Short introduction to:

ReThink **Food** Challenge

What is it about?

In this international student competition you develop a business idea that offers <u>an innovative, circular and sustainable approach to growing food on Earth</u> by learning from research on **space farming.**

Ideas can involve enhancing current technologies, introducing new ones, or reimagining the concept of 'food'.

For Whom?

Students who want to create a positive impact from Univerisities (of Applied Sciences) worldwide, BSc, MSc, PhD or equivalent

With various academic backgrounds including: (Organic) Agriculture, Agrotechnology, Business and Management, Food Technology, Plant Sciences, etc.

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How does it work?

In an interdisciplinary team, you focus on one of the two major topics within (space) farming:

Indoor farming or alternative proteins

Click here for example topics

You need to identify a real-life problem and a concrete market, and design an innovation that is viable and fills an existing gap.

Throughout the Challenge your team will closely collaborate with industry leaders.

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Deliverables

Milestone 1 (17 February 2025)

8x A4 pages report including description of:

Vision & Problem Statement

Solution

Validation Plan

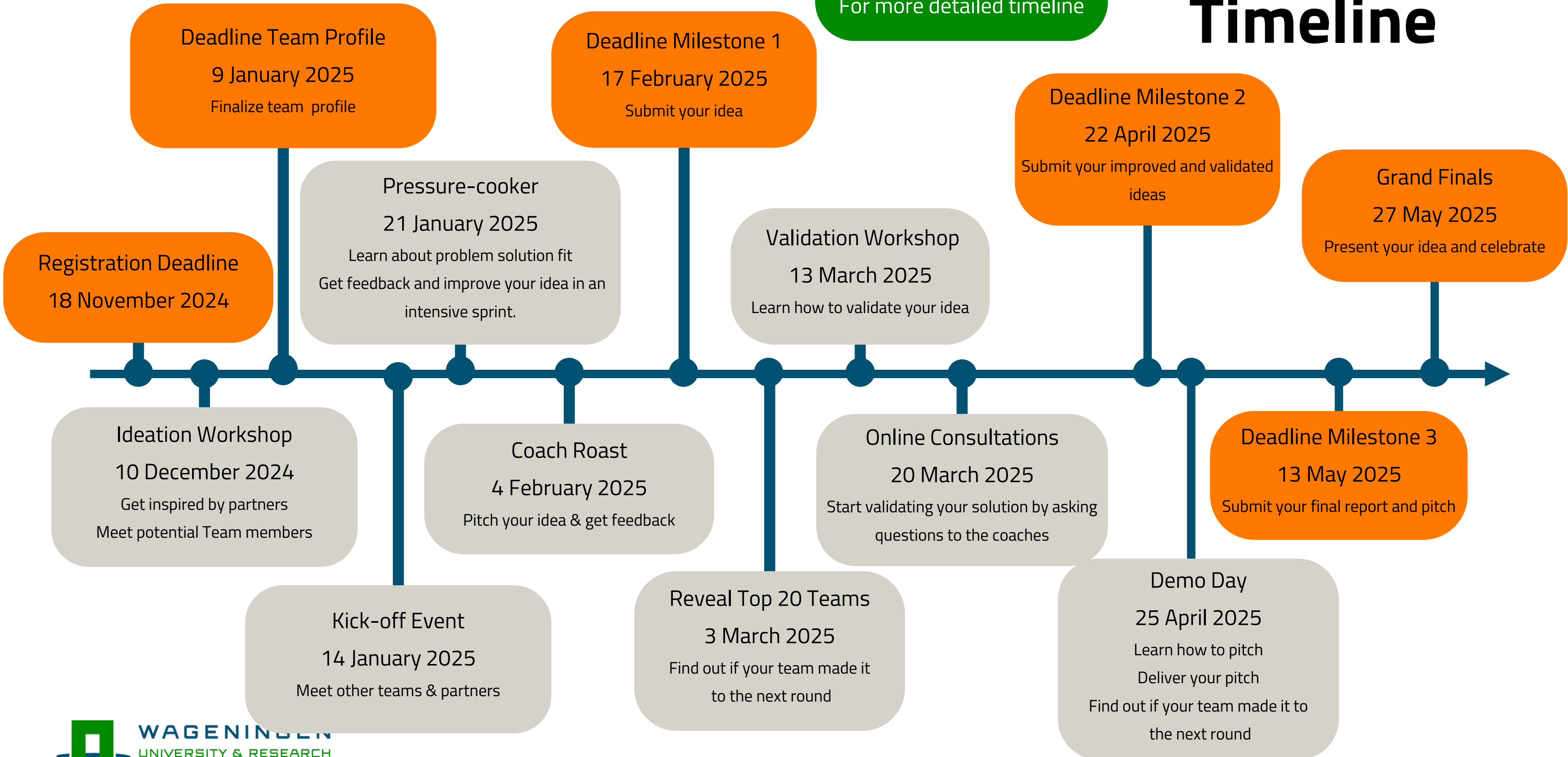**Milestone 2 (22 April 2025)**

12x A4 pages report including description of:

Vision & Market

Technically & economically validadet solution

Milestone 2 (13 May 2025)

3-min video pitch

Poster presentation incl. visualisation of your solution

Timeline

Click Here
For more detailed timeline

Deadline Team Profile
9 January 2025
Finalize team profile

Deadline Milestone 1
17 February 2025
Submit your idea

Deadline Milestone 2
22 April 2025
Submit your improved and validated ideas

Grand Finals
27 May 2025
Present your idea and celebrate

Pressure-cooker
21 January 2025
Learn about problem solution fit
Get feedback and improve your idea in an intensive sprint.

Registration Deadline
18 November 2024

Validation Workshop
13 March 2025
Learn how to validate your idea

Ideation Workshop
10 December 2024
Get inspired by partners
Meet potential Team members

Coach Roast
4 February 2025
Pitch your idea & get feedback

Online Consultations
20 March 2025
Start validating your solution by asking questions to the coaches

Deadline Milestone 3
13 May 2025
