

# Investment platform **TECH TRANSFER AGRIFOOD**

**focus on proof of concept projects  
in the FOOD's VALUE CHAIN**

Financing Circular economy: tested business models



## Clave Mayor Venture Capital, General Partner

---

CLAVE MAYOR SGEIC, SA is a *industrial venture capital* and *general partner house* with more than 16 years of experience in VC Sector.

During these years Clave Mayor has managed 14 investment vehicles, 10 VCF and 4 VCC, with a **total amount of 129 million euros** under management,

Clave Mayor have made 64 investments, 48 of which correspond to Venture Capital (early stages and start-ups) and 14 to technology transfer.

Pedro de Álava \_ [alava@clave.capital](mailto:alava@clave.capital)

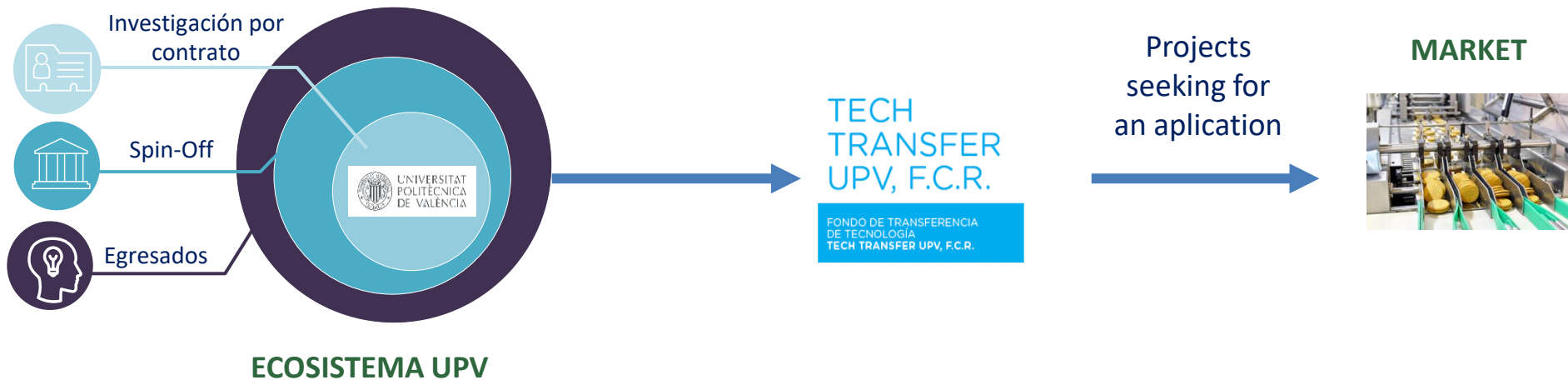


# Tech Transfer procedure

## MODEL BASED ON DEMAND



## MODEL BASED ON OFFER



# 46,5MM€ in tech transfer funds



**8,5 MM €**  
Navarra University

Technology  
Projects

First Close



**4 MM€**  
Valencian Politècnic  
University

Technology  
Projects UPV

First Close



**15 MM €**  
Tech transfer  
MONDRAGON CORP.

Technology  
Projects  
MCC environment

First Close



**4MM €**  
technology Center  
Navarra

Technology  
Projects  
Navarra

First Close



**15 MM €**  
Tech Transfer AgriFood

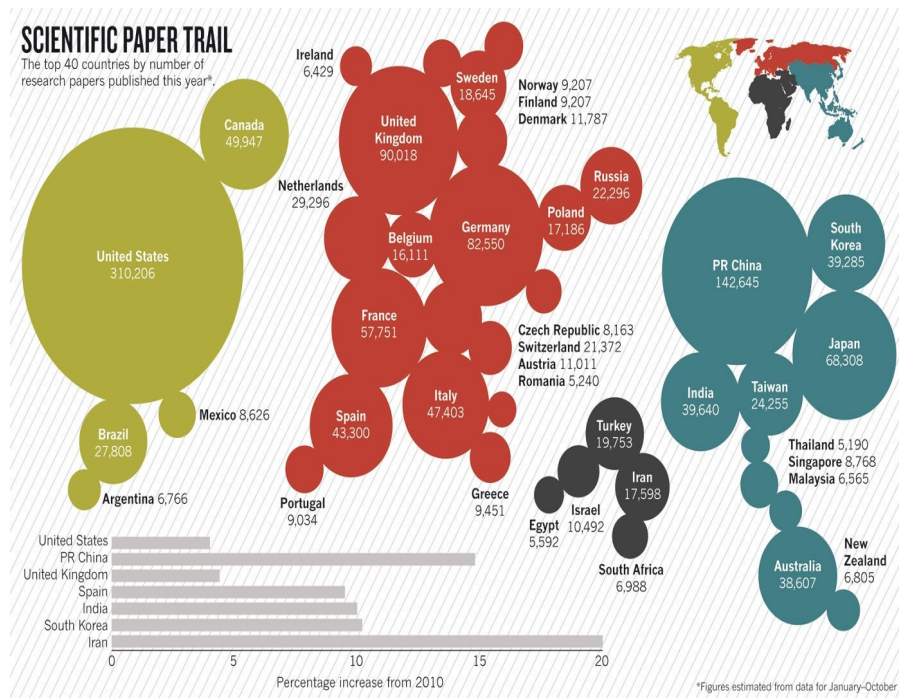
**Agri-food  
Proofs of concept  
and  
technology projects**

**Build up  
Intended 2Q 18**



(Anchor INVESTOR)

# Tech Transfer opportunity SPAIN



Know how

10th  
World power country  
Impact papers

