

## CHALLENGES AND FOCUS OF THE AGROSUPER CATALYST BY IMAGINE PROGRAM



This Agrosuper Program, supported by Imagine, **has as its main purpose to collaborate with startups that represent the focuses defined by Agrosuper**, understanding by collaborating to provide legal, technical, commercial or strategic support and ultimately an environment that provides the necessary conditions to generate in short time concrete collaboration models with participating startups.

### This acceleration program has 3 stages:

- **Application process:** it will take place from March 23rd until April 23rd at [www.grupo-imagine.com](http://www.grupo-imagine.com), where you can apply to any of the challenges listed above. Check our social networks to have an update in case the deadline is changed.
- **Selection stage:** Imagine and Agrosuper will review all the completed applications and analyze the potential match between the value proposition and the challenges defined. A pre-selection will be made, and these startups will be interviewed by Imagine. A selection committee will take place at the end of the process where Agrosuper will chose the startups that will be considered for the acceleration program.
- **Acceleration Stage:** for up to 3 months the startups will be working with Agrosuper and Imagine defining the best collaboration mechanism between the parties, received a full diagnostic of the main breaches to focus, mentoring, advisory, strategic support and facilities to develop proof of concepts or pilots. The collaboration mechanisms that will be evaluated during the program are: becoming a potential supplier, joint venture (commercial or production), stock option or first refusal model (for potential investment in the future).

The Program seeks innovative and scalable solutions under the following themes and / or industry trends:



## 1 Sensorization and Digitization:

This challenge refers to devices, technologies, artifacts, tools, methodologies, techniques, etc., oriented to the monitoring of critical parameters of production, such as environmental and animal health parameters, as well as solutions oriented to the digitization or capture of data and information of the process without the intervention of people. All of the above to promote and facilitate better management and decision-making in the process, as well as to facilitate the early identification of pathogens in animals that allow the implementation of actions aimed at a timely, pertinent and responsible use of antibiotics.

Some questions that guide Agrosuper's specific needs around this challenge are:

- How could we integrate and articulate the monitoring of environmental variables with those related to the production process in such a way that production is increasingly efficient and of quality?
- How could we capture data and information (and generate new knowledge) on key parameters and aspects of animal production?
- How could we identify the presence of pathogens early in order to reduce the treatment and use of antibiotics?
- How could we reduce the use of antibiotic treatments in the production process?

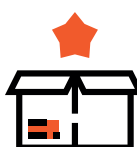


## 2 **Automatization:**

This challenge refers to all kinds of tools, mechanisms, techniques and solutions that allow automating actions and tasks of little added value that are executed manually, that are repetitive or require the intervention of people as well as actions, tasks and digital environments repetitive, in such a way as to accelerate and make industrial processes more efficient.

Some questions that guide Agrosuper's specific needs around this challenge are:

- How could we drastically reduce or avoid the execution of repetitive tasks or actions of low added value in the industrial process?
- How could we reduce or avoid the execution of high-risk tasks or actions in the industrial process?
- How could we reduce the intervention / participation of people in the execution of low value-added tasks in the process?



## 3 **Packaging of the Future:**

This challenge refers to new designs, shapes, materials and added value to packaging aimed at providing new functionalities and additional uses that are valuable and facilitate people's lives and promote care for the environment.

Some questions that guide Agrosuper's specific needs around this challenge are:

- How could we give new or extended uses to the packaging of our products for the benefit of our customers and/or the environment?
- How can we integrate the packaging of our products to the customs and needs of people?

- How can we integrate the customs and needs of people into the packaging of our products?
- How could we increase the shelf life and uses of our containers to facilitate alternative or extended use?



## 4 Distribution Centers 2.0:

This challenge refers to devices, technologies, artifacts and systems that allow shaping intelligent distribution centers that promote an efficient use of resources and inputs in such a way as to make it efficient in a systematic way. It also considers all the solutions and clean technologies that allow these branches to advance in sustainability over time.

Some questions that guide Agrosuper's specific needs around this challenge are:

- How could we permanently improve the performance of our distribution centers in a way that positively impacts the environment, the community, and the business?
- How could we monitor and streamline the consumption of the various key resources in our distribution centers?
- How could we automate processes in distribution centers and digitize information?
- How could we reduce the execution of repetitive tasks or actions of low added value in the Distribution Centers?
- How could we improve productivity in distribution centers?
- How to streamline administrative processes in distribution centers?
- How to optimize and make the logistics of distribution centers more efficient? New distribution models (ex: electric vehicles)?
- How could we incorporate sustainability into our logistics and distribution efforts?



## 5 Productivity, Incentives and Market Intelligence:

This challenge refers to devices, technologies, artifacts, tools, methodologies and practices that allow the organization to communicate through orchestrated processes, from production, through processes, logistics, distribution, marketing, sales, among others, that generate the correct incentives and thus achieve optimum management. On the market intelligence side, it refers to all kinds of solutions, technologies, techniques and methodologies that allow them to know the markets and customers in depth and in a timely manner, in order to establish a price and marketing strategy ad hoc. each reality and promote the permanent generation of greater knowledge of the markets. It also considers solutions that facilitate geographic expansion and product diversification efforts.

Some questions that guide Agrosuper's specific needs around this challenge are:

- How could we encourage actions by employees that promote the achievement of global achievements over individual results?
- How could we make visible the optimal impact of the company of the work of each area and process?
- How could we approach our clients and international markets to get to know them in depth and generate effective and timely actions?
- How could we know in real time the needs, desires, habits and consumption trends of our customers?
- How could we approach new clients in international markets to deepen new trends and generate effective and timely actions?



## 6 Labor Evolution:

This challenge refers to devices, technologies, artifacts, tools, methodologies, practices, dynamics, etc., aimed at consolidating a new and better work model for the organization as a whole, with special emphasis on workers from the industrial world (or “frontline workers”) to promote and develop adaptive capacities based on environmental and context changes, increasing their development prospects, achieving higher productivity and a better balance between work and quality of life.

Some questions that guide Agrosuper's specific needs around this challenge are:

- How could we increase the productivity of our employees, without neglecting the most “entertaining”, cheerful, dynamic, motivating and productive of work in a new hybrid context?
- How could we equip leaders with capacities (information, tools, among others) that allow them to increase the performance of their areas and at the same time monitor and promote the transformation of their areas, functions and value offer for line workers and the company?
- How could we mobilize the key people and processes of the company based on the data and indicators that make their functions visible?



## 7 Sustainable and Efficient Use of Water:

This challenge refers to technologies, sensors, devices, processes, techniques, etc., that favor a controlled, efficient and sustainable use of water to avoid losses, facilitate its reuse and permanently promote the sustainable use of this resource.

Some questions that guide Agrosuper's specific needs around this challenge are:

- How can we recover and reuse water in optimal conditions without putting our processes at risk?
- How could we reduce/optimize the use of water in the company's processes?
- How could we monitor, control and make efficient the use and consumption of water in the production process?

You can apply to more than one challenge if you value proposition matches! **Remember to apply directly in [www.grupo-imagine.com](http://www.grupo-imagine.com)** (the form will be available in Spanish and English). Any questions, please write to [contacto@grupo-imagine.com](mailto:contacto@grupo-imagine.com).

