

BOOSTER
iMPACT

PEOPLE ARE RESOURCEFUL. WE BELIEVE WE CAN FACE THE ENORMOUS CHALLENGES OF GLOBAL FOOD PRODUCTION THROUGH SMART, INNOVATIVE, GAME-CHANGING BUSINESS. WE BELIEVE THAT MAKING AN IMPACT THAT IS PROFITABLE FOR THE MILLIONS OF PEOPLE AT THE BASE OF THE PYRAMID IS MORE GRATIFYING AND REWARDING THAN SIMPLY MAKING A FINANCIAL PROFIT.

WE NEED IMPACT. TO COUNTER THE SHORTAGE IN OUR GLOBAL FOOD PRODUCTION OVER THE COMING YEARS, WE WILL NEED MAJOR INNOVATIONS IN THE AGRICULTURAL SECTOR AND IN EMERGING ECONOMIES IN PARTICULAR. WE BELIEVE THERE ARE GREAT INNOVATIONS OUT THERE THAT CAN MAKE A MAJOR IMPACT AND DISRUPT THE CURRENT AGRICULTURAL SECTOR AND COMMONLY KNOWN BUSINESS MODELS.

GREAT IDEAS NEED GREAT SUPPORT.

iMPACT

BOOST

WE INVITE, INSPIRE AND CHALLENGE SCALABLE BUSINESSES (FROM ALL OVER THE WORLD) TO APPLY FOR OUR IMPACT BOOSTER. IT IS A FIVE-MONTH PROGRAMME IN WHICH WE VALIDATE, PUSH, EXAMINE, UPSCALE AND FUND THE BEST IDEAS THAT WILL HELP FEED THE WORLD.

THE PROGRAMME INCLUDES A UNIQUE, THREE-MONTH BOOST CAMP: AN ON-SITE, REAL-TIME, REAL-EXPERIENCE VALIDATION PHASE, WHICH ACCELERATES MARKET INSIGHTS AND IMPLEMENTATION TOWARDS A SUCCESSFUL COMPANY.

IMPACT BOOSTER WORKS WITH THE BEST ENTREPRENEURS AND BRINGS OUT THE MOST DISRUPTIVE INNOVATIONS TO RADICALLY IMPROVE THE AGRICULTURAL SECTOR IN EMERGING ECONOMIES AND TO IMPACT THE LIVES OF THE THOUSANDS LIVING AT THE BASE OF THE PYRAMID (BOP).

PACT

IMPACT BOOSTER IS A PACT BETWEEN ICCO COOPERATION, NEW WORLD CAMPUS, WOORD & DAAD, 1%CLUB, WILD GEESE AND NYENRODE. THEY TEAMED UP TO START IMPACT BOOSTER, WHICH PROVIDES EXPERTISE, HANDS-ON SUPPORT AND CONNECTIONS TO HELP BUSINESSES ENTER EMERGING ECONOMIES. TO GUIDE GREAT INNOVATIONS THROUGH THE PIONEER GAP. AND TO TURN SUSTAINABLE IDEAS INTO PROFITABLE COMPANIES.

WE CONNECT IMPACT CAPITAL AND IMPACT IDEAS TO MAKE AN IMPACT IN EMERGING ECONOMIES.

WE DO THIS WITH THE EXPERTISE OF OUR FOUNDING PARTNERS, HANDS-ON INVOLVED BUSINESS DEVELOPERS, HAND-SELECTED EXPERTS, MENTORS AND LIKE-MINDED ENTREPRENEURS.

PACT

IMPACT BOOSTER ENABLES (SME) ENTREPRENEURS WITH AN INNOVATIVE PRODUCT OR SERVICE TO ENTER EMERGING MARKETS. THE INNOVATION HAS TO BE TECHNICALLY PROVEN AND HAS TO CONTRIBUTE TO AN ENHANCEMENT OF THE AGRICULTURAL INDUSTRY IN THESE NEW MARKETS. THE PROGRAMME FOCUSES ON THE ENTREPRENEUR, WHO IS PROVIDED WITH:

- HANDS-ON BUSINESS DEVELOPMENT SUPPORT, BOTH IN THE NETHERLANDS AND EMERGING MARKETS
- THOROUGH VALIDATION AND PIVOTING ENHANCEMENT OF BUSINESS CONCEPT AND BUSINESS MODEL
- EXPERTISE ON EMERGING MARKETS THROUGH A LOCAL PRESENCE AND NETWORK OF EXPERTS AND MENTORS

- OPENING UP NEW NETWORKS OF POTENTIAL BUSINESS PARTNERS, DISTRIBUTION CHANNELS, CLIENT BASE AND INVESTORS
- TRAINING ON E.G. THE LEAN STARTUP METHOD, DISTRIBUTION MODELS, FINANCIAL MODELLING, CULTURAL DIVERSITY, MARKETING AND SALES, INVESTMENT PROPOSITION, PITCHING, AND NEGOTIATION
- AN INSPIRING FACILITY AT THE NEW WORLD CAMPUS IN THE HAGUE (THE NETHERLANDS)
- A 10K CASH INJECTION, PLANE TICKETS AND 50K IN VALUE FOR SUPPORT
- A FINAL PITCH EVENT BEFORE A GROUP OF RESPECTED INVESTORS

OCTOBER - NOVEMBER 2015
OPEN FOR APPLICATION
RESULT: SELECTION AT THE GATE OF 10 COMPANIES

FEBRUARY 2016
GET READY
(IN THE NETHERLANDS)
RESULT: READY FOR VALIDATION IN EMERGING MARKET

MARCH-MAY 2016
VALIDATION IN EMERGING MARKET
(IN COUNTRY OF CHOICE)
RESULT: PROOF OF MARKET

JUNE 2016
PITCH
(IN THE NETHERLANDS)
RESULT: INVESTORS PROPOSITION

30TH OF JUNE 2016
DEMO DAY
RESULT: DEALMAKING WITH INVESTORS

**TURNING
SUSTAINABLE
IDEAS INTO
PROFITABLE
COMPANIES**

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