

# EIP Pitching Competition – the process

- Open call for EIP Operational Groups in the Baltic Sea region (Finland, Estonia, Latvia, Lithuania, Poland, Germany and Sweden)
- Apply by 24.3.2025 here: <https://link.webropol.com/s/EIP-pitching-competition>
- At the end of March, a selection committee from Nordic-Baltic national networks will select 8 most promising candidates to pitch their innovations at the main stage of AgriVenture Finland
- April-May: Two online trainings
  - a. An online workshop in April: Value Proposition, crystallising the benefits to the target group
  - b. An online workshop in May: Pitching training
- EIP Pitching Competition at the AgriVenture Finland, 27-28 May 2025
  - Possible Keynote on EIP
  - Welcome, introduction of the jury
  - The 8 candidates give a 3-minute pitch
  - The international jury has the possibility to comment and ask questions
  - Winner is announced in a separate session



# EIP Pitching Competition – to whom?

## What?

- A chance to pitch your solution to the top! Apply to the EIP Pitching Competition by 24 March: <https://link.webropol.com/s/EIP-pitching-competition>
- By applying to the competition, you may be selected among the eight EIP Operational Groups to pitch your solution in 3 minutes on AgriVenture's main stage. An international jury will select the winner that will be awarded at the event.

## Competition criteria

- The competition is open to completed and ongoing EIP projects in the Baltic Sea Region (Sweden, Finland, Estonia, Latvia, Lithuania, Poland, Germany).
- The EIP Operational Group has developed a solution (e.g. product, service, business model) that is at least at TRL level 5 (technology readiness level. More information [here](#) and [here](#)).

## What we will offer to those selected for the competition

- Two virtual workshops in April and May to get prepared for the pitch
- Visibility in the communication of the Baltic Sea Region networks
- An exhibitor stand at the AgriVenture Finland
- New contacts and networking opportunities - both with the competition candidates and with AgriVenture Finland participants
- If your project has already ended and you are unable to cover travel and accommodation costs, please contact your national network.



# AgriVenture Finland 2025

## What is it about?

- This event will bring together the key players - startups, scaleups, corporations, investors, end users, farmers, researchers, developers - with sustainable food chain as a common denominator. Expectation is to have about 500 visitors - roughly 50 % Finnish and roughly 50 % international guests.
- Aim of the event is to **connect agrifoodtech-related innovations with financing: To raise awareness, provide networking opportunities, generate cooperation and growth opportunities for businesses**
- Event consist of startup pitching, inspiring keynotes from thought leaders, demonstrations, matchmaking and get-together opportunities
- Great opportunity to meet face to face the hot startups, investors and industry colleagues from across the Nordic countries!
- Demonstrations organized at the Smart BioEconomy Testbed & Living Lab
- The environment of the event, [Bioeconomy Campus](#), offers versatile opportunities to test, demonstrate and validate agritech technologies in real user environment, observe modern agriculture machinery and digital solutions in action - but also enjoy Finnish nature and the midnight sun



## AgriVenture Finland 2025

▶ Speeding the Uptake of Sustainable Technologies in AgriFood Systems

# Preliminary Programme

## Tuesday 27<sup>th</sup> of May 2025

Transportation from the accommodation to the event area and back

- 9:30** **Registration & Get together** - coffee, tea and snacks
- 10:00** Opening & Welcome
- 10:15** Keynote speeches by thought leaders in AgriFoodTech industry
- 12:00** Lunch Break & Networking
- 13:30** Farm demos straight from the field | EIP Pitching Competition | Networking | Matchmaking and meetings | Startup Pitching competition launch | Presentations
- 17:00** Free Time | Networking
- 19:00** Evening program and networking dinner with live music  
End of the day 1 - transportation to the accommodation

## Wednesday 28<sup>th</sup> of May 2025

Transportation from the accommodation to the event area and back

- 8:30** **Get together** - Coffee, tea and snacks
- 9:00** Keynote speeches by thought leaders in AgriFoodTech industry
- 11:00** Pitching competition Final: Sustainable Food & Agritech Solutions
- 12:00** Lunch Break & Networking
- 13:30** Farm demos straight from the field | Networking | Matchmaking and meetings | Site visits to companies
- 16:00** **Pitching competition results & awarding the winner(s)**
- 17:00** End of the day 2 - transportation

**Networking and matchmaking with relevant partners made easy!**

Mobile application for connecting people enabled for the AgriVenture Finland 2025 participants already prior the event.

Please note that the event programme is subject to change, more detailed programme will be published later.

# AgriVenture Finland 2025: Partners of the Event

(the list will be updated)

## ORGANIZERS & PARTNERS

**VALTRA**

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