At Thought For Food, we are focused on creating positive change for our global food system. We need to do this because existing approaches aren’t working. We still face hunger, malnutrition and environmental challenges on our finite planet. There is no time to waste. We need to find a better way!

That’s why we are stepping into this opportunity. By empowering and supporting a global community of next generation innovators and entrepreneurs, we provide a unique space for new ideas and solutions to be taken forward.

Thanks for checking out our Annual Review, where you will see some highlights from 2018 - our biggest year yet!

With dedication to food security and the next generation,

Christine Gould
Founder and CEO
Our vision

We create a sustainable and inclusive food system by bringing forward the new ideas, methods, values and voices of the next generation.

Our mission

We empower next generation innovators in all parts of the world through a unique program of interdisciplinary educational and entrepreneurial support, and by creating access to opportunity.
THOUGHT FOR FOOD

our impact to date

- (2018) 800 teams
- (2017) 470 teams
- (2016) 400 teams
- (2015) 335 teams

12,000+ Participants
2,000+ Teams
160+ Countries
40+ Startups
15 Sponsors

30 Innovation and Pipeline Partners
250 Ambassadors all over the world
25 Members of the Next Gen Council
24,000+ Engaged followers on social media
THOUGHT FOR FOOD —

building future leaders

Navigating the next generation to make change - their own way

We tap into the inherent strengths that young people represent, and catalyze real change through our shared values and a social purpose.

Our program leverages the business and leadership skills required for the 21st century: creativity, collaboration, critical thinking and communication. It also incorporates proven innovation methodologies like design thinking, agile and lean principles, as well as growth mindset.
THOUGHT FOR FOOD LINE

our unique approach

TFF Challenge
Our global incentive prize competition for under 35s to address food security.

TFF Design Lab
Our online tool that coaches teams in Design Thinking methodology and mindset.

TFF Startup Bootcamp
Our custom 9-week accelerator program that turns ideas into real businesses.

TFF Academy & Summit
A week-long educational experience, followed by our flagship networking event.

how to feed 9+ billion people by 2050?
SECTION 01 —

**tff challenge**
In January 2018, we launched the 6th edition of the TFF Challenge, the world’s leading food and ag startup program for young people.

Over 800 teams from 160 countries took part, unleashing a wave of creativity and action!

In the end, 10 teams were selected as Finalists. They joined our 9-week TFF Startup Bootcamp, which culminated in the chance to pitch their stories, solutions and visions live at the TFF Summit in Rio de Janerio.
The team from Nigeria developed a safe coating for fresh foods that extends their shelf life while also providing hard-to-access micronutrients to help tackle hidden hunger.

The team from Kenya and the US developed a decentralized organic fertilizer production system and proprietary biochar formula that increases yields by up to 30% while correcting soil acidity.

The team based out of the UK and Malaysia created a unique, community-owned grain drying and processing service for rural areas, which allows smallholder farmers to increase their efficiency, annual yields and income.

The team from the UK developed a proprietary manufacturing process in which they upcycle surplus poultry feathers into insulation materials that can be used to transport food.
From July 23-26th 2018, we opened the doors of the first-ever TFF Academy to a select group of 200 next generation innovators from over 40 countries, hosted at Escola Eleva in the center of Rio de Janeiro, Brazil.

In collaboration with diverse and influential partners such as Syngenta, KWS, DSM, BASF, Sight and Life Foundation, reNature Foundation, the Borlaug Foundation for Food and Agriculture and the Kirchner Food Fellowship, we brought our unique educational program to life – specifically designed to meet the needs of 21st century business.

Every day kicked off with exhilarating keynotes followed by expert-led specialization tracks on topics ranging from agroforestry to synthetic biology and open business models and practical skill-building masterclasses focused on design thinking, storytelling, digital marketing. In true TFF style, we introduced community-building rituals to help foster a creative, collaborative environment.

Over the course of the week, participants worked to solve real challenges through a process of ideation and rapid prototyping. Our Capstone Projects covered topics like: reforesting urban spaces, smallholder solutions, and AI and robotics in farming.
Introducing the first graduating class of the TFF Academy!
"In the Capstone Project I attended yesterday, we focused on building solutions for smallholder safety. The insights and approaches on how to apply these is something I will take away from here and build on, even after the TFF Academy."

