

The background features a stylized, colorful landscape with rolling hills in shades of green, purple, and orange. Several water towers are scattered across the scene, and rows of trees are planted in the valleys. The overall aesthetic is modern and vibrant.

Sella

dpixel

# AG 4 Future Food

# Acceleration Program

FOR A SUSTAINABLE AG-FOOD REVOLUTION,  
FROM SEED TO PLATE

# Our Vision

Agriculture is a **fundamental platform** for the use of the **planet's resources**.

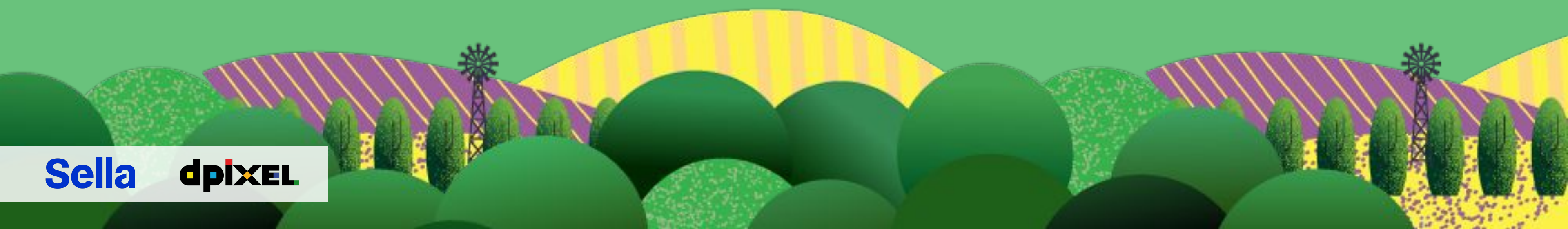
It **supports** the wellbeing of humans and all other species through its final product: **food**

# Our Value Proposition

We enhance **bottom-up innovation** and **research** to face the **challenges** that await us in the coming decades: population growth (+10 billion in 2050), greater & different food consumption per capita, climate change, ecological efficiency, and scarce natural resources

# Our Mission

Accelerating Startups that can Start a  
**Sustainable AG-Food Chain Revolution,**  
from Seed to Plate



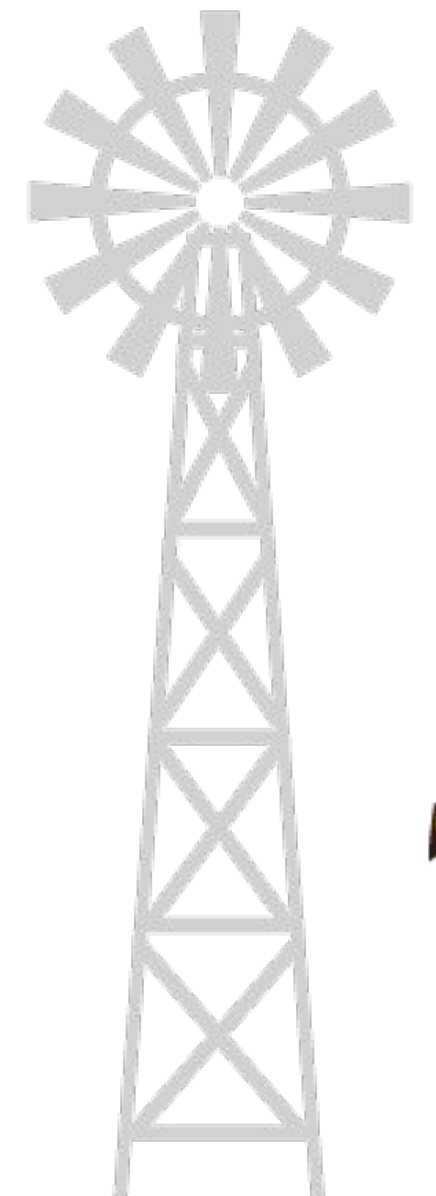
**Sella Group** and **dpixel** support the **growth** of startups operating in the **agriculture field** and bringing **disruptive innovations** to the market, in order to

REDUCE  
COSTS

MANAGE  
COMPLEXITY

INCREASE  
CAPABILITIES

designing the **entire food chain of the future:**  
sustainable, accessible, efficient, climate-proof, and  
adaptable to change.



