



INDOOR AG-IGNITE

PITCH COMPETITION
POWERED BY:

**Enterprise
Singapore**

INFORMATION PACK
JANUARY 2019

ABOUT INDOOR AG-CON

Indoor Ag-Con is the premier event covering the technology of growing crops in indoor systems, using hydroponic, aeroponic and aquaponic techniques. It is returning to Singapore for the fourth time in January 2019, and will again host two full days of conference and unconference content along with an exhibition area and mini workshops.

ABOUT INDOOR AG-IGNITE

Indoor Ag-Con has long supported entrepreneurs in the fast-growing indoor agriculture

industry, for instance, it sponsored the first Startup Weekend Singapore to include an indoor agriculture focus in 2017. It took this commitment one step further in 2018 with an indoor agriculture pitch competition – Indoor Ag-Ignite – to find the most innovative new ideas globally in the sector. Three winning teams received prize packages including Startup SG grants of S\$50,000 per team thanks to the support of SPRING Singapore, and Plenty Ag contributed Upstart University seats for five finalists.

We'll again be hosting Indoor Ag-Ignite at the 4th Annual Indoor Ag-Con Asia, and three winning teams will each receive prize packages that include Startup SG grants of S\$50,000 thanks to the support of lead sponsor Enterprise Singapore.

HOW DO I FIND MORE INFO?

Please read on for more information and visit our website at indoor.ag/pitch, or contact us via WeChat or WhatsApp.

APPLICATION PROCESS

01

APPLY ONLINE BY DECEMBER 10

Visit indoor.ag/pitch and complete our super-quick application process.

02

PITCH VIA VIDEO CHAT

Teams with complete applications will be invited to pitch to our panel of 3 judges via video chat, allowing applicants from around the world to participate

03

JUDGES PICK 5 FINALISTS

The 5 highest ranked teams will be invited to pitch at Indoor Ag-Con Asia, and will receive up to 2 complimentary passes to the event per team as well as an up to S\$1,000 travel stipend

04

FINALISTS PITCH AT INDOOR AG-CON

On January 15, the five finalists will present to the entire Indoor Ag-Con Asia audience, and a panel of three judges will vote for the 3 winners

05

3 WINNERS RECEIVE PRIZES

The 3 winning teams receive a prize package that includes a S\$50,000 Startup SG grant from Enterprise Singapore and other benefits

INDOOR AG·IGNITE

WHO IS ELIGIBLE TO APPLY?

Application is open to any team that is developing, or has launched, a technology designed for the indoor agriculture industry. We define indoor agriculture as growing in warehouses, containers, greenhouses and in-home systems using aeroponic, aquaponic and hydroponic techniques.

Companies with up to US\$5mn in annual revenue and up to 40 full time employees are eligible to apply. Individuals can be part of only one team, and must be at least 18 years' old.

Teams do not need to be based in Singapore when they apply, but they will need to meet Enterprise Singapore's terms and conditions to collect prizes, these are shown on page 7.

HOW DOES JUDGING WORK?

Applications are open at indoor.ag/pitch until midnight PT on December 10, 2018. In December, your initial pitch will be to 3 judges; one investor, one SPRING Singapore representative, and one active participant in the indoor agriculture industry. You will have 10 minutes to pitch, and 5 minutes for questions. Pitches will be online. From this initial round, 5 teams will be selected as finalists, and will receive complimentary passes to Indoor Ag-Con Asia for up to 2 members per team. Each team will also receive up to S\$1,000 as a travel stipend if they are based outside of Singapore.

On January 15, the finalists will present to the Indoor Ag-Con Asia audience, and a judging panel will select the 3 winners.

WHAT ARE THE CRITERIA?

The judges are looking for four criteria:

- *innovation*; is this idea different and new?
- *commercial progress*; how advanced is the idea?
- *team*; are they well-equipped to scale the business?, and
- *investment potential*; will it generate a strong return for investors?

WHICH TECHNOLOGIES ARE ELIGIBLE?