28th  
World power country  
innovation

innovation





According to Bill Gross, founder of Idealab, the five key factors influencing startups' success are .....can't be controlled. That is why startups often need enough funds to keep going until the business becomes viable.



Ideas



Team

Business  
Model

Funding



Timing

**I am not looking for an IDEA or TECHNOLOGY ..... I am looking for  
BUSINESS MODEL**



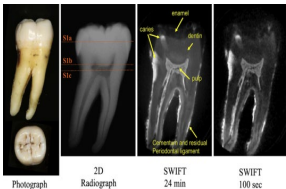
“I am not at all worried about the business plan. I know it's pure fiction! A prototype is worth than a thousand words. ”

**GUY KAWASAKI**

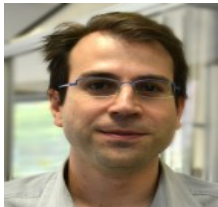


PORTFOLIO

CONEXIÓN INDUSRTY CONNECTION



MRI  
Sector bio & food

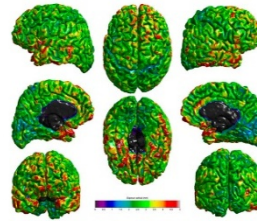


Ceramic membrane for  
O2 generation





# TTUPV – ¿Cómo hemos valorizado nuestra aportación?



Medical imaging



Instrumental ab



Coating blades



# TTUPV – ¿Cómo hemos valorizado nuestra aportación?



litium battery pack



**ASTI** 

MOBILE  
ROBOTICS



**MATCH**  
biosystems



Rapid detection Intensive Care  
pathogens



**BHV**  
partners



**WiTraC**   
*Internet of Things*



“indoor” industrial detection





Platform and Fund: Tech transfer AGRI FOOD

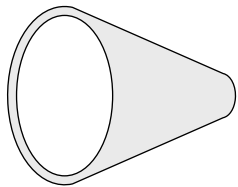
## 1. The need: challenges of the food sector

### Need

#### INNOVATE TO MAINTAIN COMPETITIVENESS

Incorporate non-incremental innovations (tactical and disruptive) that provide a competitive advantage to the company and have an impact on the market