# Areas of Application

## Innovative Food

NEW FLAVOURS

CULTURED MEAT

4.0 BEVERAGES &  
WATERS

BUG-BASED POWDER

HIGH- PERFORMANCE  
FOOD

## Ag Biotechnology

SEEDS

BIOENERGY

GENETICS

CHEMICALS

BIO-  
PHARMACEUTICALS

## Automation & Robotics

INTEGRATED  
SENSORS

PRECISION  
EQUIPMENT

CONNECTED  
AGRICULTURE

AI SUPPLY HANDLING

AUTONOMOUS  
MACHINERY

## Data Devices

GEO- ENGINEERING

AGRI MARKETPLACES

FARM OPTIMIZATION

BIG DATA ANALYTICS

DECISION SUPPORT  
SOFTWARE

## Logistics

SMART  
WAREHOUSING

TRACEABILITY

4.0 PACKAGING

SHELF-LIFE  
ENHANCEMENT

LOGISTICS  
OPTIMIZATION



# Funds

**€500K** funds, investment tickets of up to  
**€100K** for each of the 5 selected startups

# For Whom

The Program is open to **10 highly motivated startups** in the pre-seed stage with the following minimum requirements:

- **Core team** already identified and with brilliant execution skills
- **MVP** (Minimum Viable Product) in validation phase, ready for soft launch (6 to 10 months)
- **TRL** (Technology Readiness Level)  $\geq 6$
- Evidence of **sustainability, feasibility** and high **commercial potential**

## EXAMPLES OF FIELDS OF APPLICATIONS

HIGH-PERFORMANCE FOOD; CULTURED MEAT; SEEDS; BIOTECHNOLOGY;  
CONNECTED AGRICULTURE; PRECISION EQUIPMENT; AGRI MARKETPLACES; FARM  
OPTIMIZATION; 4.0 FOOD & BEVERAGE PACKAGING; SHELF LIFE ENHANCEMENT

**Innovative Food**

**Ag Biotechnology**

**Automation & Robotics**

**Data Devices**

**Logistics**

**Sella**

**dpixel**



# Accelerator Partner

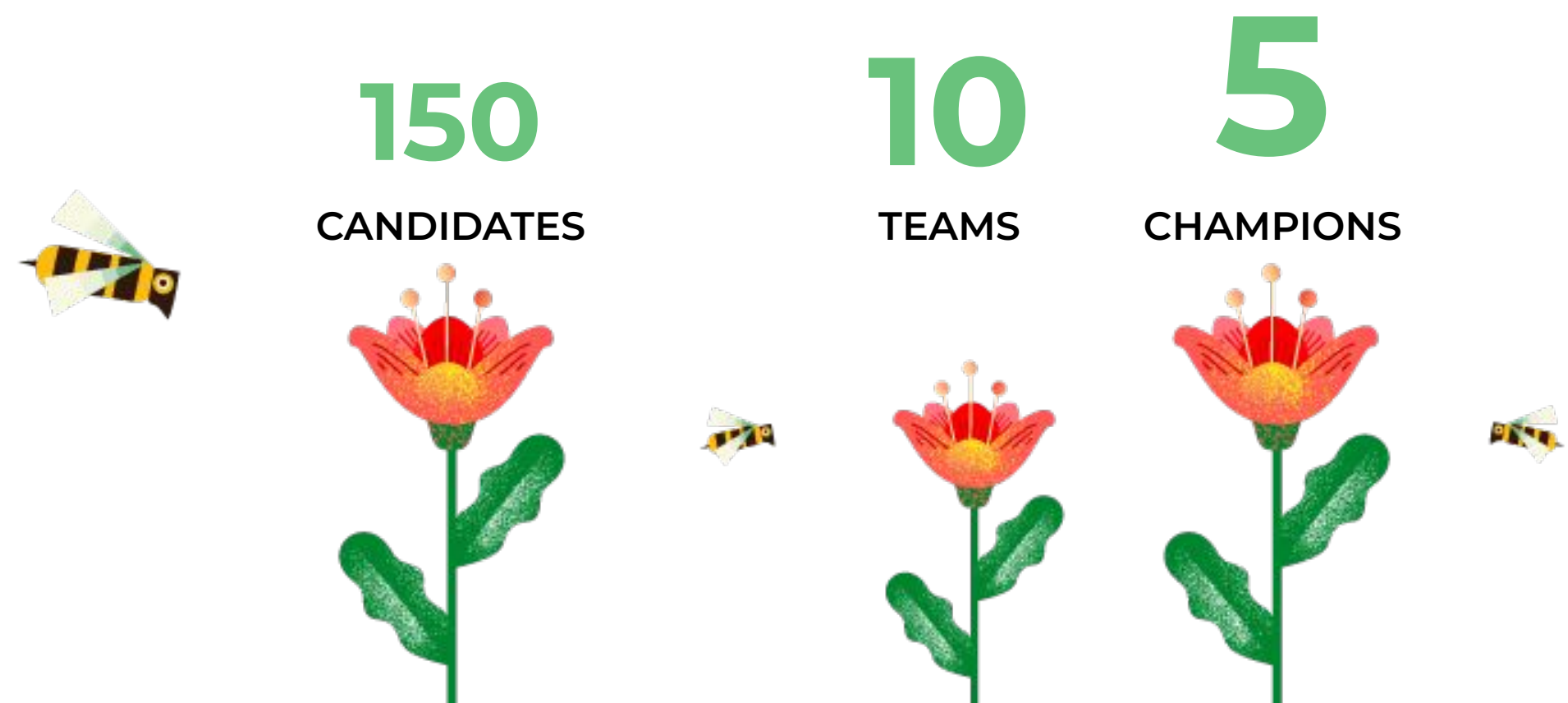
dpixel is **Sella Group's Venture Incubator** operating for over 13 years in the European market, with over **€36 million** in investments generated.

