

# Cross-Incubation Virtual Program

## Brazil – South Africa

### Agritech

### 2021

#### JOINT CALL FOR BUSINESS SELECTION

The Embassy of Brazil in South Africa, the Brazilian Association of Science Parks, Business Incubators and Accelerators (Anprotec), the Brazilian Micro and Small Business Support Service (SEBRAE), the Department of Science and Innovation of South Africa (DSI), and the Technology Innovation Agency of South Africa (TIA), with the support from the Innovation Diplomacy Program (Brazilian Ministry of Foreign Affairs), through this call, launch the cross-incubation program of Brazil-South Africa startups in the agritech sector. The program will consist of the immersion of Brazilian startups in the South African innovation ecosystem and the immersion of South African startups in the Brazilian innovation ecosystem. The objective will be to support the development and internationalization of Brazilian and South African enterprises in the agritech sector.

Among the many similarities to be found between Brazil and South Africa is the vital importance of agriculture and a bustling startup environment, both of which are underpinned by the opportunities to be realized through the optimization of the agritech sector. Building on the strength and complementarities of Brazilian and South African expertise in agricultural research institutes and the technological talent of young entrepreneurs, **agritech** is deemed to be a suitable theme of this innovative program, that aims at promoting exchanges by innovative startups of the two countries.

The program's objective is to offer selected startups privileged contact with each country's innovation environment, as an exercise dedicated to accelerating the internationalization of products, processes and services of innovative ventures.

Representatives of Brazilian startups in the areas of agritech, selected through this call, will participate in an intensive agenda of virtual activities, for a week, in September 2021. South African companies, in turn, will participate in the program, also lasting a week, in November 2021. Sessions on market access, technical training, seminars on the innovation ecosystem, mentoring, pitch training and qualified networking will be offered. In November 2021, a one-shift meeting will be organized so that the participating companies from both countries interact directly. The program will be in English.

**This call is aimed at innovative ventures that are interested in participating in the Brazil-South Africa Virtual Cross-Incubation Program.** The program rules, terms and conditions below will apply.



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## 1. OBJECTIVE

The objective of the Brazil-South Africa Virtual Cross-Incubation Program is to identify innovative agritech enterprises from both countries and to support their development and internationalization.

## 2. SELECTION

Up to 10 (ten) innovative startups from each country, which are in the “**commercialization and rollout**” stage and which operate in the agritech sector, will be selected. Each startup may nominate up to two representatives to participate in the program, with one representative being appointed as the person responsible for presenting the pitch during the program. The event will be entirely in English.

## 3. TIMELINE

#	STAGES	DATES
1	Joint-Call launch	20/05
2	Proposal submission for Companies	20/05 a 02/07
3	Analysis and pre-selections of Companies* <i>*Candidates might be call for online interviews in English</i>	02/07 a 23/07
4	Announcement of selected startups	26/07
5	<i>Virtual Welcome aboard</i> to selected start-ups	30/07
6	Preparatory webinar for Brazilian companies	August
7	Virtual immersion for Brazilian startups in South Africa	13-17/09
8	Preparatory webinar for South African companies	October
9	Virtual immersion for South African companies in Brazil	8-12/11
10	Meeting of all participants	24/11

## 4. INTERNATIONAL TECHNICAL SUPPORT

The selected ventures will receive a service package that includes, but is not limited to: preparatory actions for market access, technical training, seminars on the innovation ecosystem, mentoring, pitch training, and qualified networking. Each country will provide a specific agenda and specific program for the other country's startups.



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## 5. ANALYSIS AND PRE-SELECTIONS

Each country will have an Evaluation Committee that will analyze their nationals' submissions.

## 6. RESPONSIBILITIES OF THE PARTICIPATING ENTERPRISES

The enterprises selected in this call must undertake to:

- 4.1. Confirm participation in the Brazil-South Africa Virtual Cross-Incubation Program by signing an acceptance of the terms and conditions of the program;
- 4.2. With its own resources, ensure access to a private and noise-free environment, with adequate equipment for holding virtual meetings, which includes but is not limited to appropriate software, and adequate hardware;
- 4.3. Participate in all program activities and events, such as meetings, training, mentoring, qualified networking actions, and others, as may be decided upon by the organizers, from time to time;
- 4.4. Accept the recommendations of the program team, comply with the schedule and agenda of activities, provide reports and allow the monitoring, access to information and results of all the agendas and activities that are communicated in this program. This information will be necessary so that the organizers can identify, know, map and evaluate future solutions to support startups participating in this program – (“Follow-up”).

## 7. REGISTRATION

The deadline for submitting applications will be at **11:59 pm (Brazilian time) on July 2, 2021 / 4:59 am (South African time) on July 3, 2021**. Applications will be submitted by completing the REGISTRATION FORM which may be accessed via link immediately below. Please click on the link for your country.

[INFORMATION FOR BRAZILIANS STARTUPS – CLICK HERE](#)

[INFORMATION FOR SOUTH AFRICAN STARTUPS – CLICK HERE](#)

## 8. GENERAL DISPOSITIONS

8.1. As a requirement, candidates selected for this program must have advanced or intermediate communication skills in English in order to take full advantage of activities and opportunities for internationalization.

8.2. During the interview, dealt with in step 3 of the schedule, pre-selected candidates who demonstrate limited ability to communicate in English will be disqualified.



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8.3. When submitting the application, the candidate automatically agrees with the rules and conditions of this Call, committing himself/herself to the obligations, responsibilities and expenses inherent to his/her participation.

8.4. All information provided by the candidate as undertakings will be treated by the Evaluation Committee as strictly confidential.

8.5. There will be no appeal against the Evaluation Committee's decision.

8.6. If so decided, the Committee may select less than 10 enterprises to participate in the program.

8.7. Entries, documents and projects submitted outside the registration form and / or after the deadline will not be accepted.

8.8. In the application process, requests for appeal, review or late submission based on allegations regarding system unavailability, connection failures or other problems related to information technology difficulties will not be accepted nor entertained.

8.9. Each country will select innovation environments independently according to criteria to be decided internally.

8.10. Information and questions about the Brazil-South Africa Virtual Cross-Incubation Program will be answered through the following e-mails: [gustavo@anprotec.org.br](mailto:gustavo@anprotec.org.br) and [helena.jornada@itamaraty.gov.br](mailto:helena.jornada@itamaraty.gov.br) (for Brazilian participants) and [senisha.moonsamy@tia.org.za](mailto:senisha.moonsamy@tia.org.za) and [obakeng.maema@tia.org.za](mailto:obakeng.maema@tia.org.za) (for South Africans participants).

Brasília/Pretoria, May 20th, 2021.