### Two strategies



**A) Internal from R&D  
(organic growth)**



**B) Corporate Venture  
(in-organic growth)**



#### TECH TRANSFER AGRI FOOD

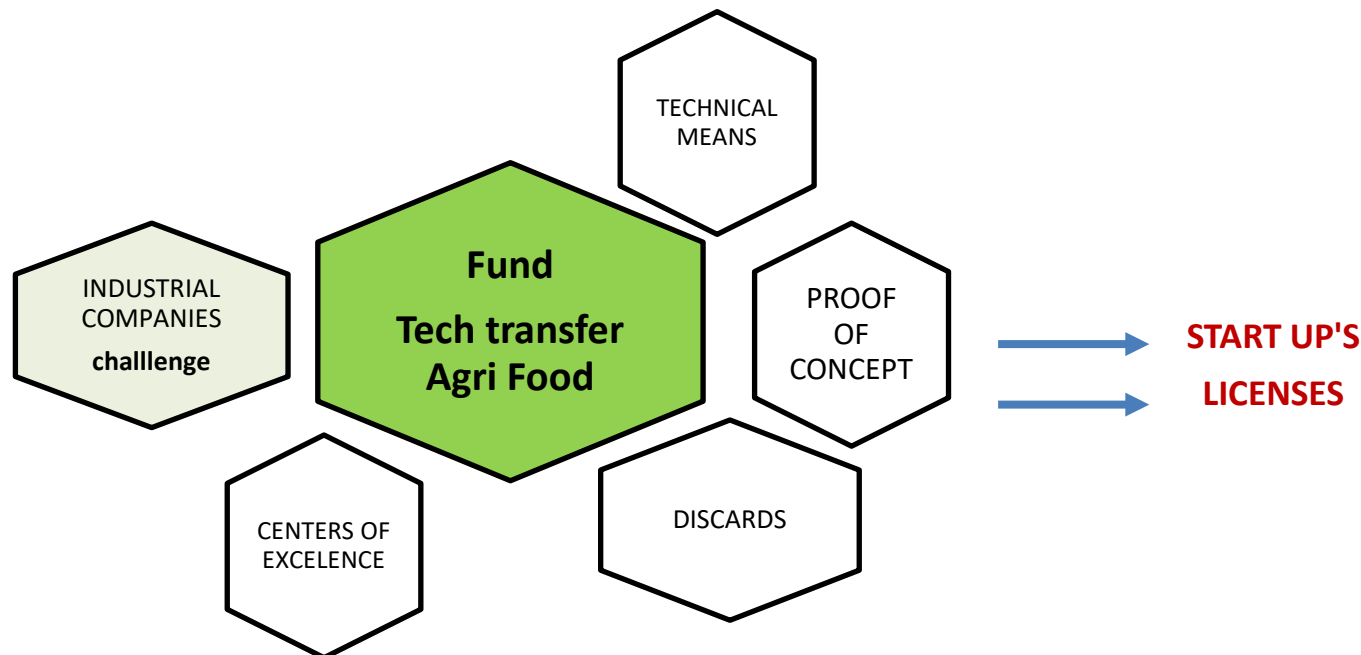
### Value proposal

Support to the process of creating value for industrials, offering access to food technologies validated by third parties (experts).