Submit your final report and pitch

Kick-off Event
14 January 2025
Meet other teams & partners

Reveal Top 20 Teams
3 March 2025
Find out if your team made it to the next round

Demo Day
25 April 2025
Learn how to pitch
Deliver your pitch
Find out if your team made it to the next round

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Why should you join?

Learning experience that boosts professional skills: interdisciplinary team work, innovative thinking, communication etc.

Opportunity to learn from and build a network with experts in the business world and academia

Opportunity to make life-long connections with students from Universities worldwide

Certificate for top 20 teams & finalists of the Challenge

The finalists receive **travel & accomodation budget** to attend the Grand Finals in the Netherlands (not full cost)

The winning team receives **7000 EUR and exposure at GreenTech 2024**

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Important details

On average, you will spend **8 hours** per week working on your team's submission. It will vary depending on the phase of the Challenge and your role within the team.

Suggested team size: **2-5 people** but there is no limit

PhD and fresh graduate cannot exceed 20% of the team

There are a few obligatory (hybrid) events to attend.

Students who cannot come to the Netherlands can attend them online.

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WUR Student Challenges

SPARK THE FUTURE, JOIN THE CHALLENGE!

How to join?

Students can register individually or as a team.

Individual students will be put in a team based on their (interdisciplinary) backgrounds and location.

Registration deadline is **18 November 2024**

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Upcoming events

Are you still not sure if the ReThink Food Challenge is right for you?

Then, join us at the upcoming events to see if you like it!

17 September

Surviving on Mars

Click Here for registration

22 October

Beyond Earth:

alternative proteins in space

Click Here for registration

24 October

Online Info Session

Click Here for registration

WUR Student Challenges

SPARK THE FUTURE, JOIN THE CHALLENGE!

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Thank you for sharing!

More info about the Challenge

www.rethinkfoodchallenge.nl

More about WUR Student
Challenges:

www.wur.eu/studentchallenges

Questions?

studentchallenges@wur.nl