Harnessing IT Innovation for Positive Impact in Food & Agriculture Now

Rob Trice for Farm Foundation
January 16, 2019
Transition from Mobile/IT/Telecom VC to “IT for Food & Ag”
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Hacking for a Better Meat System

By Rachel Swan on June 24, 2013
Mixing Bowl FOOD I.T. @ Five Years

2014 @ Stanford: “Soil to Fork”
2015 @ Stanford: “Macro to Micro”
2016 @ Computer History Museum: “Solution Harvest”
2017 @ Computer History Museum: ”Fork to Farm”
2018 @ UCSF: “The Full Stack”
The Mixing Bowl & Better Food Ventures
Harnessing IT Innovation for Food & Ag Industry Challenges

“Changing the World” ➔ "Feeding the World"

Info-Sharing

Connecting innovators; stimulating exchanges

Annual Silicon Valley and NYC events in partnership with Forbes

On-going industry thought leadership; publish MB AgTech and FoodTech landscapes

Advising

Innovation support and business acceleration

Advise large, food/ag and IT partners to identify and execute on external innovation and corporate development strategies

Funding

Seed funding from Better Food Ventures

Invest in IT-driven startups transforming the food and ag sectors

Raising $50m fund

Partner with other food/ag-focused funders
Our Team

Combination of investing, M&A, and start up experience across food, agriculture, and technology

Rob Trice
15 years in global mobile/IT VC, 5 years in seed investing in Food & AgTech

Michael Rose
25 years in US & EU new venture creation, corporate innovation, 10 years in US restaurant sector

Seana Day
12 years of investment, M&A advising, tech experience in US & EU

Brita Rosenheim
15 years of investment, M&A, strategy experience within food, food tech verticals
Brita Rosenheim Tracks +2,000 companies

FOOD TECH & MEDIA LANDSCAPE 2018
Seana Day Tracks +1,500 companies
Funded 14 seed deals in 4 years, 11 Stepped up to priced equity rounds (79%), Raising a $50m fund

**Representative Portfolio Companies:**

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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<tbody>
<tr>
<td>Analytical Flavor Systems</td>
<td>AI-driven SaaS platform used by the food and beverage industry to optimize product and flavor innovation</td>
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<tr>
<td>Nima</td>
<td>Portable allergy detection technology and device, currently gluten and peanut, extendable to other proteins</td>
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<tr>
<td>Adapt-N</td>
<td>Cloud-based nitrogen application recommendation engine based on Cornell R&amp;D. (acquired Nov 2017)</td>
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<tr>
<td>Jiyo</td>
<td>Co-founded by Deepak Chopra, “internet of wellness” platform at intersection of exercise, nutrition, sleep, stress</td>
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<tr>
<td>Byte</td>
<td>On-premise fresh food automated, refrigerated vending.</td>
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<tr>
<td>Vinsight</td>
<td>Machine learning solution providing yield forecasts for specialty crops like wine grapes and almonds</td>
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<tr>
<td>Lumigrow</td>
<td>Leading provider of smart LED lighting solutions for commercial greenhouse growers</td>
</tr>
<tr>
<td>FarmOp Capital</td>
<td>Lending operating capital to the rising number of non-owner, operator US row crop farmers underserved by existing lenders</td>
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Our Perspectives on the Agrifoodtech Ecosystem in 2019

Looking From Inside The Mixing Bowl in 2019

Rob Trice  Contributor
The Mixing Bowl Contributor Group  Science

TWEET THIS
our perspective on the Agrifoodtech ecosystem in 2019 and what we believe our team should be doing
1. Food is Changing Rapidly & Information Technology is a Key Driver of Change
Food is Changing: 2014 to 2018
2. The Gap between “Food” & “Ag” is closing as Agrifoodtech (AFT) matures
Linking “Seed-to-Stomach” is how we Solve Problems & Unlock Market Value

Digital Transformation of Agrifood is enabling:
- More Precision, Productivity, Personalization, Health & Wellness
- Agility to rapidly Pivot to changing consumer/market demands
- Profitability: Unlocking value through new business opportunity, expanding revenue through adding value to commodities
3. We have seen a fast rise in AFT-focused “Venture Support Organizations”
Agthentic has cataloged 155 global AFT incubators, accelerators, pitch contests, etc.

