



Asociación Española para la Digitalización  
de la Agricultura, el AgroAlimentario,  
la Ganadería, la Pesca y las Zonas Rurales

**Techs**

**Agro**

**Entidades**

# Líderes mundiales...

Número de AgroTechs por cada país:



1.220



611



550



xxx



130



85

<sup>1)</sup> agtechinsight.com

<sup>2)</sup> Elaboración propia

<sup>3)</sup> agtechinsight.com

<sup>4)</sup> agfundernews.com

<sup>5)</sup> Ministerio de Agricultura Francés

<sup>6)</sup> agtechinsight.com

AGROTECH

— *Eventos* —





# STARTUP OLÉ SALAMANCA 2021

6<sup>th</sup> – 10<sup>th</sup> Sept. '21

[www.startupole.eu](http://www.startupole.eu)

#StartupOLE #LeadingTheFuture



## Organizador principal



**STARTUP OLÉ**  
accelerator

## Co-Organizadores



Ayuntamiento  
de Salamanca



Diputación  
de Salamanca



European Parliament



STARTUP  
EUROPE



European Union



Secretaría General  
Iberoamericana  
Secretaría General  
Ibero-Americana



UNIVERSIDAD  
SALAMANCA



CATEDRA



rtve

## ¿What is STARTUP OLÉ 2021?



Event focused on  
**NETWORKING**  
at the highest level



Based on  
**SPECIALIZATION  
BY VERTICALS  
& TECHNOLOGIES**



Connect continents  
**INTERNATIONALIZATION**  
Europe - Latin America



**DEMOCRATIZATION  
OF THE ECOSYSTEM**



Speaker  
**"RURAL EUROPE"** ❤️  
other ecosystems



STARTUP  
EUROPE



European  
**INNOVATION**  
COUNCIL



UNIVERSIDAD  
DE SALAMANCA





STARTUP OLÉ

2021

PARTNERS

[www.startupole.eu](http://www.startupole.eu)

6th - 10th Sept. '21





## STARTUP OLÉ. OPENINGS FROM PREVIOUS EDITIONS



King of Spain and the President  
of the Portuguese Republic  
**OPENING 2018**



President of  
Spanish  
Government  
**OPENING 2019**



Innovation, Research,  
Culture, Education and  
Youth Commissioner.  
European Commission  
**OPENING 2020**

## FIGURES STARTUP OLÉ-HISTORY



40.000 +  
ATTENDEES

1000 +  
STARTUPS

880 +  
SPEAKERS

250 +  
CORPORATES  
& INVESTORS

100 kM €  
PORTFOLIO INVESTMENT

120 +  
COUNTRIES

## EXCLUSIVE ACTIVITIES 2020

- INVESTOR FORUM
- ACCELERATOR ASSEMBLY
- MEDIA/PUBLICS: ADM/ EMBASSIES FORUM
- SEUN (STARTUP EUROPEAN UNIVERSITY NETWORK)



- EMBASSIES/PUBLIC ADMINISTRATIONS  
(STARTUP EUROPE NATIONS HIGH LEVEL GROUP)



- ACCELERATORS/INCUBATORS  
ACCELERATOR ASSEMBLY NETWORK



- UNIVERSITIES/SCIENTIFIC PARKS  
SEUN (STARTUP EUROPE UNIVERSITIES NETWORK)





**Mesa Redonda**

**Jueves 9 sept**

**19:15- a 19:45h**

# Vincent Rosso





[Infórmate aquí](#)

Seguros de crédito y caución para respaldar e impulsar tu negocio.

## Compañías

MOVILIDAD

# BlaBlaCar cierra una ronda de financiación por 96 millones





# CONSENTIO

CONNECT . BUY . SELL

Buscar



europa **press**

- Comunicado -

## Consentio logra una nueva ronda de financiación de 1,1 millones de euros

La plataforma tecnológica especializada en frutas y hortalizas, Consentio, logra una nueva ronda de financiación de 1,1 millones de euros

Mejora la comunicación de tu empresa con  
**Europa Press** Comunicación



AgFUNDER

'20

**2020 European  
Agri-FoodTech**

INVESTMENT REPORT

**F&D  
NEXT**

INVESTORS  
MEET FOOD  
AND AGRI  
STARTUPS

# Annual Financings | 2012-2019





# Agri-FoodTech Category Definitions



## Ag Biotechnology

On-farm inputs for crop & animal ag including genetics, microbiome, breeding, animal health.



