

# Call for Subcontractor: Implementation of the Straight2Market 2025 Student Programme – EIT Food

***EIT Food is looking for experienced subcontractors to implement the student education programme within Straight2Market Programme.***

***Application deadline: 2<sup>nd</sup> June 2025, 23:59 CEST.***

Further details about EIT Food can be found at: [www.eitfood.eu](http://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](mailto:izaskun.valle@eitfood.eu)

## 1. **About the programme**

The *Straight2Market (S2M) 2025* Call, launched by EIT Food, is designed to support startups, early-stage entrepreneurs with MVPs, and **students** in accelerating the market readiness of innovative food products and technologies.

With a strong focus on **nutrition, sustainability, and retail engagement**, the programme promotes meaningful collaborations between startups and European retailers. Participants benefit from **financial support, expert mentoring**, and the opportunity to **test their solutions in real-world market environments**.

A key component of the programme is the **active involvement of EIT Food alumni students**, who will participate in tailored learning experiences, applied innovation challenges, and direct interaction with agrifood startups and retailers. Through this, students gain unique insights into food innovation and commercialisation processes, contributing to and learning from real innovation pathways.

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

The *Straight2Market Student Programme* aims to engage students in hands-on retail market validation and commercialisation activities within the agrifood innovation space. The programme empowers students to explore retail innovation challenges, interact with experts and retailers, and develop real-world business insights.

The selected subcontractor will be responsible for:

- Designing the structure and content of the student programme.
- Coordinating with participating students and EIT Food.
- Delivering training sessions, mentoring, and applied learning modules.
- Facilitating connections between students, retailers and EIT Food.
- Monitoring progress and providing impact and outcome reporting of the performance.

Both independent professionals and consulting agencies are welcome to apply.

## 3. **Scope of work**

- Programme planning and curriculum design.
- Recruitment and coordination of participating students.
- Delivery of workshops, mentoring, and industry sessions.
- Ongoing support and monitoring of participants.
- Reporting of outcomes and impact metrics to EIT Food.
- Strategic Assessment of the programme

#### 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 retail scene and network;
- 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 **2<sup>nd</sup> June 2025, 23:59 CEST** to [izaskun.valle@eitfood.eu](mailto:izaskun.valle@eitfood.eu) with as subject line: "Application + Company Name – Student Programme 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.
2. Network of contacts in indicated market.
3. Cost of service offered by an applicant.
4. Relevance and depth of retail experience (food/tech startups or retail)
5. Quality and clarity of proposed structure and course methodology
6. Network and access to 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.