



# Rules and regulations FAST FORWARD AGRIFOOD March 2020 update

---

1. OBJECTIVES.....	1
2. OFFER .....	2
3. ELIGIBILITY .....	3
4. ACCEPTANCE OF REGULATIONS.....	3
5. PARTICIPATION TERMS.....	4
6. CONTACTS.....	5
7. CONFIDENTIALITY .....	5
8. PROTECTION OF PERSONAL DATA.....	6
9. OBLIGATIONS .....	6
10. PARTICIPANT'S DUTIES .....	6

## 1. OBJECTIVES

---

Led by regional agency for economic development in Normandie (AD Normandie), with the support of the Région Normandie and in close collaboration with the regional investment fund Normandie Participations, Fast Forward (FFWD) Normandie is the regional business accelerator.

FFWD Normandie aims to develop the Norman economy, to contribute to the attractiveness of the region and to ensure the long-term establishment of companies from outside of Normandy. It combines funding and intensive tailor-made support.

Village by CA Normandie, with its Agri'Up scheme, is an innovative ecosystem bringing together expert players in the field of tomorrow's agriculture. Founded by Crédit Agricole, Agrial cooperative, Pôle TES and the Normandy Regional Chamber of Agriculture, Agri'Up aims to respond to the problems of the various agricultural sectors; to encourage emergence, experimentation and success of innovative projects; and to improve the economic, human and environmental performance of companies.

AD Normandie and Village by CA have chosen to join forces within the framework of this AgriFood programme in order to offer a real complementarity of support to companies with an innovative project in the fields of Agtech, Agrotech and FoodTech.

Fast Forward Agrifood is launching a call for applications to select the companies for its 1st season..

This document explains the legal rules applicable to the call for applications.

## **2. OFFER**

---

### **2.1. Services**

**The Acceleration Program consists of two phases:**

**The pre-acceleration phase** during which a "panoramic" diagnostic is carried out by an expert. This is an assessment of the needs of each company, on the following themes : commercial development, growth strategy, international ambition, business model and business plan, human resources, access to financing, network and communication. It enables the strategic objectives to be drawn up to be achieved during the acceleration process.

**The acceleration phase**, which lasts 6 months :

Based on the panoramic diagnosis, Fast Forward Normandie and the Village by CA Normandie:

- Offer an intensive 6-month acceleration course which combines, at the rate of one to two days per month, collective workshop sessions and individual coaching by experts.  
This course is based on 2 complementary axes:  
Business Acceleration: Finance, Fundraising, Commercial Strategy, HR, Pitch...  
Business acceleration: industrial property, market watch, CSR approach, agricultural data, business expertise...
- Provide a bi-monthly personalised coaching of the company which allows a close follow-up of the progress of the actions undertaken within the framework of the programme.

### **2.2. Partnerships, networking and mentoring**

Fast Forward Normandie and the Village by CA Normandie have set up a pool of partners made up of leading players in the field of agriculture and the food industry: Agrial, Isigny Sainte Mère, La Biscuiterie de l'Abbaye, Le groupe Réussir, La Normandie, Le groupe Normandie Seafoods, Pizzadoor, Saint-André Plastique and Barry Callebaut.

Depending on their needs, the accelerated companies will be able to benefit from privileged access to these partners in order, in particular, to compare their product or service offer with the reality of the market, to establish commercial collaborations, to access the cutting-edge equipment necessary for their research or to benefit from the skills of the teams of the partner companies.

Selected companies benefit from a mentoring program according to their needs. Mentors are renowned experts in their field and can open their networks to companies, help them strengthen their growth strategy and achieve their most ambitious goals.

### **2.3. Co-working spaces**

Accelerated companies can have access to an office (permanent or temporary) in the Village by CA co-working area in Colombelles (near Caen).

### **2.4. Funding**

An optional initial capital investment (convertible bonds) up to €150,000 is offered by the regional investment fund Normandie Participations and its co-investor Le Crédit Agricole Innove en Normandie.

This contract is optional.

### **2.5 Financial contribution**

The acceleration program requires a financial participation of 2,500€ by the company, payable once at the beginning of the program if the company does not benefit from the initial seed investment by Normandie Participations.

In the case the company accepts the offer of Normandie Participations, the fees will be of 1,000€ HT per month, so 6,000€ (before tax) for the six-month program and 12,000€ (before tax) for the twelve-month program.

