Call for application
Innovative startup
Agtech, Foodtech, apps providers…
Innovate to develop people demand
of plant-based proteins
Call for application rational

- As mankind is facing a demographic forecast reaching 9 billion people by 2050, critical nutritional, environmental and food security challenges have been identified by the world most authorized experts.

- Proteins are nutriments essential to a balanced diet and the economic transition of developing countries comes along with a nutritional transition that increases the consumption of proteins. Additional world demand in proteins is estimated around 40% by 2030.

- The environmental cost of animal protein production is much higher than plant-based protein production and meeting the global protein needs mainly via the production of animal-derived proteins has proved to be unsustainable for the planet.

- Providing food to everyone tomorrow requires finding innovative solutions to restore the balance between animal and plant proteins contribution.
Innovation is expected to solve several challenges facing the human consumption of plant-based proteins

- **Gustative challenge**: the consumer sensory experience of plant proteins has to be as pleasant as with animal proteins without being necessarily identical. The innovation perimeter goes well beyond meat substitutes and replicates.

- **Repletion challenge**: plant-based protein has to bring the same feeling of appetite satisfaction as with animal protein.

- **Nutritional challenge**: plant proteins level and variety has to allow to reach the daily physiological needs, within the framework of a well-balanced diet.

- **Environmental challenge**: plant-based proteins production and processing, form the field up to the plate, must exhibit a lower environmental footprint than that of animal proteins production as well as a better biodiversity conservation.

- **Cultural and motivational challenge**: in order to make the choice of a diet better balanced in plant-based proteins, consumers have to modify their behavior, their cultural references and their credo.
Sourcing of plant based proteins that cover currently widely consumed proteins (e.g. pulses, soya) as well as "alternative" proteins (e.g. seaweeds, microorganisms, traditional or “ancient” plants). Sourcing of proteins that favor quality and local production.

Implementation of plant based proteins that allow a reduction of the environmental impact from the field to the plate and that favor the full use of the plant as well as minimalist industrial processing.

Technologies that reduce anti-nutritional factor or that improve the nutritional value of plant-based protein. Such technologies may range from classic varietal selection to biotechnologies, including transformation or inactivation technologies.

Services, (e.g. apps, connected sensors, cooking workshops, communication supports, community management...) or indicators of ecological or nutritional footprint, which create incentives and motivation for consumers to choose more balanced plant-based proteins diets and a reduced ecological footprint
• Village by CA backed by Eurasanté-NSL and IAR is a unique startup acceleration ecosystem dedicated to make your company a success story
• Government backed plan to make France a world leader in plant based proteins
• Hauts de France is the French leading region in plant based protein, hosting the two major related clusters: Nutrition Health Longevity and IAR
• World class mentorship by Village by CA partners: Bonduelle, Sodexo, Crédit Agricole Nord de France, Université Catholique de Lille, Voix Media and many other Village partners
• Direct connections with future clients, suppliers, partners and investors facilitated by Village by CA and its partners
• Access to Village by CA international network
Benefits

• Full access to Village by CA North of France unique acceleration ecosystem
  – Hosted program: up to 8 months incubation, up to 24 months acceleration
  – Non hosted program: up to 3 months personalized acceleration program

• The program includes benefits uniquely designed
  – Hosting facilities available in Euratechnologies or Eurasanté/NSL at premium conditions
  – Village by CA and NSL personalized go to market support
  – Sodexo, Bonduelle, UCL and VdN dedicated mentorship
  – NSL and IAR free membership
  – Facilitated access to labs and technological platforms
  – And much more...
Call for application partners

Corporate, media & education partners

Cluster partners

Expert support
A unique network of unique locations fully dedicated to economic development and innovation

**Actors who cooperate**

[Credit Agricole Group]

[Corporations, Universities, Research, Institutions]

[Start-ups]

**INNOVATE**

**TRANSFORM**

**DEVELOP**
Village By CA

Village by CA is a place where to live and exchange, organized to serve four missions:

- **Help** innovating projects and new talents to emerge
- **Support** startups to develop their solutions and achieve commercial success
- **Promote**, accelerate and spread innovation of all kinds
- **Serve** the economic development of territories
A full fledge offer dedicated to startups

A full hosting offer

- Offices
- Meeting rooms
- Conference rooms
- Visioconference
- Reception lounges

