

THE REGENERATION FELLOWSHIP

A start-up studio to build regenerative food and ag businesses

HUNGER & MALNUTRITION

LAND & BIODIVERSITY DEGRADATION

UNEMPLOYMENT & INEQUALITY

DECOLONISING FOOD SYSTEMS



Image credits: The Palladium Group

3 KEY PILLARS

1. REGENERATIVE AGRICULTURE

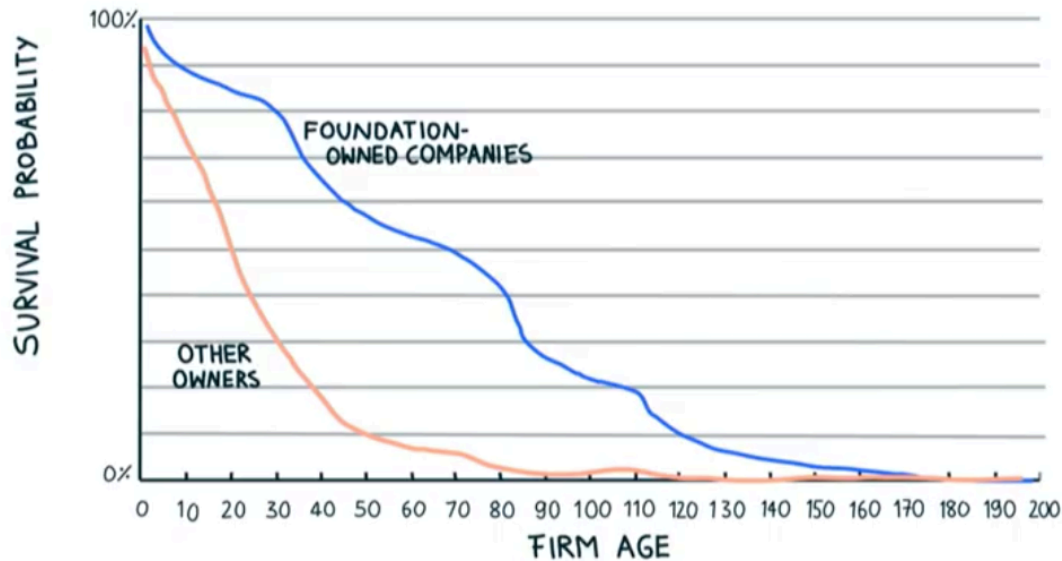
- Regen Ag and Agroecology as best paradigms for the future of our food systems.

2. SOCIAL ENTREPRENEURSHIP

- Social entrepreneurship and inclusive business models to cater to all.

3. STEWARD OWNERSHIP

- Steward ownership as purpose lock-in to avoid mission drift and walk the talk on governance, finance and impact investing.



See: Barsting, Kuhn, Poulson and Thomsen (2016)



STEWARD OWNERSHIP

- Separation of voting right and dividend shares
- Stakeholder value > shareholder profits
- Golden share veto rights
- Not inherited, not sellable

Scientific evidence:

- Participation, motivation, fairer pay, retention, job security + increased productivity
- Six times more likely to 40+ years
- Higher profitability and market value (300 DK)

THEORY OF CHANGE

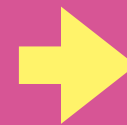
PROVIDE SOLUTIONS

- Biopesticides
- Transition Finance
- Insurance products
- ...



STEWARD OWNED
REGENERATIVE AGRI-FOOD
START-UPS HELP

FARMERS
TRANSITION
TO REGEN AG



MARKET ACCESS

- Regenerative consumer brands
- Marketplaces
- Supply chain conversion
- ...

FUTURE FOUNDERS

- Rita (28) started a food processing business that had to close down after 4 years #FailingForward
- John (24) is a young graduate student that has developed an amazing biopesticide solution he wants to turn into a business
- Harriet (39) has 9 years of corporate marketing experience with a FMCG brand and wants to become an entrepreneur

What they have in common:

- Strong entrepreneurial mindset
- Purpose-driven
- Passion for regenerative agriculture
- Eager to become trained food system changers
- Willing to reconsider their business ideas based on shared learning and context analysis



TRF STUDIO FLOW CHART

*Implemented with a National BDS partner



NOT HUNTING FOR UNICORNS

- * **Start-up Studio evidence**
- * **SGBs: revenue based repayments**
- * **Steward ownership**
- * **Locally anchored**



HOW ARE WE DIFFERENT?