If a fund-raising initiative for a second round is undertaken as part of the acceleration, Normandie Participations undertakes to make its best efforts to ensure that this second round takes place within 12 months of the end of the programme. If this approach is not successful, AD Normandie undertakes to reimburse the accelerated company for all participation costs.

These fees cover a part of the mentoring and coaching sessions, the offices and the furniture provided to the companies and the staff costs of Fast Forward Agrifood.

### **3. ELIGIBILITY**

---

The call for applications for the Agrifood Acceleration Programme is open to companies with an innovative project with high growth potential in the fields of agriculture and agri-food and which is aimed at the following sectors in particular:

- Milk
- Meat - Breeding
- Sugar products and cereals
- Seafood products
- Cider products
- Fruits and Vegetables

Innovative projects should be based primarily on the following technologies:

- Agtech : Precision Agriculture & Predictive Analysis, Farm Management Software, Drones & Robots, Alternative Proteins, Future and Urban Farms, ...
- Agrotech : Process transformation, Fermentation, Co-product valorization, ICT applied process, Energy transition, ...
- Foodscience : Future foods, Meal replacements, Hardware, Product innovation, Packaging/Packaging, Ingredients ...
- Retail: Data for supply chain, Experience shopper, CleanLabel, Supplychain ...

The call for applications is aimed at regional, French and foreign companies wishing to build on the strengths of the Normandy region in the agri-food sector to accelerate their technical and/or commercial development.

To apply, companies must have

- developed a technical, business model, market or usage innovation,
- launched their product on the market, have a first customer and a first income,
- formed a structured team,
- an ambition of international development.

Only companies falling within the European definition of SMEs may apply

### **4. ACCEPTANCE OF REGULATIONS**

---

Application to the program implies acceptance by the applicant of these rules in full, without conditions or reservations.

The candidate certifies that he/she meets all the conditions laid down in this Regulation to participate in this call for applications and guarantees to comply with all the provisions of this Regulation.

The candidate undertakes to:

Waive any recourse concerning the conditions for organising this call for applications, the results and the decisions of the juries,

Refrain from any complaint or claim for compensation in the event of modification, postponement or cancellation of this call for applications

## 5. PARTICIPATION TERMS

---

Opening of the call for applications: **march 9 2020**

Fin de l'appel à candidatures : ~~april 20 2020 (11.30 pm)~~ **postponed**

To apply, project managers must register their company on this dedicated website: <http://www.ffwdnormandie.com>.

Validity of applications

Applications will be deemed null and void if:

Made using incomplete, erroneous or fraudulent contact details,

Illegible or incomplete,

Not in accordance with the regulations,

Emanating from a structure that is the subject of a collective procedure (safeguard plan, legal redress, judicial liquidation,...),

Sent after the deadline for applications.

The application to the program implies full understanding and acceptance of the terms of this document.

A selection committee will be set up to evaluate applications in a consistent, transparent and fair manner. It will include at least members of the FAST FORWARD Normandie team and the Village by CA Normandie, representatives of AD Normandie, Normandie Participations and its co-investor, Crédit Agricole Innove en Normandie. FAST FORWARD Agrifood reserves the right to solicit external experts and partners for the constitution of this selection committee.

The selection committee is not obliged to give reasons for its decisions, which may not be appealed.

The evaluation process guarantees full transparency and equal treatment to all applicants. The main selection criteria are the following:

- Technical and economic maturity of the project,
- Potential economic benefits of the project,
- Ability of the management team to move the project forward,
- Adequacy with FFWD Agrifood's objectives.

### **Selection process and timetable :**

#### **a) Eligibility of applications and pre-selection (~~21-28 April 2020~~) **postponed****

The objective of this stage is to select a limited number of applications representing the best projects to be proposed to the selection committee. The FAST FORWARD Normandie and Village by CA Normandie teams will first check the eligibility of the applications. The projects will then be selected on the basis of the criteria and elements set out in the application file.

If relevant, additional information may be requested from applicants at the end of the call for applications and this pre-selection stage, in particular:

- Organisation chart / capitalisation table of the company
- KBIS
- Forecast accounts
- Balance sheets for the last 3 fiscal years
- manager's CV

#### **b) Pitch in front of the selection committee (~~May 6 or 7, 2020~~) **postponed****

The pre-selected companies will present their project orally before the selection committee. Time will then be set aside for discussions with the selection committee. The absence of an oral presentation of the project by the applicant is a reason for ineligibility for the call for applications.

#### **c) Publication of results (~~12 May 2020~~) **postponed****

A maximum of 5 companies will be selected per season to join the program.  
An acceleration contract will be signed with the successful candidates for the implementation of the acceleration program.

