

SPECIFICATIONS FOR THE PROTEIN CONNECT

A LABEL FROM PROTEINES FRANCE

1. INTRODUCTION

1.1. Context

Protéines France is the French consortium of enterprises whose ambition is to federate and catalyze the development of plant-based and alternative proteins such as algae, insect, and yeast, sector.

The originality and the strength of the association is that it brings together 25 key players (in May 2020) - start-ups, SMEs, large groups, cooperatives - representing the entire value chain, from primary production to the consumer, as well as all existing technologies. Non-sectorial and relying on a French network of excellence in research and technology, as well as a declared voluntarist political will, the association aim to accelerate the development of its sectors at the national level. Protéines France lead the proteins axis from the French strategic committee for food sector (named CSFA in French) and has contributed to elaborate the French proteins strategy offered by the government.

Protéines France aims to speed up the development of the plant-based and alternative protein sector in order to seize the opportunities for growth and job creation offered by the global increase in the demand for proteins and thus to make France a world protein leader.

To this end, Protéines France is mobilizing the main French players in the field around shared areas of development in order to enhance, better and more, the value of proteins alone or in combination for a wide range of applications, from ingredients dedicated to human and animal nutrition and health to biosourced applications in sectors as varied as chemistry and materials.

1.2. Aim and objectives

The aim of the Protéines France label for start-up is to connect the actors in the field of plant-based and alternative proteins from farm to fork and shed light on the most promising start-up/ideas. Protéines France label is a guarantee of quality, notoriety, and credibility recognized for the start-ups from Protéines France community.

Therefore, the key objectives focus on :

- Encourage the development of start-ups and growth their business in France and in Europe ;
- Intensify collaboration between start-ups and industrials.

1.2. Label

The submission files for the Protéines France label and its correct application will be subjected to expertise, selection and validation by an expert committee formed by Protéines France members. This label is non-certifying, and valid for 1 year (renewable) linked to the month and year of its attribution. The application is free of charge. The Finalists are expected to participate and to pitch during the Start-up Camp in France (<https://www.proteinesfrance.fr>). Finalists will get a free entrance to attend the Start-up Camp Day in Paris. Participants are responsible for their own transportation and related travel expenses to and from the Start-up Camp. The labeled start-up will be connected to the Protéines France community and will benefit of a personalized coaching by Protéines France members (described in Section 4). The label for start-up does not directly allow to become a member of Protéines France association

1.3. Eligibility

The Protéines France label is opened to worldwide start-ups. Participants must have an ingredient, product, solution, service or process related to the plant-based and/or alternative proteins sector (algae, insect, yeast, bioconversion, single cell,...) that they wish to publicly present as the basis for a new viable business.

To enter into the scope and therefore to be considered for assessment, the start-up shall meet the following criteria :

- The start-up must be officially registered
- The start-up must not be older than 5 years
- The start-up solution must be at a minimum development stage of TRL 3 or TRL4
- The start-up may have raised funds: seed round, series A/B and/or independent funding
- The business must be involved in a new product, technology or service in the field of plant-based and alternative proteins

Only start-ups developing a new product or service or process are eligible under this scheme. This criterion has seven conditions:

- 1) The startup must aim to develop innovative solutions, services, technology or product or property/function, or ingredient in the field of plant-based and alternative proteins such as insect, algae, yeast, bioconversion, single cell...
- 2) The start-up must be working towards innovation, development, deployment or commercialization of a new product, or property/function, ingredient, process or service driven by technology or intellectual property.
- 3) The start-up must aim to develop and commercialize a new product or service or a significantly improved existing product, process or service that will create or add value to customers or workflow.
- 4) The start-ups solution, technology must be scalable.
- 5) The products, services and processes submitted must be profitable and sustainable economic growth, while protecting the environment and optimizing the use of natural resources.
- 6) The start-up should consider European market to develop their business, French market is a plus.
- 7) The start-up must not be merely engaged in developing products or services which do not have the potential for commercialization, undifferentiated product or service with no or limited incremental value for customers or workflow.