**dpixel** in the capacity as Accelerator Partner will be in charge of the initiative's design, implementation and investments.

# How We Do It

The hybrid (digital & physical) program is spread over a **total of 16 weeks** (after the scouting phase) and is divided into **3 phases** with intermediate selections, in order to identify only the **best startups**.

Startups will have the opportunity to **interact with the corporate partners** throughout the whole duration of the program.



# Process

## MAIN MODULES



# Milestones

AG 4 FUTURE FOOD

- Events in progress for awareness and branding throughout the duration of the programme  
**( 8 months - Mar 2023 - Oct 2023)**
- **March:** international press release
- **End of March:** Conference launch event in Naples, Italy
- **March –Apr:** international scouting period
- **May-Jun:** selections
- **Jun - Oct:** acceleration program (business acceleration + technical validation and matchmaking with corporates)

# Main Partners

The logo for Sella, featuring the word "Sella" in a bold, blue, sans-serif font.

**Promoter**

The logo for dpixel, featuring the word "dpixel" in a bold, black, sans-serif font with a small red and yellow square above the 'p'.

**Accelerator Partner**



**Global Ecosystem Partner**

The logo for Besana, featuring the word "Besana" in a bold, black, serif font with "QUALITY NATURALLY" in a smaller font below it.

**Corporate Partners**

Not yet  
disclosable

**Scale-up Partners**

# Supporting Partners

sketchin

**Technical Partner**

Sellalab

**Ecosystem Partners**

 CLUB degli  
INVESTITORI

 PEAKBRIDGE

 360 CAPITAL

**Funds**



# SDGs

11 out of 17 United Nations' **SDGs** covered by the initiative AG 4 Future Food





# Sources

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<https://www.mckinsey.com/industries/agriculture/our-insights/agtech-breaking-down-the-farmer-adoption-dilemma>

<https://www.weforum.org/agenda/2023/01/bioscience-agriculture-agtech-davos2023/>

<https://www.oecd-ilibrary.org/sites/f1b0b29c-en/index.html?itemId=/content/publication/f1b0b29c-en>

<https://ec.europa.eu/eurostat/documents/15216629/15559935/KS-FK-22-001-EN-N.pdf/1cb9d295-6868-70e3-0319-4725040cfdb8?version=3.0&t=1670599965263>

**Sella**

**dpixel**



# Thank you

The Sella logo consists of the word "Sella" in a bold, blue, sans-serif font, centered within a white square that has a thin green border.The dpixel logo features the word "dpixel" in a bold, black, sans-serif font. The letter "d" is lowercase, while "pixel" is lowercase. A small red square is positioned above the letter "i". The logo is centered within a white square that has a thin green border.

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