THE REGENERATION FELLOWSHIP

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

HUNGER & MALNUTRITION
LAND & BIODIVERSITY DEGRADATION
UNEMPLOYMENT & INEQUALITY
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.
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
- ...

THEORY OF CHANGE
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

**LOVE THE PROBLEM**
- Two-weeks Food System Leadership training
- Participatory problem analysis + priority setting
- Homework to deep-dive
- Cohort of 30 Fellows

**TEST THE SOLUTIONS**
- Identify, test and develop potential business models
- Business skills and regenerative ag training
- Fit-for-purpose and user-centred design methods
- Cohort of 24 Fellows

**INVEST IN PEOPLE**
- Building teams around the prioritised solutions
- Investment readiness
- Steward ownership in practice
- Cohort of 18 Fellows

**POST-STUDIO SERVICES**
- Teams of founders supported to organise capital, connect to expertise, build a team and manage overhead services
- Benefit from economies of scale and TRF Network with steward ownership aligned investors

**MONTHS**
1 & 2—3 & 4—5 & 6—7-12—POST

**TRF CO-FOUNDING**
- Incorporation and work to achieve product-market fit
- Onboard seed investors, incl. TRF Studio as co-founder
- 5-6 SORAF Business are co-founded per cohort
- Autonomous operations
NOT HUNTING FOR UNICORNS

* Start-up Studio evidence
* SGBs: revenue based repayments
* Steward ownership
* Locally anchored
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
PILOT PHASE IN UGANDA

Launch: early 2023

THE TEAM:

David Amudavi
Biovision Africa Trust

Louise Luttikholt
IFOAM-OI

Frank Aswani
AVPA

Richard Mugisha
YALTA

Hannes Van den Eeckhout (TRF)

Ivan Mandela
SHONA

Christine Gould
Thought For Food

Bart van der Zande
Fresh Ventures

Roberto Ugás
Mc Knight Foundation

Joachim Ewechu
SHONA

Daria Urman
Purpose
### BUDGET & ASK

#### 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).

*SORAF = Steward Owned Regenerative Agriculture and Food

<table>
<thead>
<tr>
<th>Yearly budget (€)</th>
<th>FY1</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Operations</td>
<td>140,000 €</td>
<td>26%</td>
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<tr>
<td>Communication</td>
<td>15,000 €</td>
<td>3%</td>
</tr>
<tr>
<td>Human resources &amp; overhead</td>
<td>157,000 €</td>
<td>30%</td>
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<tr>
<td>Contingency budget</td>
<td>18,000 €</td>
<td>3%</td>
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<tr>
<td><strong>TOTAL Grant funding</strong></td>
<td>330,000 €</td>
<td>62%</td>
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<tr>
<td>Total Seed investments</td>
<td>200,000 €</td>
<td>38%</td>
</tr>
<tr>
<td><strong>TOTAL Budget</strong></td>
<td>530,000 €</td>
<td>100%</td>
</tr>
</tbody>
</table>

**DOEN FOUNDATION: 200K€ (61%)**
**PARTNER 2: 30K€ (9%)**
**PARTNER 3: 100K€ (30%)**
ADDITIONAL SLIDES
**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.
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.