Training

Village by CA offers training sessions to startupers aiming at developing their skills

Conferences

Conferences are organized by Village partners on a regular basis in order to share and exchange over innovation trends

Patronage

Partner corporations advise and support startups along their development path

Go to market

Village by CA connects startups with partners and Crédit Agricole business units at the right level and provides access to the Village international network

Experts network

Village innovation stakeholders help startups to implement their projects and go to market

Customized follow up

Village by CA offers to startup an individual follow up adapted to their size and needs

Communication and reach

Upon entry in the ecosystem, startups benefit from the Village by CA communication channels and brand(s)

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Village by CA: a unique accelerator network

- Village by CA La Boetie is located in the heart of Paris.
- It hosts today almost **90 startups**, representing a broad spectrum of activities.
- It federates about **20 active partners**.

- **Village by CA North of France** is the second Village opened in January 2016 in Lille, in partnership with EuraTechnologies.

- Village by CA is present in **25 cities around the world**, within CA international subsidiaries providing transit offices and connections for startups.
- Crédit Agricole is working on the development of **30 Villages** in France. Up to 17 Villages will be opened by eoy 2017.
Village by CA North of France is located at the heart of Euratechnologies Excellence and Innovation Center in Lille, the capital of the Hauts de France region.

- **October 14th 2015**: Euratechnologies partnership agreement announced

- **January 2016**: Opening of Village by CA in Euratechnologies’s main building Le blan Lafont

- **January 2017**: already 17 startups and 17 partners, in addition to Euratechnologies 100+ startups.

- **Mid 2018**: Village by CA will move into its new premises, « F Building » in the Euratechnologies area. 4000 sqm, 40 to 60 startups capacity.
In a region at the crossroad of Europe

A dense communication network
- The most developed road network in France
- Delta 3 Dourges multi-modal platform
- Seine Nord canal project
- Over 70 destinations directly accessible from Lille
- Thalys, Eurostar and TGV
- Over 20 million travellers passing through Lille Flandres and Lille Europe RW stations each year
At the heart of Euratechnologies

Euratechnologies main figures

2015
- 3rd accelerator in Europe, 1st in France
- 140 corporations, 100 startups
- 3000 employees
- 250 IT skills
- 50 partners
- 400 IT events
- 40 000 visitors
- € 60 mios raised in 6 years
- 6 international offices (NYC, San Francisco, Dubai, Shangao, Belo Horizonte, Barcelona)

2020
- 500 corporations
- 7000 employees
- 50 new startups per year
…open to the innovation ecosystem of the European metropole and of the Haut de France region

- EuraTechnologies : IT and Telecom
- Eurasanté & Nutrition Santé Longévité : Health and nutrition
- IAR Bioeconomy cluster
- Blchemaille : e-commerce
- Euralille, services sector business district
- Parc scientifique de la Haute Borne, parc HQE
- Transalley, innovative and sustainable mobility
- L'Union, Innovative textile
- Plaine Images : creative and entertainment industries

...
...the Village is the place to be for innovative startups
Life in Village by CA North of France
Euratechnologies Campus

Atrium

Amphitheater

Outdoor

Startups office
Village by CA: A project of international scale

Thirty Villages by CA in France are projected. Incl. Paris La Boetie since June 2014, Lille-Euratechnologies since January 2016.

International development with facilities offered to startups in 25 countries by CACIB and CA International Retail Banking network.
Village by CA: an ecosystem of Partners dedicated to the acceleration of innovative startups

Village by CA North of France Partners as of February 2017
Credit Agricole Group: Key figures

Who we are

- €76 billion
  - Shareholder’s equity – Group share
- €31 billion revenues
- 50 million customers
- 140,000 employees
- 54 countries

Trusted by 1 in 3 individuals
Trusted by 1 in 3 companies
Trusted by 9 in 10 farmers

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A multi-brand Group

Who we are

Retail Banking in France
International Retail Banking
Consumer Credit
Insurance
Leasing and Factoring
Asset Management
Private Banking
Corporate and Investment Banking
Real Estate
Specialized activities

- Pologne
- Ukraine
- Serbie
- Egypte

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To apply, go to:
https://www.agorize.com/fr/challenges/village-by-ca-nord-de-france/

For any question related to the call for application, email to:
levillagebyca@ca-norddefrance.fr