## Innovative Food

Cultured meat, novel ingredients, plant-based proteins.



## Agribusiness Marketplaces

Commodities trading platforms, online input procurement, equipment leasing.



## In-Store Retail & Restaurant Tech

Shelf-stacking robots, 3D-food printers, POS systems, food waste monitoring IoT.



## Bioenergy & Biomaterials

Non-food extraction & processing, feedstock technology, cannabis pharmaceuticals.



## Restaurant Marketplaces

Online tech platforms delivering food from a wide range of vendors.



## Farm Management Software, Sensing & IoT

Ag data capturing devices, decision support software, big data analytics.



## eGrocery

Online stores and marketplaces for sale & delivery of processed & un-processed ag products to consumer.



## Farm Robotics, Mechanization & Equipment

On-farm machinery, automation, drone manufacturers, grow equipment.



## Home & Cooking Tech

Smart kitchen appliances, nutrition technologies, food testing devices.



## Midstream Technologies

Food safety & traceability tech, logistics & transport, processing tech.



## Online Restaurants and Meal Kits

Startups offering culinary meals and sending pre-portioned ingredients to cook at home.



## Novel Farming Systems

Indoor farms, aquaculture, insect, & algae production.

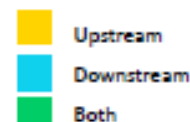


## Cloud Retail Infrastructure

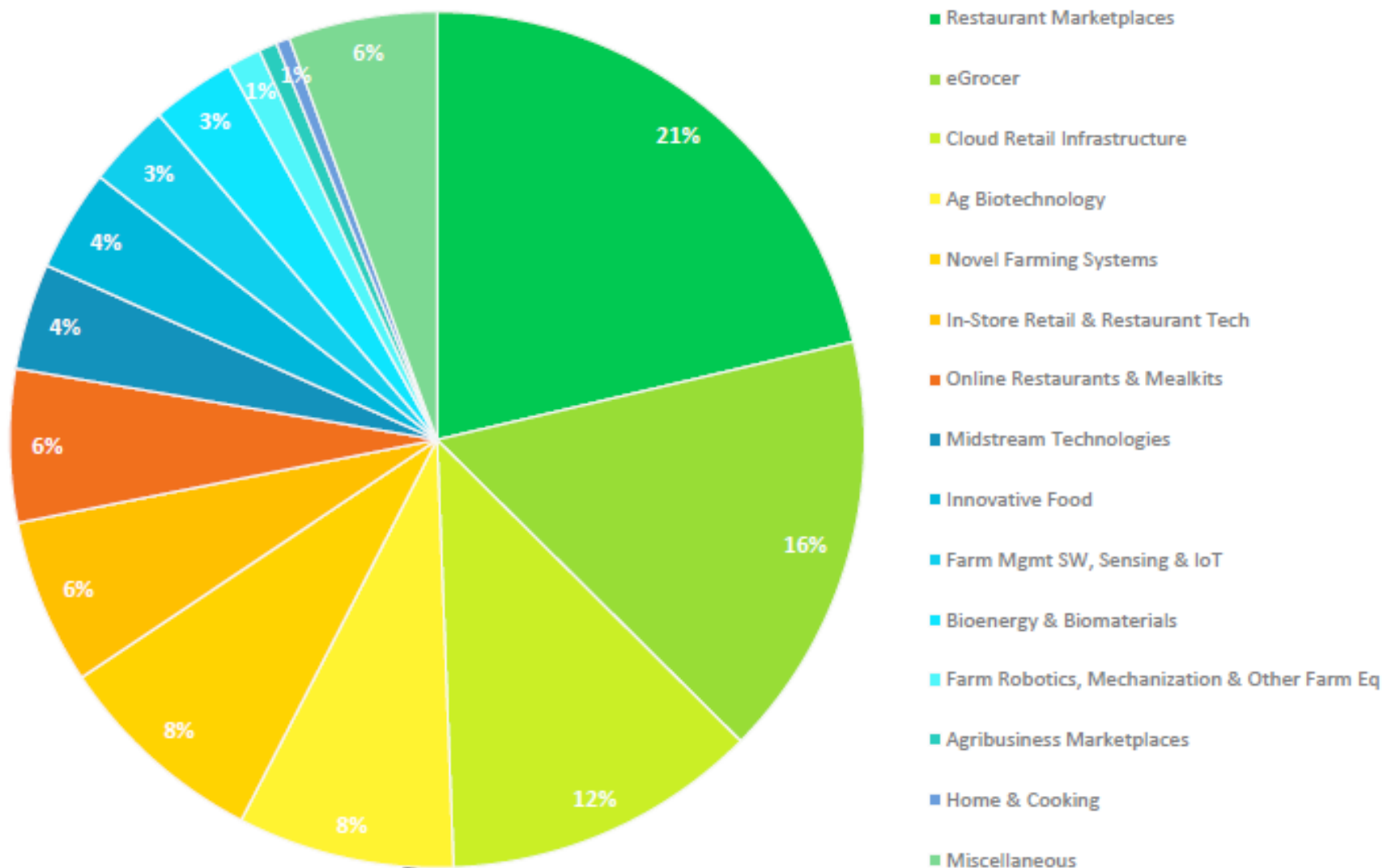
On-demand enabling tech, ghost kitchens, last mile delivery robots & services