Any technology that is currently used, or is being adapted for use, in indoor farms is eligible to apply. Here are some examples:



LIGHTING

Examples: new LED lighting with demonstrated crop yield impact, low-cost alternatives to LEDs



ROBOTICS & AUTOMATION

Examples: drones for greenhouses, automated seeders, automated grow systems



GROW SYSTEMS & STRUCTURES

Examples: next-generation greenhouses, NFT systems, tower grow systems, container farms



ENERGY EFFICIENCY TECH

Examples: HVAC, solar and wind integration to structures, energy management software



PLANT BIOLOGY

Examples: new seed development for indoor systems, gene sequencing of crops, seed screening tech



WATER, NUTRIENTS & SUBSTRATES

Examples: water treatment tech, new substrate materials and approaches, nutrient control tech



ENVIRONMENTAL CONTROLS

Examples: AI / Machine Learning software for indoor farms, infrared sensor-based tech to spot disease or distress in plants



ANCILLARY SERVICES

Examples: farm management / ERP software, training and educational tech

TERMS AND CONDITIONS

By applying to the Indoor Ag-Ignite program, you are agreeing to our terms and conditions:

-Application is open only to those at least 18 years' old.

-Submissions will be judged on merits of viability, creativity and feasibility. This pitch competition is a game of skill and chance plays no part in determining the winner. The judges' decisions are final and no correspondence will be entered into.

-You agree that all information that you have provided is true and accurate and that you will indemnify Newbean Capital and its subsidiaries and Enterprise Singapore against any harm resulting from inaccuracies in your submission (as well as well as any

follow-up information that you may provide).

-Newbean Capital and its subsidiaries are not responsible for any information becoming public. You should not supply us with any information that you would not be comfortable disclosing in public.

-Newbean Capital and its subsidiaries' decisions as to winners are subject but binding. You agree that you will not seek either legal nor other recourse if your application is not accepted, or if you do not win or progress in the competition.

-The travel stipend for finalists will be paid via PayPal in the finalists' choice of US dollars or Singapore dollars within ten business days of submission of

valid receipts for third-party travel expenses such as flights, hotel rooms, taxis and parking. The total amount paid to each finalist team will equal the total of receipts submitted and will not exceed S\$1,000.

-Event passes allocated to finalists cannot be transferred to another recipient, nor redeemed for their monetary value. They are provided as a courtesy only.

-Your application does not entitle you to any benefits or services from Newbean Capital or its subsidiaries, such as, registration in its events. It does not create a client relationship between you and Newbean Capital.

STARTUP SG GRANT TERMS AND CONDITIONS

Competition winners are subject to the following terms and conditions in order to receive the Startup SG grant:

1. Winners of the prizes shall be offered S\$50,000 Startup SG grant that comprises:
 - a. S\$25,000 non-dilutive grant money
 - b. S\$25,000 grant with an option to convert into equity at the next institutional fundraising
2. To accept the grant, the winner must
 - a. Dedicate a reasonable amount of their time on the business, not be employed full time by another employer and must be a key decision maker in the company;
 - b. Register / have registered a private limited company in Singapore upon acceptance of the grant.
3. In addition, the winner would need to meet the following conditions:
 - a. Business activities run by their company should be conducted wholly or mainly in Singapore;
 - b. Proposed business idea must not be in the following list: cafes, restaurants, night
 - c. clubs, lounges, bars, foot reflexology, massage parlours, gambling, prostitution, social escort services, employment agencies (including recruiting foreign work permit holders and workers/ support staff, relocation services, and manpower services), and geomancy.
4. All winners will be fast tracked to participate in SLINGSHOT Qualifying Round. Date to be confirmed.
5. Enterprise Singapore reserves the rights to change the terms and conditions of the grant as may be specified and deemed necessary.

INDOOR AG ♦ CON



indoor.ag



hello@indoor.ag



+1.877.609.6202



[@indooragcon](https://twitter.com/indooragcon)



[IndoorAgCon](https://www.instagram.com/IndoorAgCon)