VALUE ADDED

- * *Innovativeness of the Start-up Studio approach + space for innovation (pre-team, pre-idea)*
- * *Enabling Ugandan social entrepreneurs to build their future-proof food companies*
- * *Purpose lock-in with distributed ownership, governance and wealth generation and allocation*
- * *Intentional group of complementary portfolio companies*
- * *Ecosystem builder*
- * *Momentum of transformational investing in food systems in EA*



THIS IS HOW WE START & TEST

PILOT PHASE IN UGANDA

Launch: early 2023

THE TEAM:



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Mc Knight Foundation



Daria Urman
Purpose

BUDGET & ASK

Yearly budget (€)	FY1	%
Operations	140.000 €	26%
Communication	15.000 €	3%
Human resources & overhead	157.000 €	30%
Contingency budget	18.000 €	3%
TOTAL Grant funding	330.000 €	62%
Total Seed investments	200.000 €	38%
TOTAL Budget	530.000 €	100%

Pilot in Uganda: TRF Cohort 1

- 100+ Jobs created
- 5000+ Smallholder farmers
- 5-6 SORAF* Businesses founded
- 30 TRF Fellows trained in Food Systems Leadership
- 24 Move to Solutions phase
- 18 Future Founders (step 3)
- Build evidence and validate the playbook for our plug-and-play start-up studio approach (to scale out).

DOEN FOUNDATION: 200K€ (61%)

PARTNER 2: 30K€ (9%)

PARTNER 3: 100K€ (30%)

