

Call for Subcontractor: Scouting: Food product and tech startups – EIT Food Straight2 Market 2025 Programme

EIT Food is looking for experienced scouting subcontractors to identify innovative food product and tech startups and retailers in the agrifood system.

Application deadline: 26th May, 2025, 23:59 CEST.

Further details about EIT Food can be found at: www.eitfood.eu, and the information on the Sales Booster programme is available at <https://www.eitfood.eu/projects/ris-straight2market-2>

With respect to the present call, EIT Food will not provide new information that has not already been included in this document but can assist the potential applicants by explaining contents of this document, please contact: izaskun.valle@eitfood.eu

1. **About the programme**

Straight2Market is launching a call for subcontractors to support **scouting activities** focused on identifying **food product and tech startups and retailers** operating in the **agrifood sectors**. The scouting targets include:

- **Market-ready food products startups, retail tech startups, or MVP (Minimum Viable Product).**
- **European Retailers**

The objective of this scouting phase is to build a pipeline of promising candidates aligned with Straight2Market's mission: supporting and connecting market-ready solutions with commercialisation opportunities across Europe

2. **Who are we looking for?**

We are looking to recruit experienced subcontractors to support scouting activities focused on **identifying food products startups, retail tech startups and EU based retailers.**

The scouting targets include:

- Market-ready food products startups
- Retail tech startups
- MVP food startups
- European retailers

The objective of this scouting phase is to build a pipeline of promising candidates aligned with Straight2Market's mission: supporting and connecting market-ready solutions with commercialisation opportunities across Europe.

Applicants should be able to demonstrate:

- Prior involvement in startup scouting, retail mapping, or innovation monitoring

- Deep understanding of market-readiness stages (particularly MVP to early-market entry)
- Ability to assess strategic fit and innovation potential
- Active Network

Both independent professionals and consulting agencies are welcome to apply.

3. **Scope of work**

- Scouting for food product startups and retail tech startups
- Scouting for retailers
- Data base and desk research
- Strategic Assessment

4. **Eligibility criteria**

- Natural person (applying independently / not on behalf of an employer or organisation) or;
- Officially registered company (in case of organisation applying with portfolio of advisors);
- Not employed by EIT Food, EIT Food partner or one of the EIT Food Hubs;
- Able to sign a subcontracting agreement with EIT Food's Co-Location Centres and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities;
- Able to develop the Programme activities in the time and manner described in the present call;
- Possessing a knowledge of the European agrifood startup and retail scene;
- Excellent command of English.

5. **Remuneration**

Applicants are expected to provide an offer for their services (gross and net amount in EUR) in their proposals. The proposal should include the price for all services listed in the Scope of Work; description and breakdown of activities is needed. EIT Food reserves the rights to keep the maximum budget of 50.000€ During the evaluation process, EIT Food might contact candidates for further information on the proposal.

The selected applicant will sign a subcontracting agreement with one local office of EIT Food. The subcontractor will be paid for their services by EIT Food in 30 days after receiving an invoice. The details will be specified in the contract.

6. **Application and selection process**

Interested and eligible individuals are invited to submit their proposals before **26th May, 2025, 23:59 CEST** to izaskun.valle@eitfood.eu with as subject line: "Application + Company Name – Scouting Subcontractor – S2M 2025 Programme".

Each applicant should submit the application in English.

Incomplete proposals or submitted by ineligible individuals will be automatically rejected. Complete applications received by EIT Food will be evaluated by a committee including representatives of EIT Food using selection criteria presented in point 3.2. EIT Food reserves the right to designate the subcontractors only if the submitted application ensure the excellence and value for money, and to relaunch the call if the present selection process would not yield satisfactory results. EIT Food reserves the right to contact the applicants by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with short-listed individuals.

Suitable profiles will remain in EIT Food's data base for two consecutive years following application year.

7. Selection process

All proposals will be evaluated taking into account the following criteria, related to the applicant's profile and experience:

1. Experience in the agrifood sector and food product and retail tech startups.
2. Network of contacts in indicated market.
3. Cost of service offered by an applicant.
4. Relevance and depth of scouting experience (food/tech startups or retail)
5. Understanding of MVP/market-ready innovation landscapes
6. Quality and clarity of proposed scouting methodology
7. Network and access to relevant startup/retail ecosystems

An eligible application can receive a maximum of 100 points. Each criterion will be evaluated on a scale from 0 to 20:

- 0 – not satisfactory;
- 10 – satisfactory;
- 15 – good;
- 20 – very good.