The AgriFood Tech Startup Resources Tool
Which sector best describes your business or idea?

- AgTech
- BioTech
- CPG
- FoodTech
- Other
- Select all

155 resources found

continue
4. We have seen a fast rise in AFT VC funding
The Current State of Agrifoodtech Financing

Annual Financings 2012-2017

In 2017 agrifood tech financing increased by 29% year-over-year, which is consistent with global trends. Agrifood tech investment has certainly recovered from the 9% dip in funding that occurred in 2016. That dip reflected a 10% drop in the overall global venture capital markets in that year.
Investment in Tech-driven Alternative Food Production in 2019 to meet “Future Food” Scarcity of 2050
Are We Tackling the Right Food & Ag Challenges?

“Feed 9b People by 2050!”
The Technology Adoption Curve (or Gartner Hype Cycle)

1. Tech Trigger
2. Peak of Inflated Expectations
3. Trough of Disillusionment
4. Slope of Enlightenment
5. Plateau of Productivity
Precision Ag Innovation Hype Curve

- Blockchain
- Farm IoT
- Vertical/Indoor Farming
- In field wireless
- Traceability Platforms
- Nano-Satellites
- Hyper-local weather
- Uber for Tractors
- Scouting Apps
- Big Data
- In cab displays
- Moisture sensors
- Dashboards
- Prescriptions
- VR
- NDVI
- Satellite Imagery
- Aerial Imagery
- Yields
- Autosteer
- Farm ERP
- Soil Sampling
- Water trading
- In detail
- On Plant Sensors
- Hyper-spectral
- CRISPR
- Fully Autonomous
- Deep Learning
- Water trading
- Deep Learning

Innovation Trigger → Peak of Inflated Expectations → Trough of Disillusionment → Slope of Enlightenment → Plateau of Productivity

Originally by Ryan Rakestraw (MGV, 2016) updated Seana Day

Needs Updating!
Staircase of Food/AgTech Innovation

What happened?

Why did it happen?

What to change?

Optimization Systems:

Optimize

Automate

Analytic Systems

ERP Systems

Data Management Systems

Record Keeping Systems

Better Food Ventures
Is There Alignment Between Start Up Activity and Need?

~2017 Global AgriFood Investments~

$3.3B in 480 deals (Upstream)

$924M in 89 deals (Midstream)

$5.9B in 420 deals (Downstream)

$24M (5 deals) in Direct Farm2Consumer

Source: Agfunder
5. Large Incumbent AFT Companies are Taking Action to Embrace External Innovation
IT TAKES AN ECOSYSTEM

No company or organization can solve our biggest food challenges alone. MISTA's multidimensional, hyper-connected ecosystem brings all aspects of the food system together to address the challenges the entire food system is experiencing.
6. There are a Growing Number of AFT Conferences
This Week

Precision Ag Vision Conference in Seattle
Top Producer in Chicago
Alternative Protein Event in SF
Sustainable Food Summit in SF
Farm Foundation in SF
Fancy Food Show in SF
7. We see more “talkers and takers” than “do-ers and givers” in AFT
Enough talk about “Changing the World”

IT IS NOT THE CRITIC WHO COUNTS; NOT THE MAN WHO POINTS OUT HOW THE STRONG MAN STUMBLIES, OR WHERE THE DOER OF DEEDS COULD HAVE DONE THEM BETTER. THE CREDIT BELONGS TO THE MAN WHO IS ACTUALLY IN THE ARENA, WHOSE FACE IS MARRED BY DUST AND SWEAT AND BLOOD.
Thank You

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