*SORAF = Steward Owned Regenerative Agriculture and Food

ADDITIONAL SLIDES

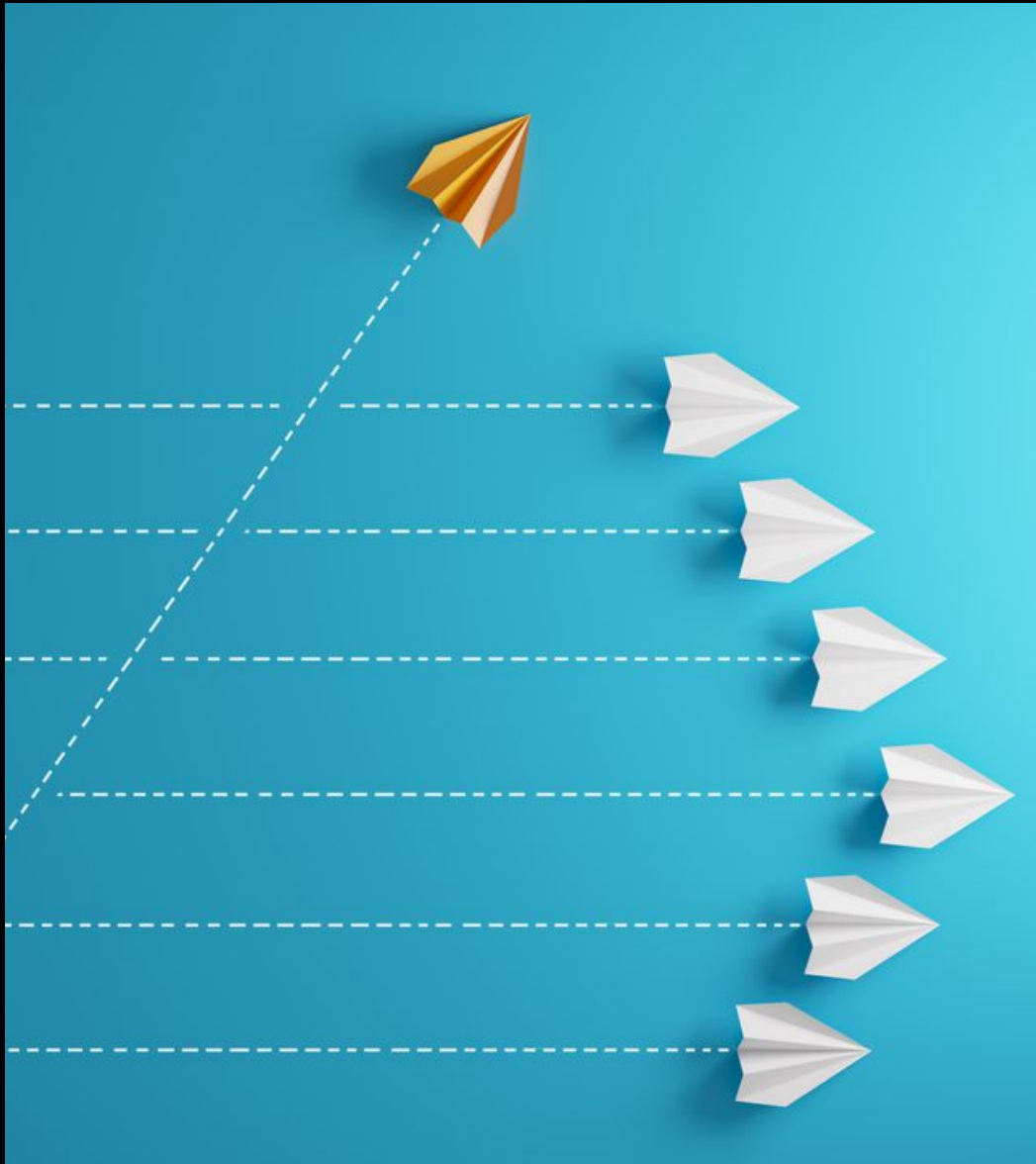


Image credit: Getty Images

EXECUTIVE SUMMARY

Problem:

- 65% of agricultural land in Africa is degraded.
- Underinvestment in agriculture.
- Skyrocketing unemployment and inequality.

Solution:

- Start-up studio to build **social enterprises in regenerative food and agriculture** (5-6 per cohort).
- Lock-in purpose by fostering **steward ownership** principles.

ASK: 100 k€ to pilot Cohort 1 in Uganda.



WHAT IMPACT DO WE ENVISION?

REGENERATIVE METRICS

OUR STUDIO BUSINESSES (first cohorts):

- * Dozens of regenerative and inclusive businesses, offering services to farmers and/or buying their regenerative produce
- * Create employment for youth in agri-food (100's of inclusive jobs)
- * Source from 1000's of regenerative farmers (inclusive business).
- * Measure the overall avoided and captured CO2 emissions of our portfolio businesses.

THE REGENERATIVE FARMERS OUR PORTFOLIO BUSINESSES WORK WITH TRANSITION TO REGEN AG:

- * Enhanced soil life (direct measurement, bio acoustics, eDNA)
- * Biodiversity increase (idem)
- * Carbon sequestration (and nitrogen)
- * Cultivated crop diversity increase
- * Inclusive value chains strengthened
- * Improved farmer household income
- * Avoided synthetic fertiliser and pesticide use
- * Nutrient density (!)

WHO ARE WE?

OUR TRACK RECORD

SHONA ([Website](#))

Managed the SHONA Growth Program:

- * A mentorship-based program (2014 to 2019) supporting 60 early stage businesses in Uganda, Kenya, Tanzania and Rwanda.
- * Key partners for this program included: Uncharted, Rockefeller Foundation, Segal Family Foundation, DOEN Foundation, Argidius, Vitol Foundation Open Value Foundation, Unreasonable Group

Managed the SHONA Kickstart Program

- * A short term training-based program supporting 36 start-up stage businesses in Uganda to achieve product/market fit.
- * In partnership with the Global Social Benefit Institute (GSBI).

Seasoned BDS Provider

- * A team of 8 experienced staff and a network of 62 industry experts as a sounding board.
- * A network of over 100 investors including Alpha Mundi, Beyond Capital, Global Partnerships and Kiva.
- * Experience supporting agribusinesses through training, management and operations consulting and capital advisory.

HANNES VAN DEN ECKHOUT ([Linked-In](#))

5 Years in Peru:

- * Business development and access to markets with the National Ecological Farmers Association
- * Business plan development for farmer groups (handbook)
- * Technical project management
- * Capacity building programs on regenerative practices, certification, etc.
- * Action research on food security

5 Years in Europe:

- * Short food supply chain development via e-commerce with 1000 Farmers and 120 local food communities (The Food Assembly)
- * Business developer and country manager for Belgium & The Netherlands
- * Partnerships, marketing, communication, financial and HR management

2 Years in Uganda:

- * Consultant with SHONA on The Biovision EA Agroecology Accelerator
- * Developed & fundraised a youth food incubator with Rikolto & SHONA
- * Strong network with regenerative and organic stakeholders
- * Mentor to 8 regenerative youth agri-preneurs in YALTA
- * Conducted an in-depth Food System study in Gulu, Uganda, for Rikolto
- * Volunteer and mentor at OVO, Entrepreneurs for Entrepreneurs
- * Developing The Regeneration Fellowship as a founder.