2020: Our Year in Review

www.thoughtforfood.org
Well, that was unexpected...
Dear Friends  
and Supporters,

I am proud to present you our Annual Review 2020, and to share the journey and impact of our programs during this turbulent year.

2020 was unexpectedly different and challenging for every single one of us. It was a year which cancelled many of our plans and demanded all of us to come up with creative ways to push forward. It was also a year that proved the innate value and urgent need for an organization like Thought For Food. It demonstrated clearly that our next generations are incredible agents of transformation, and that investing in them yields massive returns.

The global pandemic has made all of us more aware of the importance - and fragility - of our food systems. It has reminded us of our interconnectedness. It has shown us that every person working along the food value chain plays an integral part in making these systems operate smoothly. Topics like nutrition and its influence on our immune systems, and climate change and its impacts on our health and economies have never been so high on global agendas. We have learned that we will only succeed as a society if we all pull together and become active in shaping the future.

Entrepreneurship by its very nature comes with ups and downs - but lockdowns, travel bans, and recessions have made this calling even more uncertain and volatile. In the midst of all of this, our TFF Community has stepped up to demonstrate their perseverance, resilience and creative hustle. They have leveraged their digital savviness, collaborative spirit, and purpose-driven mindsets, and have rolled up their sleeves to do whatever it takes to make a positive difference. We all came together stronger than ever, and as a result, delivered extraordinary results. I have never been more proud and humbled by the work we do.

I’m looking back with gratitude, and looking ahead with excitement. Our commitment to empowering next-gen food systems leaders and to accelerating locally-relevant solutions through global collaboration stands stronger than ever. I hope that the next pages will inspire you to get involved and take action with us.

With dedication to better food systems and our next generations,

Christine Gould,  
Founder & CEO of Thought For Food
Our Highlight Reel

In this rollercoaster of a year, we turned obstacles into opportunities: setting new records, engaging more change-makers, and striking impactful partnerships.

- 1st Successful User Cohort on the TFF Digital Labs™
- 3 Successful TFF Topical Challenges
- 140 Countries in Just One Day
- Onboarded 500 Ambassadors
- Galvanised 15,000 Viewers
- Podcast:
  - #001
  - #002
  - #003
- Launched Covid Collaboration Collective
- Engaged 100+ Mentors
- Launched TFF Boost Program
- Joined Advisory Committee for UN Food Systems Summit 2021
- United the World for the TFF Challenge Finale
-Record Setting TFF Challenge

Record-Setting TFF Challenge
-晚期加速10个世界级创业?
- TFF Academy

Piloted TFF Boost Program

Engaged 100+ Mentors

Launched Covid Collaboration Collective

Onboarded 500 Ambassadors

United the World for the TFF Challenge Finale

Held 30+ Live Programs

Ready for 2021
Our Mission in Action

Thought For Food® (TFF®) is food and agriculture’s entrepreneurial innovation engine for impact.

We find and connect creative, divergent thinkers from all disciplines and all parts of the world, and support them generating and scaling breakthrough solutions for sustainable, inclusive, and resilient food systems.

60+
Number of ventures we have helped to launch, collectively raising $200m.

30,000+
Millenials and GenZs talents in our community, the largest and most diverse in the sector.

170+
Countries impacted by our programs.
This year was RECORD SETTING!

5200 Entrants
175 Countries
145 Mentors
15,000 Completed Courses
30+ Live Programs

Powered by TFF Digital Labs.
“TFF is about the community, the connections and the real, on the ground impact.”

Henry, TFF Challenge Finalist
TFF Finalists

Banoo
Indonesia | Sustainable Aquaculture
Watch pitch
TFF Grand Prize Winner

CBA Sementes
Brazil | Aeroponics
Watch pitch
Kirchner Food Prize
Team Spirit Award

Bumblechain
Canada | Blockchain
Watch pitch

SyntheSea
UK/Global | Sustainable Aquaculture
Watch pitch
Grow the Future Prize

Neurafarm
Indonesia | AI/Crop Diagnostics
Watch pitch

PFMS
Cameroon | AI/Livestock Health
Watch pitch
Take It to The Farmer Prize

microTERRA
Mexico | Sustainable Aquaculture
Watch pitch
TFF Runner-Up

WTH Foods
Philippines | Plant-Based Foods/Nutrition
Watch pitch

Xilinat
Mexico | Biotechnology
Watch pitch
People’s Choice Award

Aglonera
Indonesia | Marketplace
Watch pitch

Bumblechain
Canada | Blockchain
Watch pitch

WTH Foods
Philippines | Plant-Based Foods/Nutrition
Watch pitch

Neurafarm
Indonesia | AI/Crop Diagnostics
Watch pitch

PFMS
Cameroon | AI/Livestock Health
Watch pitch
Take It to The Farmer Prize

Xilinat
Mexico | Biotechnology
Watch pitch
People’s Choice Award
“TFF is a different type of accelerator — purpose-driven with an emphasis on community, experiential learning, and pitch development. It changed our lives.”