Morris Opiyo, Next Gen Council Member

"Sometimes I feel like I am in a bubble here in Brazil. I am only exposed to local entrepreneurs and startups. I loved the chance to meet and collaborate with people from all over the world."

Cristiano Costa, TFF Challenge Finalist

"You come here with an initial idea, and what the week-long experience gives you are the necessary skills, insights and connections that will help turn this idea into reality!"

Pedro L. Rodriguez, Horizon Media
On July 27th 2018, the iconic Museum of Tomorrow hosted the Thought For Food Summit, bringing together top entrepreneurs, investors, scientists, corporate executives, designers and policymakers to connect, network and co-create solutions.

Along with the TFF Challenge Finalist pitches, the event included inspirational keynotes as well as a “pop-up pitch room” featuring even more pitches from startups from the Latin American region.
“TFF has given me exposure to a group of people with a surprising amount of hope in these difficult times, where bright young people are standing up with the attitude: We’re gonna fix it!”

Lorelei Davis, KWS

“The teams I’ve met have brilliant ideas that are not bound by conventional thinking. There’s tremendous amount of potential that emerges out of these diverse ideas, the energy, and melting pot of cultures, industries and specialities all rallying around one singular major problem.”

Anthony Hehir, DSM
Relive the journey of 2018!
SECTION 04 — tff community
Launched in 2018, the TFF Next Gen Council is our youth advisory board, consisting of 25 young leaders hailing from 20 countries.

In addition, we work with 250 TFF Ambassadors around the world, who carry out local engagement activities in all parts of the world.
Our sponsors are leading organizations in the food and agriculture sector.

In addition, Thought For Food launched its **Inner Circle**, a multidisciplinary brain trust, offering a space where diverse and influential partners learn from and collaborate with each other. Founding Inner Circle Members currently include **Syngenta and KWS**.

"Some of the projects have turned into businesses, one of which we’re collaborating right now. There has been certainly return on investment for us."

Steven Wall, Global Strategy Lead Syngenta

"The TFF Inner Circle offers a space to meaningfully engage with the next generation and work together to address our sector’s talent, reputation and innovation challenges."

Florian Bruhns, Global Human Resources KWS
Our Innovation & Pipeline Partners recognize the challenges of today’s world and want to be part of the solution. Together we amplify our engagement in the world.

“We’ve had two TFF Challenge Finalists in our program who have both been fantastic, and we hope to have more! We absolutely love what TFF is doing, and we want to be part of your journey!”

Megan Christensen, Watson Institute
SECTION 05 —
tff moments
TFF MOMENTS — on stage

"Not only technological disruption, but the shift in our values, mindsets and behavior defines how we co-create the future food system." @ChristineRGould closes the lively discussion on foodsecurity in Asia at #Ecosperity #Singapore. Thanks to all panelists & @Temasek!

Talking about the risk of doing nothing is @ShafinazHossain at #EATforum18 about her work and experience with ThoughtForFoodChallenge.

Amazing kick-off at #SynBioBeta18 with @stevewoz, @stewartbrand and so many other visionaries who led the tech counterculture! Follow us the next days for more insights on and off stage! #thoughtforfood #foodsecurity #nextgen #futureoffood

Christine Gould, @thoughtforfood_ Founder: #Millenials are a new force for #Innovation, they naturally value purpose over profit, sharing over monopolies, diversity over homogeneity, inclusivity over exclusion. #SeC18 #foodinnovation #FutureofFood #sustainability #9Maggio
#whatsnext
WHATSNEXT

our goals for the next 3 years

50,000+
Young innovators from all parts of the world access and benefit from our programs

160+
Countries have the voices of their next-generation leaders connected to and heard by the world’s leading food and ag organizations

5,000+
Talents connect to funding and career opportunities

40+
New impact-oriented startups are launched and invested in

If you want to learn more, contact Christine: christine@thoughtforfood.org
thank you from the tff core team!

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Jana Stolz
Project Manager

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José Silva
Designer