## Miscellaneous e.g. fintech for farmers



# 2019 Europe Agri-FoodTech Investment

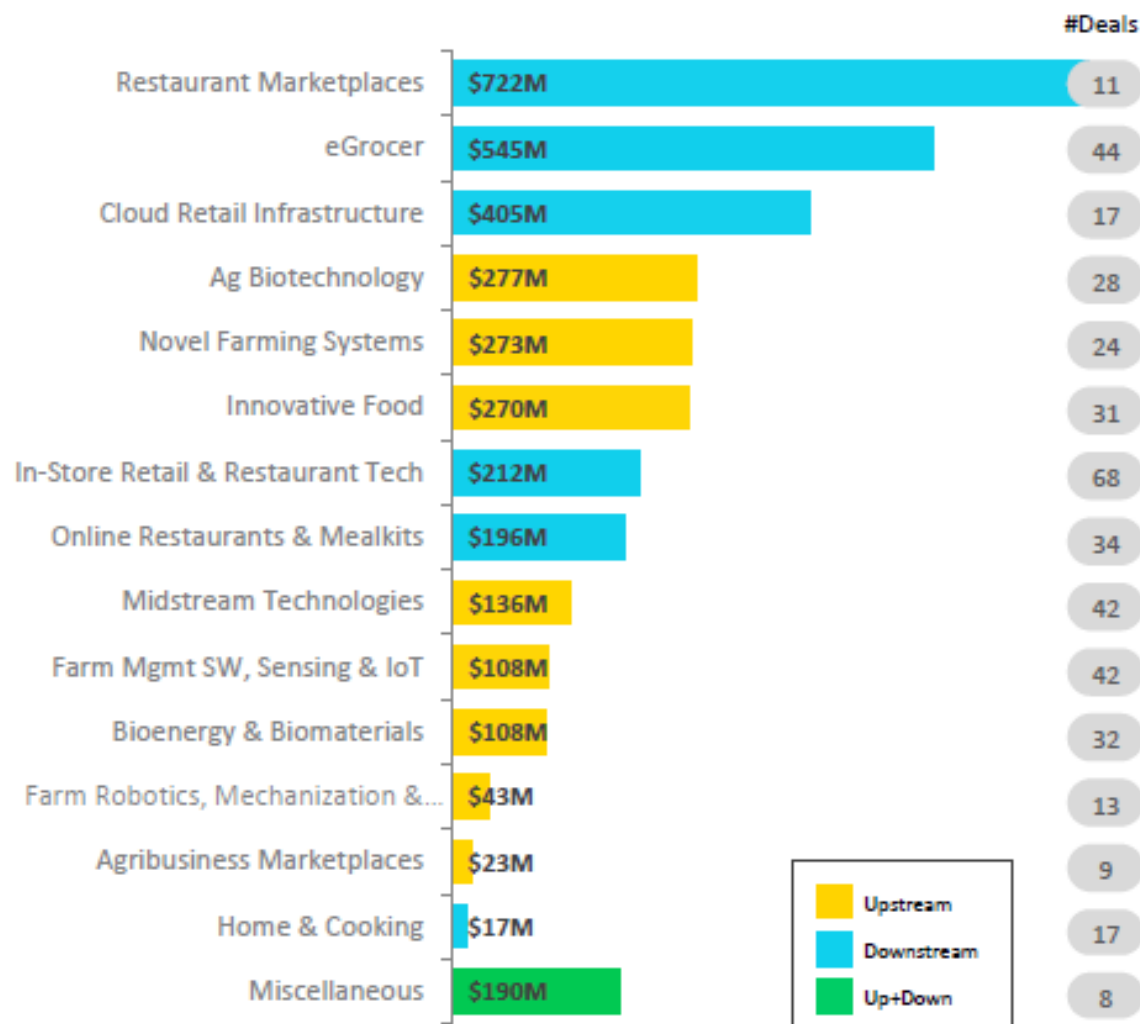


# Deal Volume and Activity by Category

Restaurant Marketplaces were boosted significantly by Deliveroo's massive \$575m Amazon-backed Series G. Just 11 deals closed in 2019, a 60% drop in deal activity as the category became oversaturated and the leading players extended their lead.

A single large deal also dominated eGrocery, which raised 28% more funding in 2019 than in 2018 (Picnic's \$275m Series C). Deal activity remained roughly the same, but the larger scale of deals like Picnic and a few others pushed up the total.

Ag Biotechnology and Novel Farming Systems continue to be favored fields for European innovators and investors. Both categories saw significant increases in investment value year-over-year.



