

# GRAFT

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# GRAFT Challenge Vietnam 2021

[www.graftchallenge.com](http://www.graftchallenge.com)



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**MBI** INNOVATION CHALLENGES

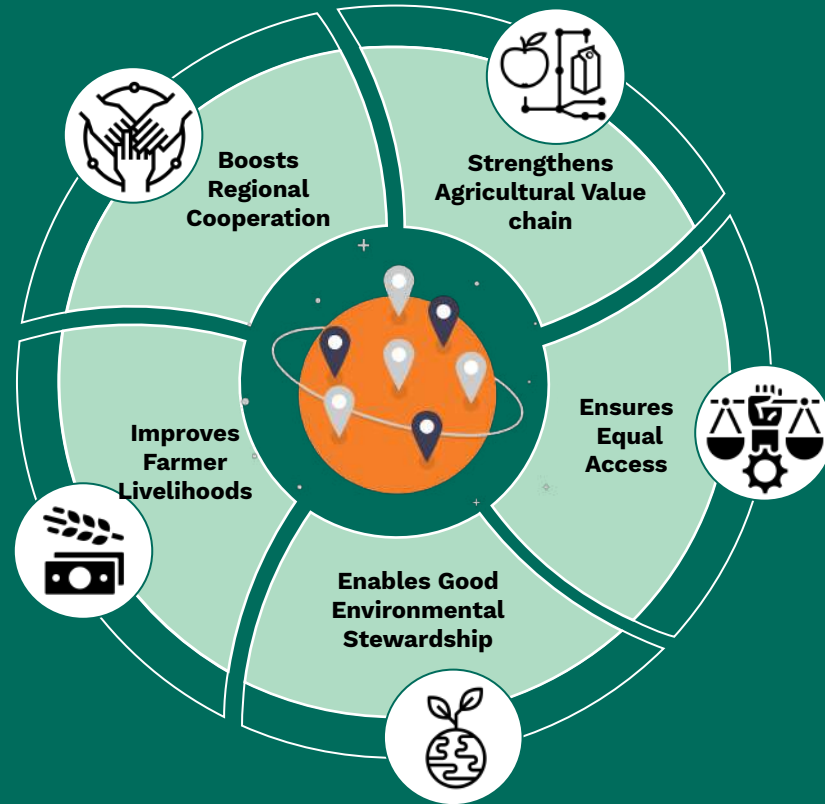


## The GRAFT Mission

1. The first challenge-led AgriTech program in Vietnam - a market hungry for transformative solutions.
2. Connects AgriTech entrepreneurs to a deep network of corporate leaders and investors, providing them a fast track to scale up in Vietnam.
3. Provides entrepreneurs 1-on-1 tailored support to scale up quickly in Vietnam, the Mekong Region, and beyond.

A landing pad program  
designed to help the  
world's leading  
AgriTech  
entrepreneurs scale up  
in Vietnam and beyond.

# GRAFT Impact



# Why Vietnam?

- **Export powerhouse:** Top 5 globally in exports of rice, coffee, cashew, shrimp, and catfish.
- **Emerging tech hub:** 8-fold increase in tech start-up capital from 2016-2019.
- **Economic resilience:** Nearly 7% p.a. GDP growth since 2015, and one of few markets to avoid recession in 2020.
- Agriculture in Vietnam and the Mekong region is at **an inflection point**. The next wave of innovation needs ecosystem support to scale.



# GRAFT's Approach

## **GRAFT has convened Industry Working Groups (IWGs)**

comprised of leaders in three business segments – Crops & Plantations, Fisheries & Aquaculture, and Livestock – in order to:

- **Define sector-specific problem statements**
- **Scout and nominate** promising solutions
- Trial technology, troubleshoot and **fast-track development**
- Explore **commercial and advisory partnerships** with program participants

A challenge-led  
approach  
designed to solve  
real industry issues



**Crops  
& Plantations**



**Fisheries &  
Aquaculture**



**Livestock**

# The Industry Challenges

## General Challenges

- Enhance access to quality production inputs
- Reduce post-harvest losses
- Build consumer trust

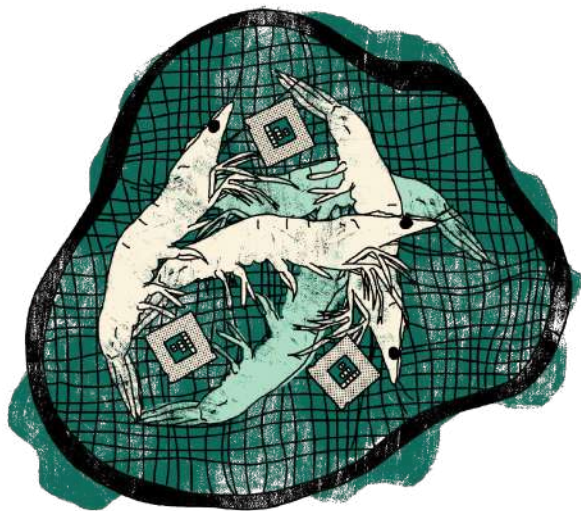




## Crops & Plantations

**Strengthen contract management capabilities:** Agribusinesses engaged in contract management need greater connectivity and communication with their producer farmers to both improve and better forecast productivity. This will reduce contract risk and support improved customer management.

**Manage climate-driven production risk:** Farmers need affordable tools and technologies to better manage climate risks in crop production. This is important to ensure supply security from their farm suppliers and the sustainability of their business.



