




THE **YIELD** LAB **LatAm**


*Investindo em empresas Agri e
FoodTech no mundo*



Apresentando o Yield Lab:

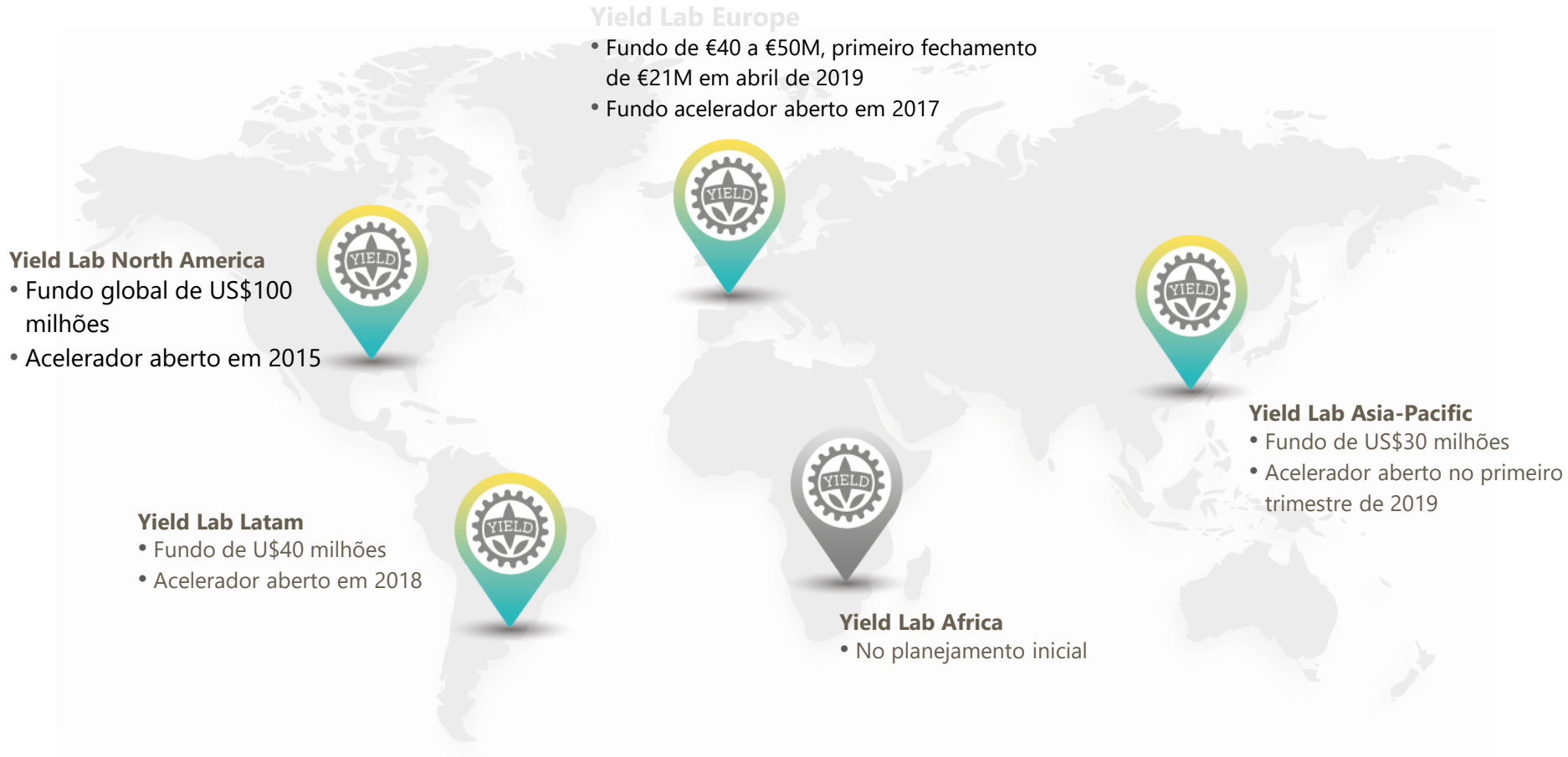


No Yield Lab, assumimos como missão capacitar os empreendedores a revolucionar de maneira sustentável os sistemas agroalimentares, em escala global.