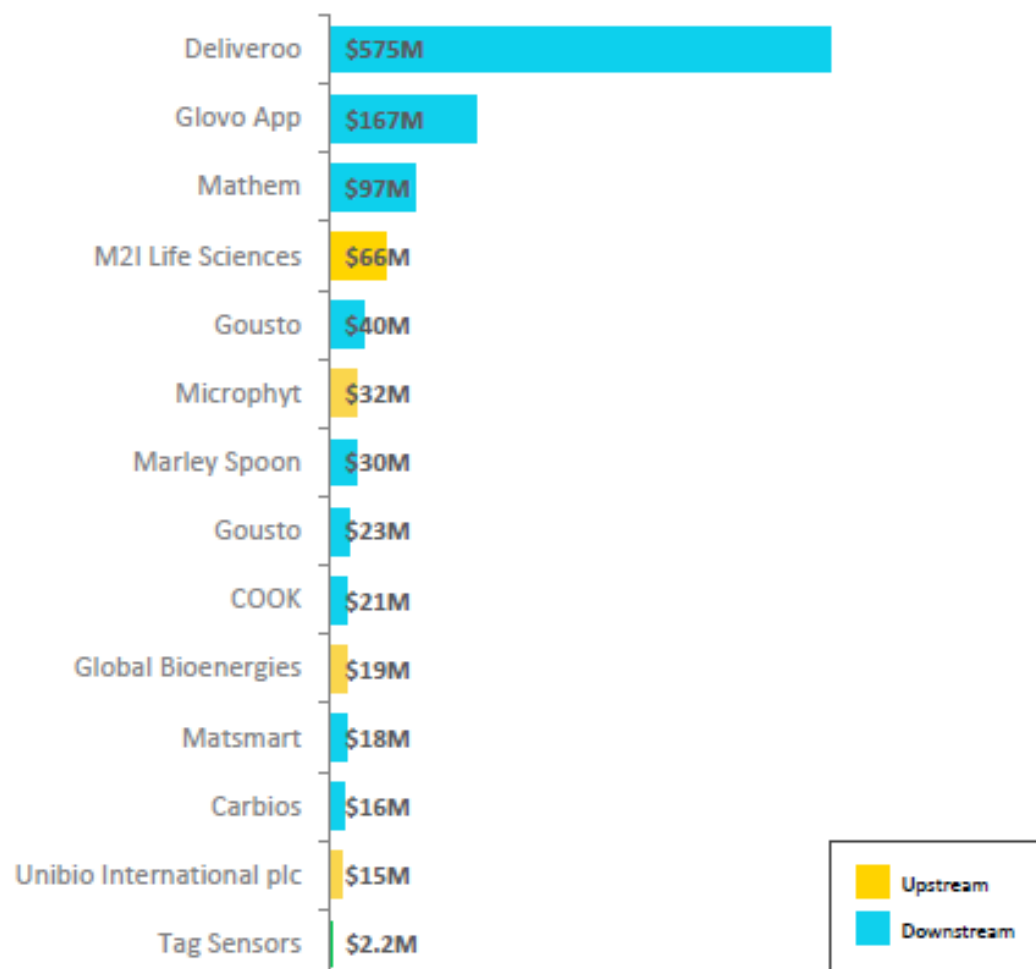


# Top Late Deals

The amount of funding raised at the late stage represents nearly 600% growth from 2018. Even without UK-based delivery company Deliveroo's \$575 million outlier funding round, the other startups on the list raised \$546.2 million, nearly 3.5x more than the 2018 tally of late-stage funding.

Fewer downstream startups raised late-stage funding (10) compared to upstream ventures. But downstream companies raised more capital (\$941m) which aligns with global trends, where downstream companies raised substantially more late-stage capital than their upstream peers, although there were many undisclosed deals upstream.