Aliva, TFF Challenge Finalist
We launched a new program to support later-stage startups with storytelling, industry connections and team building.
Topical Challenges

Circular Economy of Food

🏆 Winner
Feitosa Foodtech, Brazil

In partnership with:
Danone, Givaudan, Mars, Applegate, HowGood

Regenerative Agroforestry

🏆 Winner
Meli Amazonian Bees Network, Brazil

In partnership with: reNature.

Space Colonisation

🏆 Winner
GrowCab, Global

In partnership with: BeTaSpace
Covid Collaboration Collective

In the wake of the COVID-19 emergency, TFF took swift action to support food and ag innovators on the frontlines.

We launched the Covid Collaboration Collective (Co3) as a place to share solutions, ideas, knowledge, and best-practices, and to troubleshoot, get inspired, and seek advice.
We launched our Live Programs before COVID-19, but increased velocity during lockdown.

Our Live Programs offer authentic and unscripted conversations through the lens of next-gens, leading to tangible insights and recommendations.

All sessions are recorded, summarized and shared on the TFF Digital Labs where they continue to educate and inspire.

Explore all 30+ sessions here.
Given Southeast Asia’s importance for food and agricultural production and demand, this region was chosen as the location for the first official TFF Regional Hub.

We brought on board our CEO for SE Asia, Mrs. Melissa Ong, and welcomed our Distinguished Advisory Board Members.

Learn more about the TFF SEA [here](#).
The TFF 2020 Challenge Finale

Full-length TFF 2020 Challenge Finale
Watch

Award Ceremony
Watch

Plant-Based Live Cooking
Watch
Tati Lund

No New Normal
Watch
Peter Bickerton

TFF Success Stories
Watch

Space Colonisation
Watch
Elliot Roth

Dr Agnes Kalibata
Watch

Lorenzo Carter
Watch

Goldfish After Party
Watch

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“2020 is filled with plenty of virtual events, but this was hands down the most **energizing, creative, best produced, beautiful, multi-faceted, and authentic** .... It never stopped being too good to look away from.”

*Sara Farley,* Food Initiative at The Rockefeller Foundation
Watch Parties

15,000 Eye Viewers

140 Globe-Americas Countries

In just one day!

Watch Parties took place on Zoom or in-person (as allowed).
TFF Shop

The official TFF Shop is a one-stop destination to support next-gen startups with “local focus and global impact.”

Make a next-gen impact with every purchase.

More products coming soon!

Browse the TFF Shop!
Our Influence

We Joined the Advisory Committee for UN Food Systems Summit!
We combined existing innovator networks through new partnerships with YPARD, GFRAS, and GGFA – and thus gained unparalleled access to youth all around the world.
Uniting the World
Our Partners
Everybody has the power to help shift systems. Come along with us on this journey and use your power to design for a circular future of food.

Merijn Dols, Circular Economy at Danone
Onwards to 2021

TFF Challenges 2021
We will be rolling out Regional and Topical TFF Challenges throughout Q1, feeding into our global TFF Challenge that kicks off in Q2.

TFF Summit/ TFF Challenge Finale 2021
Mark your calendars for October 16th. We will deliver a larger-than-life experience to showcase the TFF Challenge Finalists and the world’s most expressive visionaries, artists, and scientists on the global stage.

Game Changers Lab/UN Food Systems Summit
In partnership with OpenIDEO and supported by the Rockefeller Foundation, we will be deploying a new Game Changers Lab on our Digital Labs that leverages our proven experiential learning and collaboration methodology to turn food systems solutions into real game-changers.

COP26
GenZ fears climate change more than anything else. At TFF, we heed Greta’s call to action, and will be mobilizing our community to get involved in policy and solution development for this seminal global event.

TFF Live Programs
We are rolling out new formats for our Live Programs to inspire, unite, and create change including: Topical Weeks, Book Club and “Boots on the Ground”.

Regional Coordinators Academy
The RC Academy will support our TFF Regional Coordinators to drive action in their regions, grow the TFF Community locally and help them achieve their strategic goals. This program aims at up-skilling our regional leaders to ensure they can move towards maximum success and impact both within TFF and beyond.