## 2. What is Tech Transfer Agri Food?

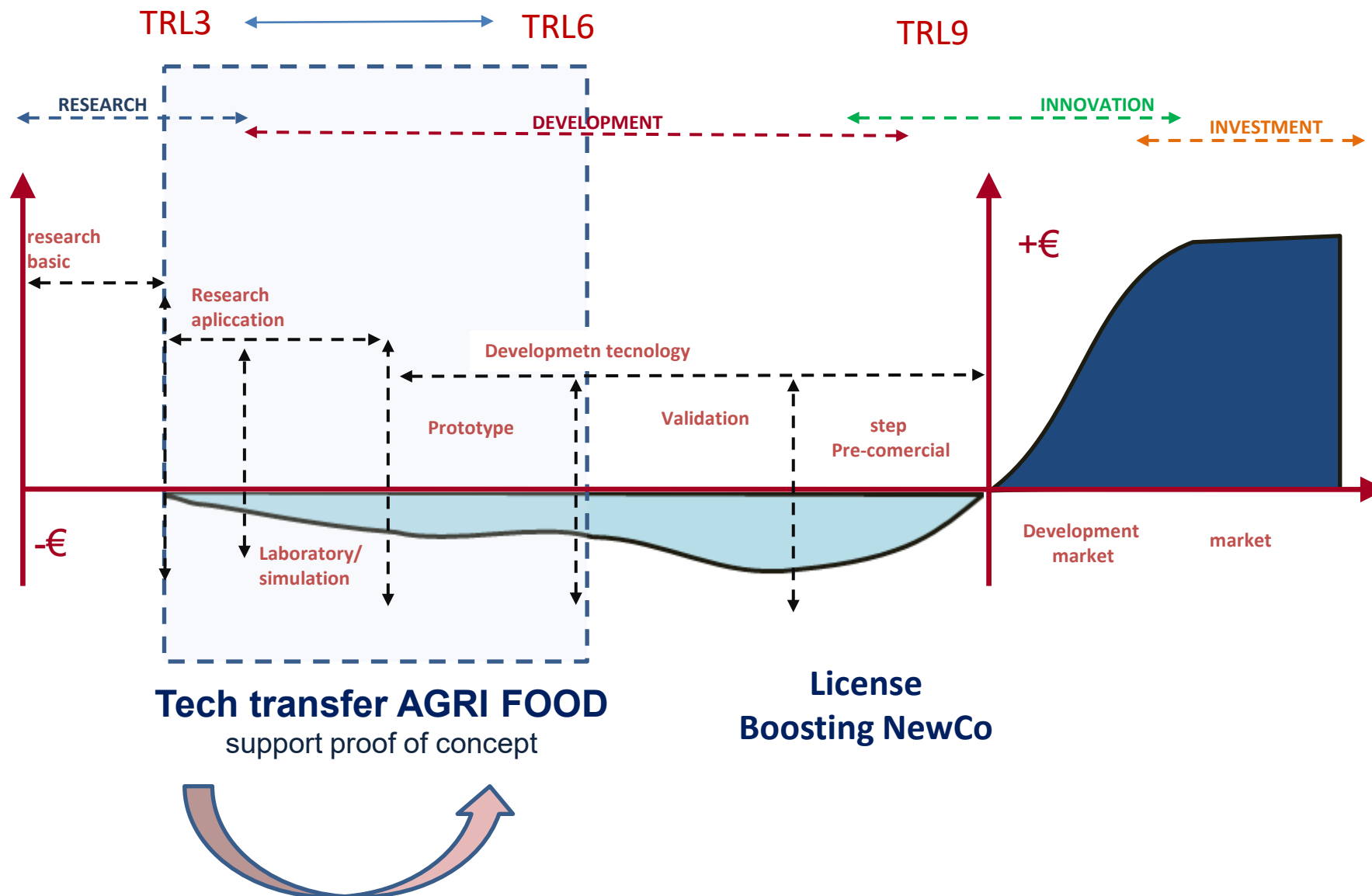
It is an **INVESTMENT PLATFORM** specialized in the FOOD AGRICULTURAL sector, that facilitates participating companies (LP Investors) priority access to R&D projects with high impact value, which contribute to their strategic innovation needs, providing additional financial return.

It is a platform compound by industrial companies, designed from the technological demand.