Delivery apps and services dominated late-stage funding in Europe, as they did globally. Deliveroo's \$575 million round was the third largest late-stage funding round raised globally. Spain's Glovo ranked #12 globally. The company also raised an earlier \$169 million Series D round in 2019, bringing its total funding to \$336 million last year.



# Top Agribusiness Marketplace Deals



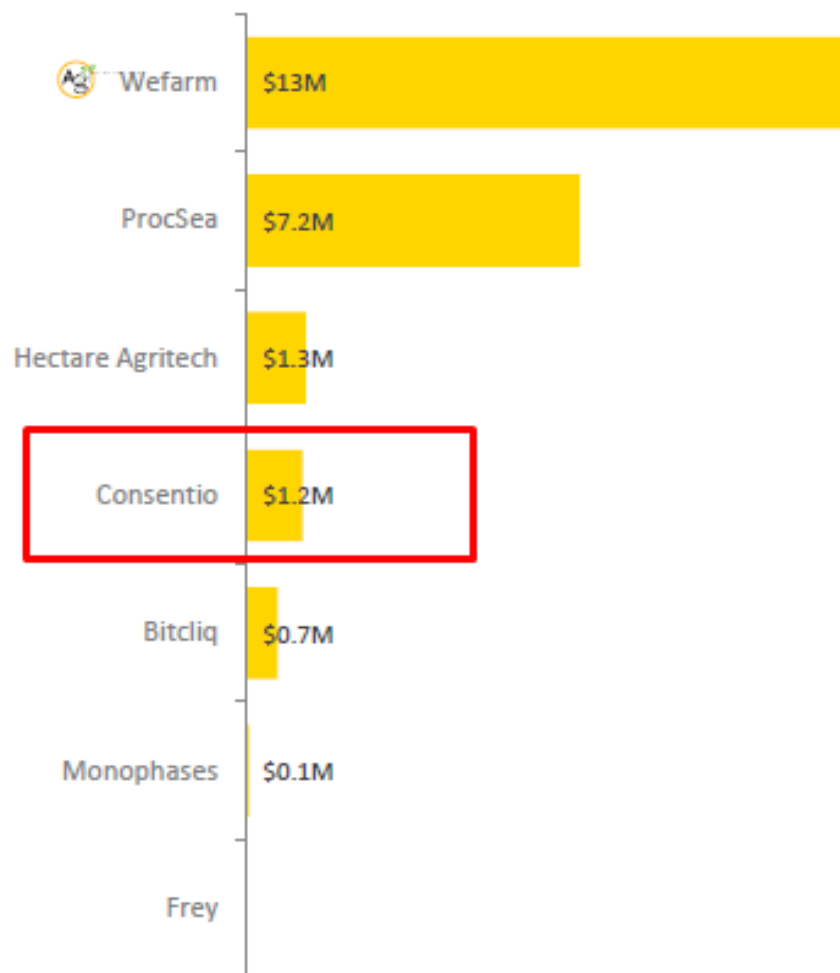
Europe has typically lagged the rest of the world when it comes to investment into Agribusiness Marketplaces, which use the internet to connect farmers more efficiently with suppliers, distributors, and customers.

