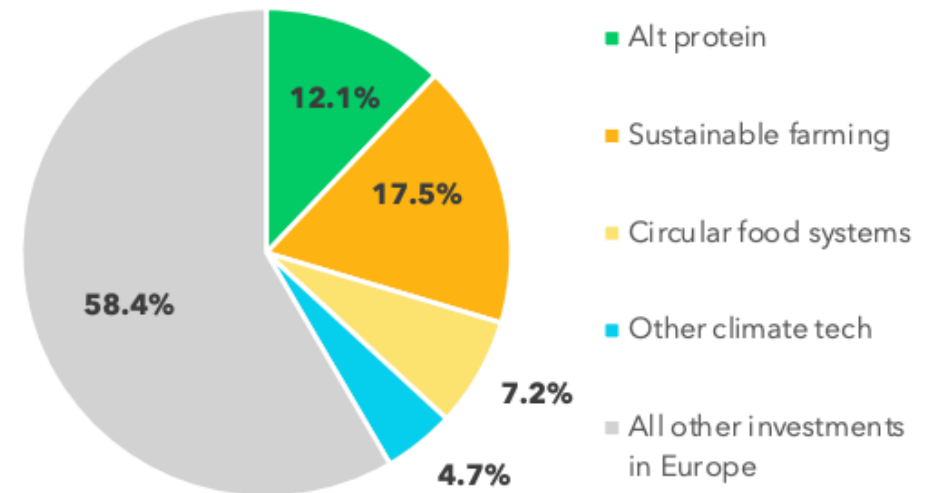
Perfect Day has created an alternative dairy product that, as compared to traditional dairy products, reduces water demand by up to 99%, GHG's by up to 97% and nonrenewable energy by up to 60%.

Climate Investing by theme in Agri-Food Tech (Europe)

Investment in \$



Investment in # of deals



*Source - AgFunder

Innovators Must Focus on the Customer

Pain Points of Farmers



HERD
MANAGEMENT &
ANIMAL HEALTH



CROP
PROTECTION &
NUTRITION



POST-HARVEST
& ANIMAL
MARKETING



FARM
MANAGEMENT



FARM
FINANCING



SOIL
HEALTH



WATER
MANAGEMENT &
IRRIGATION



HUMAN
RESOURCES &
LABOUR

“It’s hard for farmers to think green when they’re constantly in the red”



REALIZING THE
POTENTIAL FOR
AGTECH
IN ALBERTA



Lessons Learned

Working with Farmers & Producers

1. Few farmers are willing to try solutions before they reach the market and/or have been proven to work. Hesitancy increases with farmer age.
2. Larger operations and crop-only farms are the most likely to adopt technology
3. ROI and uncertainty are top barriers to adoption (US / Canada)
4. The end user isn't always the customer – consider education levels
5. Business models should be aligned to success with farmers
6. Go-to-market strategies should consider peer influence, locally relevant trials, bundling through existing channels, and online marketing.
7. Crop consultants, local co-ops and crop input distributors are some of the most trusted when offering technology

THRIVE GLOBAL IMPACT CHALLENGE



THRIVE
by SVG VENTURES



ICL PLANET
STARTUP HUB



We create chemistry



Forbes



Overall Theme: Advancing a Sustainable Future for Agri-Food

THEME 1

Soil Health & Biodiversity

- Regenerative agriculture
- Ag biotechnology
- Alternative fertilizers
- Alternative pesticides & herbicides
- Crop nutrition & novel inputs
- Biostimulants
- Water management

THEME 2

Increasing Food Security

- Alternative proteins
- Food loss prevention
- Circular economy
- Indoor farming
- Supply chain solutions
- Packaging
- Functional Ingredients

THEME 3

Reducing & Offsetting GHG Emissions

- Carbon sequestration
- Carbon measurement
- Carbon markets
- Reducing animal emissions & animal cruelty
- Robotics & automation
- On-farm emissions reduction

Timeline



Winning Companies

6 finalists will pitch at the THRIVE | Forbes Sustainability Summit where we will announce the overall winner.

The overall winner will receive the THRIVE Global Impact Award and win a place on the THRIVE Accelerator Program in Silicon Valley. In addition, the winner receives:

- Recognition from THRIVE and Forbes Media
- Investment from SVG Ventures
- Possible investment from challenge partners
- Silicon Valley Startup Bootcamp in the Summer of 2023 for two founders, hosted by THRIVE (\$15k USD value)
- Automatic acceptance as a Samsung XTC Finalist
- Impact strategy program with Imagine Impact (Sponsored by ICL)

LET'S ADVANCE THE FUTURE
OF FOOD AND
AGRICULTURE TOGETHER.



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