The start-up should contribute at least one of the four goals identified below :

- 1) **Initiate a transition to diversified proteins seed and cropping systems** – new seeds, innovative crop systems,... that are genuinely innovative and offer measurable advantages for growers, ingredient manufacturers, food industry and consumers
- 2) **Consolidate the contribution of the plant-based and alternative protein sector to Europe and France's self-sufficiency for feed sector** – new ingredients, innovative products
- 3) **Contribute to diversify the market-based of food ingredient or product** – new ingredients or product or improved function and properties health benefit, taste and nutrition that are genuinely innovative and offer measurable advantages for growers, ingredient manufacturers, food industry and consumers

4) **Development of sustainable process and technologies for a better food world** – new product or ingredient made with a new process and technology, positive impact of proteins techno-functionalities, circular economy of residual wastes, primary resources management

Miscellaneous

- A solution cannot be a political / regulatory initiative
- A solution cannot be a consulting service (the simple provisioning of services by an independent contractor by means of consultations).

2. LABEL ATTRIBUTION PROCEDURE

2.1. General principle

The Protéines France label can be attributed to any French, European and International startup that's fits within the scope defined in Section 1.3 and that has been assessed in accordance with the selection process depicted below in Section 2.3. Each start-up's file will be assessed by expert committee formed by at least 4 members of Protéines France. The result of committee expert's assessments completed in accordance to the Assessment Guidelines will serve as a decision on whether or not attribute the Protéines France Label.

2.2. Selection criteria






The assessment methodology is designed to evaluate start-up candidate against 4 criteria combined in four themes.

FAISABILITY	Credibility of start-up Credibility of concept Scalability of the solution
INNOVATION	Degree of novelty Better or significantly different to any alternative Game-changing ideas or breakthrough innovation
DURABILITY	Environmental benefits considering life cycle Circular economy of solid wastes Primary resources management

MARKET AND BUSINESS OPPORTUNITIES	Market analysis Targeted clients Differentiation/competitors offer
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2.3. Selection process

The table below depicts the main steps of the assessment process.

 July 20 th – October 20 th 2020	<p>Register and fill the submission form HERE</p> <p>Signature of the confidentiality data charter between Protéines France and the start-up.</p> <p>Insert the pitch deck and all documents relative to submission.</p>
 2 weeks after complete registration	<p>Designation of the Protéines France expert committee depending on the field of the start-up to analyze the file. Each start-up's file will be assessed by expert committee formed by at least 4 members of Protéines France</p> <p>Assignment of a referent for all questions relating to the label, start-up camp and coaching phase.</p>
 November 2020	<p>1st selection step: Review and expertise of each start-up file by the Protéines France expert committee.</p> <p>Selection of the most promising start-up (around 10) for the step 2. The selected Start-up are invited to pitch during the Start-up Camp in Paris</p>
 December 2020	<p>2nd selection step: Audit and Q&A.</p> <p>The selected start-ups will be interviewed in Paris or videoconference by the Protéines France experts committee. The start-up will present its concept during 5 minutes, following by 10 minutes of Q&A piloted the experts committee. The experts will select few start-ups to labeled.</p>
 January 2021	<p>Announcement of labeling results and signature of the Protéines France label by Start-up and Protéines France during the Start-up Camp in Paris.</p>

A start-up is Labeled (awarded the Protein Connect Label) when the start-up received a majority of “YES” answers from experts on all criteria (described in Section 2.2).

3.COMMUNICATION THROUGH THE LABEL

The labeled start-up will receive a personalized “Protein Connect” logo with the year of attribution. The start-up is allowed and invited to communicate around the Label within the guidelines provided by Protéines France, and they may continue to use it as long as they see fit. The logo can be used for the start-up website, social network communication, communication to investors (fundraising). In addition, Protéines France may offer a support letter of intent to funding window for a project relative to label criteria and deposit during the year of the labeling.

4. BENEFITS FOR LABELED STARTUP

Labeled start-up will be highlighted at the heart of the Start-up Camp Day and will benefit from a tabletop in the show case area, pitch sessions, meetings with industrials, VCs and unique networking opportunities.

4.1. Connect with Protéines France Community

Labeled start-ups will take full advantage of the 25+members Protéines France and his partners Village by CA, BPI France, Terre Univia, AgroParisTech, Toaster lab and IAR network. In addition to the coaching phase (described below), the start-up will benefit from a professional and reliable way of establishing contact, by connecting you with the right person at the right place and the right time to boost your business. The start-up will also benefit from exhibition spotlight during one of the event and trade fair such as Protéines 3D, Paris International Agricultural Show,... from Protéines France partners.

4.2. Coaching Phase

Labeled start-up will benefit from a personalized coaching program to help you growth-up quickly your start-up/project. The program consists in 4 x 2H of working session to help you design and implement your R&D or industrialization program with an expert from Protéines France members during the year of labeling. To suit your specific needs, the coaching program will be constructed by you in collaboration with your Protéines France advisor.