## **6. CONTACTS**

---

All information relating to the call for applications and the FFWD Normandie programme is available on our website: [www.ffwdnormandie.com](http://www.ffwdnormandie.com)

For any questions and additional information, you can also contact :

Laure LECLERCQ  
Manager  
Fast Forward Normandie  
[laure.leclercq@adnormandie.fr](mailto:laure.leclercq@adnormandie.fr)  
+332.50.53.10.93 - +337.88.44.93.84

Rose-Marie TOSTIVINT  
Project Manager  
Fast Forward Normandie  
[rose-marie.tostivint@adnormandie.fr](mailto:rose-marie.tostivint@adnormandie.fr)  
+332.31.15.81.50 - +336.84.15.07.51

Guillaume BERRANGER  
Start-up Manager  
Village by CA Normandie  
[guillaume.berranger@levillagebyca.com](mailto:guillaume.berranger@levillagebyca.com)  
+336.28.56.24.93 → +332.31.55.66.67

## **7. CONFIDENTIALITY**

---

The contents of the applications and the deliberations of the selection committee will remain confidential.

All members of the selection committee and any person who has had access to the application files must strictly respect the confidentiality of the information provided. A confidentiality agreement shall be signed by all members of the selection committee.

The organisers reserve the right to communicate on the selected projects during the different events and on the communication supports related to Fast Forward Normandie in accordance with the confidentiality clause mentioned above.

By accepting these rules, applicants to the AgriFood programme waive their right to image rights during events linked to the Fast Forward programme and authorise the dissemination of photos and videos recorded during events organised during the programme.

The confidentiality obligations mentioned above shall not apply to the whole project. The obligation of confidentiality does not apply to information that is proven to be :

- Was publicly known at the time of publication or, through an unlawful act by the recipient, subsequently became publicly known, or,
- Had already been known to the recipient before publication or after such publication had been legally obtained by a third party without an obligation of confidentiality, or,
- Had been or is being developed by the recipient independently of any information disclosed by the other party.

Neither the selection committee nor the AgriFood program organizers will be held responsible for the disclosure of protected information by a third party or by the applicant himself.

## **8. PROTECTION OF PERSONAL DATA**

---

Candidate companies are required to provide certain personal information about themselves.

The information collected is subject to computer processing by the Normandy Development Agency in order to select the accelerated companies within the framework of the AgriFood programme. Your data will only be communicated to the members of the selection committee. They are kept for 12 months for unsuccessful applicants and for 24 months for applicants selected for the AgriFood programme. This data will then be archived in accordance with the legal retention obligations. In accordance with the French Data Protection Act of 6 January 1978 as amended, you have the right to access, rectify and oppose information concerning you, which you can exercise by contacting the Data Protection Officer : [dpo@adnormandie.fr](mailto:dpo@adnormandie.fr).

For more information on your rights, please consult the AD Normandie's confidentiality policy.

## **9. OBLIGATIONS**

---

All candidates acknowledge having read the rules and accept the conditions.

In case of force majeure, AD Normandie reserves the right to extend, modify or cancel this operation and cannot be held responsible.

Any contestation of one or several points of the rules as well as any dispute will be subject to a final decision after deliberation by the selection committee.

The AD Normandie reserves the exclusive right to exclude any candidate who does not respect the terms of the present rules. The AD Normandie also reserves the right to request full reimbursement of all expenses incurred for this company during the programme.

## **10. PARTICIPANT'S DUTIES**

---

Undertakings participating in this call for applications undertake to :

- Hold directly or by way of licence, the intellectual or industrial property rights of the project carried out or be authorised by the joint holders to apply for this call for applications. Applicants guarantee the organisers of this call for applications against any conviction that may be pronounced against them on the basis of an infringement of an intellectual property right attached to the project presented. The members of the selection committee and the organisers of this call for applications may not be held legally liable in the event of publication by a third party or by the applicants of the protected works. The participating company retains full and complete ownership of its project.
- Authorise in advance and free of charge, the organisers and partners of the programme to communicate to the press, publish, reproduce and represent its name, address and photograph, on any medium that could be used in any event linked to this call for applications, in compliance with industrial and commercial property secrecy, without such publication or use giving rise to any rights other than those of the prizes won,
- To waive any claim to any rights to its image for a period of 5 years and to be responsible for all intellectual property rights of the proposed project and to assume responsibility for any claims of third parties in this regard,
- Guarantee on their honour the sincerity and truthfulness of the information they provide in the context of their application.