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Call for participants -Summary- Straight to Market 2025 Guidelines

SUP-RIS-25-01

EIT FOOD
Leuven, Belgium

2025

[Eitfood.eu](https://eitfood.eu)

The EIT Food S2M 2025 program is designed to support **startups, entrepreneurs, and students** in launching or testing innovative food products and technologies that contribute to a healthier, more sustainable food system. The program enables **proofs of concept (PoCs)**, consumer testing, mentoring, and market launch support.

Apply here: <https://www.myeitfood.eu/s/xx-call-for-proposals/a1EP50000028T3hMAE/startups-scaleups-smes-students-open-call-straight-2-market-2025>

1. Key Objectives

- Support the market launch of new or significantly improved food products.
- Facilitate PoCs between startups and retailers.
- Help entrepreneurs refine and test MVPs.
- Offer students tailored mentorship to engage with retailers.
- Drive innovation aligned with EIT Food's Missions, including health, sustainability, and circular food systems.

2. Who Can Apply?

- **Startups / SMEs / Scaleups:** Must offer near-to-market, nutritionally or environmentally improved food products or tech solutions.
- **Entrepreneurs:** With an MVP (not yet incorporated) and planning to launch by Dec 2025.
- **Students:** EIT Food Alumni and university-level students (non-funded) for mentoring only.

3. Eligible Solutions Must Focus On:

Food Products

EIT Food Goal	Type of Product
1. Reduce risk of obesity & non-communicable diseases (NCDs)	Products with reduced salt, sugar, and fats, or with improved nutritional profiles in line with European dietary guidelines.
2. Alternative sources	Products using alternative proteins, new plant varieties, or innovative production techniques.
3. Reduce food waste & loss	Products or processes based on revalorized or reintegrated food system side/waste streams.
4. Improve sustainability & circularity	Products aligned with the EU Circular Economy Monitoring Framework, targeting CO ₂ reduction, waste valorization, recycling, and innovation.

**Products must be new or significantly improved at the nutritional or sustainability level (ingredient, packaging, formulation, labelling). Branding/visual changes alone are not eligible.*

Retail Technology Solutions

EIT Food Goal	Type of Technology
1. Reduce food waste & loss	Solutions that reduce food loss in retail operations and improve the customer experience.
2. Circular food systems	Technologies that address sustainability and waste reduction challenges

EIT Food Goal	Type of Technology
	for retailers.
3. Resilient supply chains	Innovations using AI or digital tools to enhance supply chain robustness and adaptability.

Each tech proposal must be tied to a Proof of Concept with a retailer and support EIT Food's Missions.

4. Funding

- **€30.000€ per producto**
- **Subgrants** based on actual costs; Horizon Europe rules apply.

5. Timeline

- **Call Opens:** May 15, 2025
- **Deadline:** June 20, 2025
- **Project Duration:** July 2025 – July 2026
- **Market Launch Deadline:** December 31, 2025
- **KPI Achievement Deadline:** July 1, 2026

6. Selection Criteria

Applications will be evaluated on:

- **Impact (50%):** Alignment with EIT Food missions and business potential
- **Excellence (30%):** Innovation and competitiveness
- **Implementation Quality (20%):** Resources, timeline, and risk mitigation

7. Key Performance Indicator (KPI)

- **Marketed Innovation (EITHE02.4):** Each project must achieve €10,000 in sales by July 2026 for at least one launched product or service.

8. Deliverables

- Product development report including scientific data and consumer insights.
- Proof of market launch and documented sales.
- Dissemination (e.g. social media, press, participation in EIT Food events).

9. Monitoring and IP

- Continuously monitored for progress, financial compliance, and KPI achievement.
- Required to follow branding and visibility rules (use of EIT Food logo, outreach).
- Bound by EIT Food's IP Policy and Horizon Europe grant conditions.

10. Support

- Technical issues: support@eitfood.eu
- Program inquiries: izaskun.valle@eitfood.eu
- Applications submitted via [MyEITFood Portal](#)

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