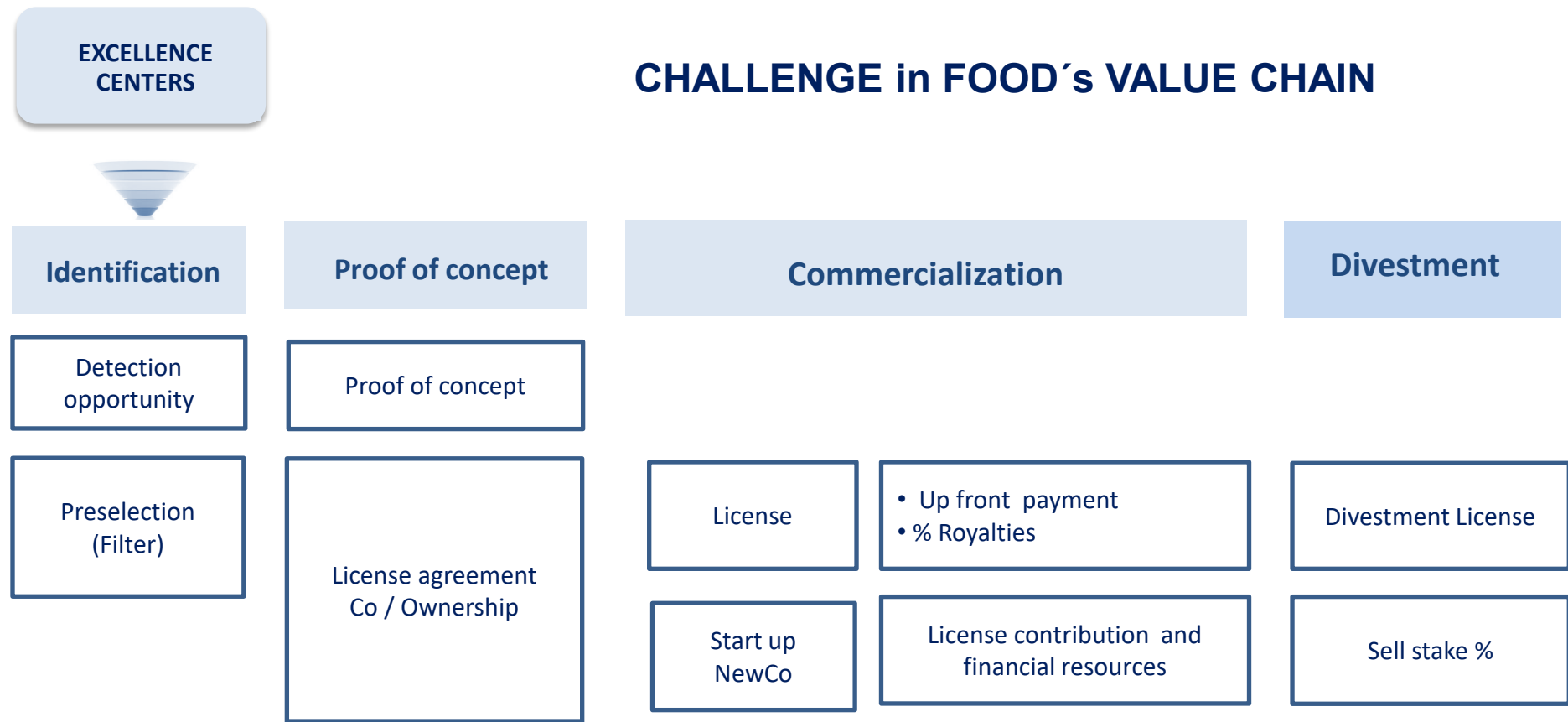
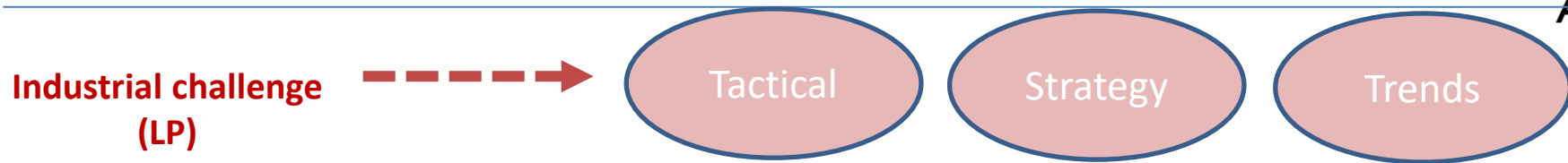




### 3. TT Agri food strategy: what is proof of concept strategy?



### 3. TT Agri food strategy: How does it work?



# Circular Economy

## Market trends/drivers

Increase on consumer awareness

- Sustainability -limited resources
- Clean label
- Re-valorization of industrial waste

*Circular economy, enabled by the technology revolution, would allow Europe to grow resource productivity by up to **3 % annually**. This would generate a primary-resource benefit of as much as **€0.6 trillion per year by 2030** to Europe's economies. In addition, it would generate **€1.2 trillion** in nonresource and externality benefits, bringing the annual total benefits to around **€1.8 trillion** compared with today. (Mckinsey)*

## Market barriers

- Policy makers – waste management regulation



Provides chicken breast trim that is full of flavor and protein and combines it with either rescued vegetable puree from juicing or spent grain from Molson Coors beer brewing

With 8-10g of protein per serving and recyclable packaging, Yappah! is a snack on purpose. It's currently being sold by Amazon Fresh throughout the Chicagoland area.



**Spare Fruit**, the startup that turns unwanted fruit into air-dried crisps, has renamed itself Spare Snacks as it prepares to expand into veg.