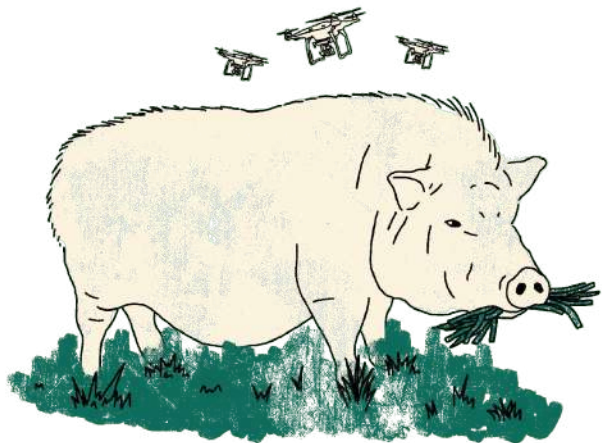
## Fisheries & Aquaculture

**Improve feed cost-efficiency:** Fisheries or aquaculture agribusinesses need to improve their cost-efficiency of feed products and feed practices in shrimp and pangasius production in a sustainable manner. This is vital to the resilience of the sector.

**Improve water quality:** Aquaculture producers need to sustain and improve water quality across the production cycle - from inflow to effluent - to improve farm productivity, control disease, and reduce environmental pollution.

**Antibiotic alternatives and disease control:** Aquaculture producers require technological and/or management solutions to do away with the use of antibiotics whilst maintaining levels of productivity and disease control, in order to fulfill international quality standards and market demand.





## Livestock

**Strengthen environmental control:** Production managers need the ability to better observe and control production environments in real-time and remote setting, to improve animal health outcomes.

**Minimize disease transmission:** Livestock farmers need solutions to reduce the likelihood and impact of disease transmission to improve health outcomes for labour and animals alike.

**Improve feed cost-efficiency:** Livestock producers need to improve the cost-efficiency of feed products and feeding practices across animal life cycles, in an environment-friendly manner to sustain farm profitability and sustainability.

**Improve odour management:** Livestock producers need affordable access to solutions to minimise, contain, or otherwise manage odours from animal production and waste to improve working conditions, community relations, and farm profitability alike.

## GRAFT's Benefits



### **Scale-up Diagnostic**

Participants get a 360° assessment to isolate growth bottlenecks and prioritize areas of support to scale up.



### **Targeted Acceleration**

Participants get bespoke, contextualized growth services from Graft's curated network.



### **Curated Roadshow**

Participants join an intensive, highly-curated, and partnership-oriented 10-14 day roadshow, which support entry and expansion in Vietnam's agriculture industry and innovation ecosystem.

Tailored 1-on-1 support from network of 50+ experts to support market entry and give program participants exactly what they need to scale up in Vietnam.

# Program Timeline



**14 April**

Applications  
Open



**14 May**

Application  
Close



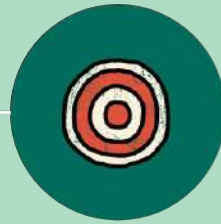
**Jun  
2021**

Assessment  
& Offers



**Jul-Aug  
2021**

Scale-up  
Diagnostic



**Aug-Nov  
2021**

Program  
Delivery



**Dec 2021 -  
Jan 2022**

Curated  
Roadshow

# Eligibility



Team based in Vietnam or  
anywhere in the world



Post revenue funded stage  
or top accelerator graduates



Impact work



Team encouraged to be able to  
present and learn in English



Women-led team strongly  
encouraged to apply

# Application Process

- 1.** Apply at [www.graftchallenge.com](https://www.graftchallenge.com)
- 2.** Answer basic questions about your business, team, and strategy
- 3.** Teams strongly encouraged to submit pitch deck presentations, and an optional link to a video overview or product demo
- 4.** Deadline **May 14, 2021**
- 5.** Up to 50 shortlisted companies will be contacted in late May - early June for additional due diligence. Skype interview may be requested.
- 6.** Semi-finalists announced **June 2021**

<https://www.graftchallenge.com>



**GRAFT**

# Program Leadership

## Global Team



Justin Ahmed  
**GRAFT Program Lead**



Will Taing  
**GRAFT Program Lead**



Cal Fournier  
**GRAFT Facilitator**

## Vietnam Team



Phan Vinh Quang  
**Vietnam Country Lead**



Pham Hoang Ngan  
**Vietnam Program Support**



Nguyen Duc Tung  
**VIDA**



Nguyen Duy Hoang  
**VIDA**



# Advisory Council



**Rob Hulme**  
**Asia Director,**  
**Beanstalk**



**Le Thi Thu Ha**  
**Director, Foreign Trade**  
**University Innovation &**  
**Incubation Space**



**Dominic Mellor**  
**Senior Private Sector**  
**Specialist,**  
**ADB Ventures**



**Nguyen Trung Anh**  
**R&D Director,**  
**PAN Group**



**Siang Hee Tan**  
**Executive Director,**  
**CropLife Asia**



**Tom Wood**  
**Vietnam Country**  
**Director, CSIRO**

## Our Sponsors



**AUS4INNOVATION**

GRAFT

## Key partners



GRAFT

## Previous Programs

**GRAFT** 2019  
CHALLENGE INDIA



**AGRIFOOD**  
**EVOLUTION**

# INDUSTRIAL WORKING GROUP MEMBERS

## Crops & Plantations



# INDUSTRIAL WORKING GROUP MEMBERS

## Fisheries & Aquaculture





# INDUSTRIAL WORKING GROUP MEMBERS

## Livestock



# Contact Us



The GRAFT Team has deep experience in agriculture and food, open innovation, investment, business strategy, and smallholder support. We get the right technologies into the hands of the farmer and innovators who are solving the challenges of the food system.

Please contact the GRAFT Team for further information:

[hello@graftchallenge.com](mailto:hello@graftchallenge.com)

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