However, the continent is slowly but surely catching up. In 2018, startups in the category secured \$25.4 million - a 166% increase on the previous year.

In 2019, investment slowed down a little, hitting a total of \$23.4 million across just nine deals - down from 14 recorded for 2018 this time last year.

AgFunder portfolio company Wefarm, which is headquartered out of London but operates in West Africa, led the way with the category's biggest deal for its Series A involving Germany's June Fund and Silicon Valley's True Ventures.

Ranked second was Swiss seafood marketplace ProcSea, which netted a Series A round led by France's Serena Capital.



# Agri-FoodTech Investment by Country

The UK topped the European agri-foodtech funding charts in 2019, tallying more than the next two contenders - Spain and France - combined. The UK's \$1.1 billion total accounts for one third of Europe's overall total for 2019, propped up by Deliveroo's bumper \$575 million round.

Excluding that Deliveroo deal, the UK, France, and Spain are roughly equal in funding. The top five countries - the UK, France, Spain, the Netherlands, and Germany - make up nearly 80% of all funding raised across the continent in 2019.

Elsewhere, Belgian crop protection startup Biotalys (formerly Agrosavfe) raised \$38 million for its Series C round in August. In Switzerland, 'alt-meat' maker Planted and imaging startup Picterra raised seed rounds, while drone company Wingtra secured Series A funding. Portuguese aquaculture venture OceanoFresco raised a \$3 million funding round in November.



# Top Spain Deals

Spain was one of the top countries in Europe for raising agri-foodtech capital and while it was the third most active by number of deals, the total \$439 million was mostly down to one company: last-mile delivery app Glovo.

The Barcelona-based company raised back-to-back Series D and E rounds in 2019, totaling \$336 million, 77% of all funding that went to Spanish agrifood startups.

Deal sizes for Spanish startups fall sharply after Glovo and Madrid-based PlantResponse Biotech, which secured \$77 million in debt financing in November to start to fund a series of acquisitions as part of a biologicals roll-up strategy.

Alongside PlantResponse, Spain has a few other notable biotech companies, including VEnvirotech, which converts organic waste to bioplastics. CubiqFoods and Biotech Foods are both in the “lab-grown meat” market, making cell-based fats and cellular meat, respectively.









**Pitch**

## STARTUP OLÉ On Site activities (vi)



**STARTUP OLÉ 2020**  
**BLENDED EDITION**

**ACTIVITIES:** Pitch Competition





**Matchmaking**





**ACTIVITIES:** Matchmaking



# SUCCESS CASES STARTUP OLÉ



Startup



NEW



Startup



1M £





**Tarifas Stands**



### Startup Pass

ACCESS FOR TWO MEMBERS TO ACTIVITIES FOR STARTUPS

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Networking Platform / APP

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Workshops

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Matchmaking\*

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Pitch Competition\*\*

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Virtual Fair / Stand

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Global Visibility

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And much more...

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**250€ + VAT**

**APPLY NOW!**

**\*Matchmaking activity:** Investors, corporations and public procurement teams will select the best startups to have a private meeting.





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**212,50€**  
+ 10% IVA

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**-15%**

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**Te lo vas a perder?**

**; -)**



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la Ganadería, la Pesca y las Zonas Rurales

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