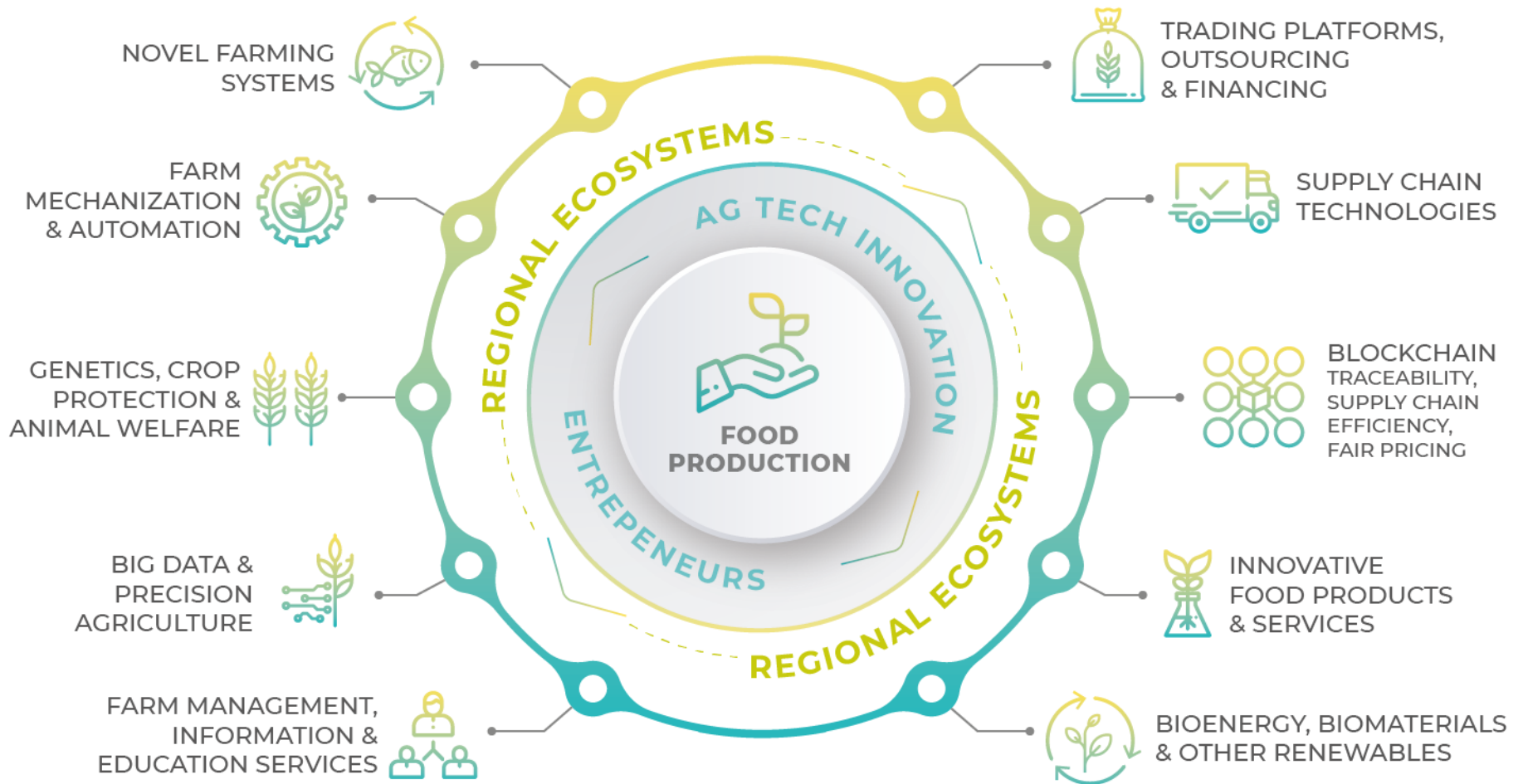


Fazemos isso investindo e acelerando empresas de alto impacto em estágios iniciais em todo o mundo por meio de nossos programas regionais de aceleração e fundos de crescimento.

A presença global do Yield Lab oferece uma capacidade única no espaço Agri-Food:



AgTech innovation has multiple applications across the food & agriculture value chain



Portfólio Global:



 **Plastomics**

 **Agribody Technologies, Inc.**
IMPETUS

 **NEW WEST GENETICS**

 **Eiwa**  **MicroGen Biotech**



cryoocyte
ADVANCING AQUACULTURE

 **ApisProtect**

Nutrivert 

VAKSEA
 **MicroSynbiotiX™**

 **DIGIRODEO**

FOXTEC

Aptimmune

 **EIO**
DIAGNOSTICS

MicroSynbiotiX™

 **SWINETECH™**



AGERpoint

AGVOICE™



 **KILIMO**

 **Sencrop**

SPACE AG

 **groguru**



 **HOLGANIX**
Soil Nourishing Root Stimulating™

BayoTech
A Chemical Reactor Company

rootwave 
Zaps weeds. Zero chemicals.



 **LeanMedia™**

 **NanoGuard**
technologies

 **REACH**

 **agree**
market®

impact vision

aggio



Foodshed.io™

 **TERRAMAGNA**



 **HEXAFLY**
Sustainable Natural Commodities

terviva

 **CoverCress Inc.**
The cover crop that pays

 **PLANETARIANS**
Sustainable Ingredients

 **Poly-natural**

 **chefhero**



Empreendedorismo X pesquisa básica: dois conceitos incompatíveis?

Entrepreneur

- Customer focused
- Fast moving
- Monetary based

X

Research

- Product based
- Slow paced
- Theory centric



Scientists Can be Successful Entrepreneurs

- Every fourth researcher that registers a patent also founds a company
- Alfred Nobel (355 patents, invented dynamite and made a fortune from explosives)
- Elon Musk, Phd Applied Physics, Founder of SpaceX, Tesla
- Germany Nobel Prize winner, Theodor Hänsch, a physicist and co-founded MenloSystems
- However, these are mostly exceptions. Scientists are rarely the ones who make the most money from their discoveries. While Silicon Valley creates billionaires before they turn 30, no Nobel Laureate has ever become a billionaire.



Academic Research Skills are Transferrable to Entrepreneurship

Research Question = Business Idea/Thesis

Literature Review = Market Research

Project Proposal = Business Plan

Lectures/Conferences = Network Events

Grant Applications = Fund Raising

Time, Energy, Dedication, Low Budget

Entrepreneurship Vs Research

(+) ENTREPRENEURSHIP



Research impedes entrepreneurship because it requires funding and resources, takes time, and provides tangible outcomes only in the long-term.



Research and entrepreneurship drive ideation, invention, and new opportunities. They coexist to bring ideas to life and make them sustainable.

(+) RESEARCH

Research and entrepreneurship clash. Researchers want time, publications, and copious funding. Entrepreneurs want positive outcomes, quick turnaround, and profit.




Entrepreneurship impedes research because it focuses on business gain rather than knowledge dissemination. It can often outpace the slow progress of research.



What we look for in StartUps: Five Ts

- Team
- Timing
- Technology
- Thesis
- TAM



*"The biggest misunderstanding is that startups are all about having a great idea. Ideas are easy. The biggest challenge for any startup is **forming the right team**. You need the right mix of skills, talents, motivations and personalities. A scientist can be trained to develop entrepreneurial skills, but it is better to match him with someone who already has these traits."*

Steve Blank

The A Team





The Four H's

- The **Hacker** is the tech-person in the team, in charge of hardware and software development and data.
- The **Hipster** is responsible for the aesthetics, marketing and how a user interacts with your product or service, making sure it is irresistible.
- The **Hustler** is the businessman in the team and knows all about financials and sales.
- The **Hound** is the user researcher, continuously running experiments to better understand the users' behaviours and feeding that back to the team.



Team Building and the Lean-Startup

- Never been easier to be an Entrepreneur in Brazil. Explosion of coworking spaces, incubators, accelerators, open innovation, company builders, angel investors, VCs etc.
- Anyone can have an idea, hard part is to execute it and to do this need to build a multidisciplinary team (4 Hs)
- Scientists have traditionally been very isolated figures, hidden away in a lab. Nowadays the gap between research and entrepreneur is getting narrower.
- Lean-Startup method is the best model to follow. Don't start with a fixed idea, instead start with a set of untested hypotheses. Test these hypotheses quickly (fail fast) and move forward.



Obrigado !