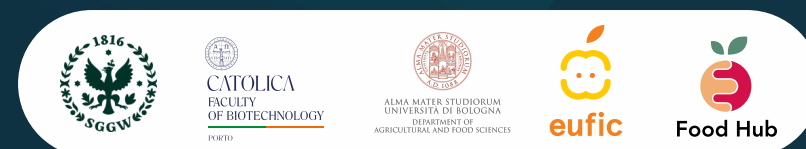




# Develop your business idea for a sustainable agri-food sector!

[www.youarein.eu](http://www.youarein.eu)



# The **YOUAREIN** Business Game

01



# What is it?

- ➔ YOUAREIN is developing a **Business Game** designed to promote sustainable innovation and entrepreneurship by young people in the **agri-food sector**.
- ➔ The event is open to anyone who is interested – aimed at students, researchers, young professionals, and PhD candidates.





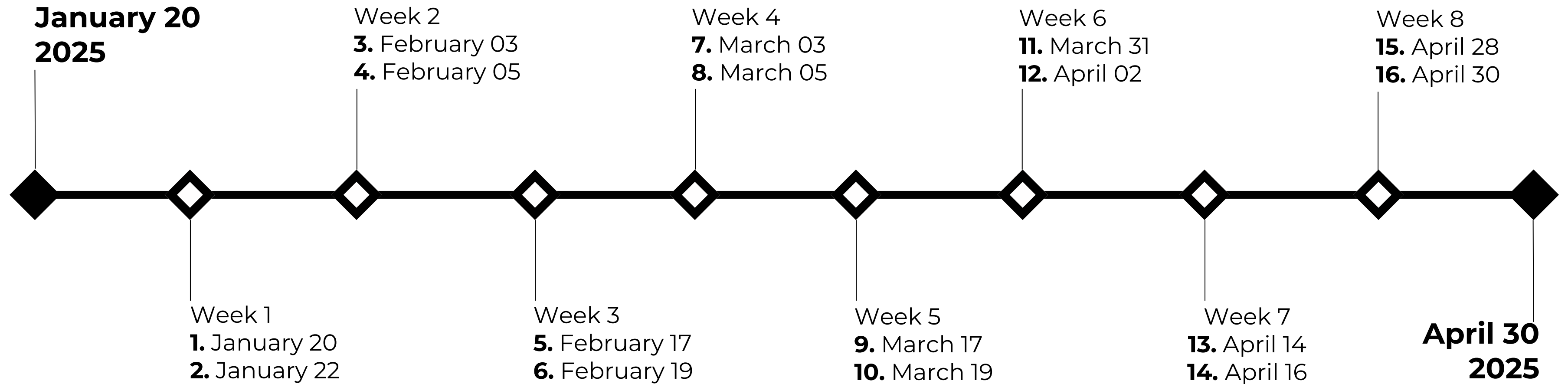
**Participants will work in international teams to develop business solutions that address environmental and food innovation challenges and have the potential leading to start-ups in the future.**





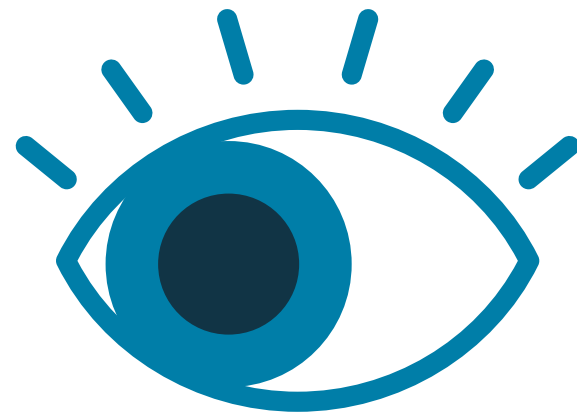
# When?

The YOUAREIN Business Game will run from January 20 to April 30, 2025, with sessions every other week.



# What does it include?

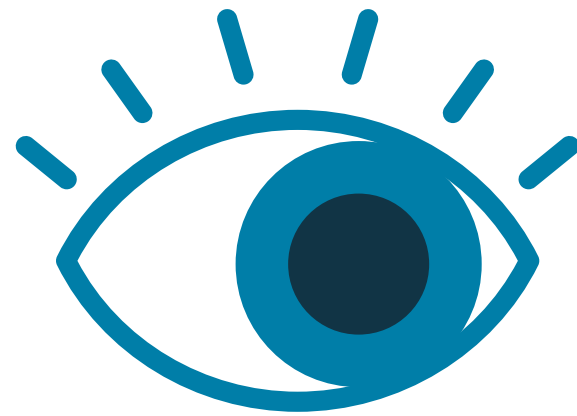
30+ hours of live sessions to  
develop the business idea:  
8 weeks, 2 sessions every other  
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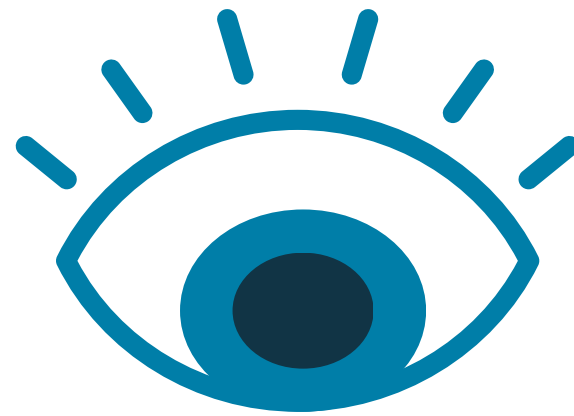


10 interactive interviews with experts from the agrifood sector



# What does it include?

30+ hours of live sessions to develop the business idea:  
8 weeks, 2 sessions every other week, 2 hours per session



10 interactive interviews with experts from the agrifood sector

Access to on-demand courses available on YOUAREIN's e-learning platform





# Program Structure



## Program Structure

# Week 1

# Introduction to the YOUAREIN Business Game

→ Participants will be introduced to the **Business Game's objectives**, and they will choose their working team. They will learn about the **sustainable food-business landscape** and **key industry challenges** thanks to the expert's interview.

**Session 1.** Welcome and Overview of the Sustainable Agri-Food Sector

**Session 2.** Industry Challenges and Team Formation

- **By the end of the week, participants will have:**
- Gained a clear understanding of the objectives, structure, and expectations of the YOUAREIN Business Game.
  - Developed an awareness of the sustainable agri-food sector and its key challenges.
  - Formed teams based on common interests in industry challenges.
  - Conducted their first brainstorming session, laying
  - the foundation for their business ideas.





# Week 2

## Business Idea Formulation

- Participants will focus on **formulating their business ideas** with their team. The teams will then engage in discussions and **brainstorming sessions** to define their roles, management structure and work on creating a **short presentation** about their challenge, which they will present in the next session.

**Session 3.** Developing your Business Team

**Session 4.** Team Research: What is your Sustainability Challenge?

- **By the end of the week, participants will have:**
- Defined roles and responsibilities within their teams.
  - Explored initial ideas and challenges related to sustainable agri-food solutions.
  - Completed preliminary research on their chosen challenge, preparing for further problem exploration.
  - Produced a 5-7 minute team presentation outlining their challenge and initial thoughts for their business solution.



# Week 3

# Problem Identification and Ideation

- Participants will **focus on problem identification and ideation**. Each group will present a framework of the sustainability challenge that their business aims to address, outlining existing solutions and ideas they may develop on their own. The session will also include an **expert presentation** on considering various stakeholders in sustainable businesses. Participants will conduct a stakeholder analysis, identifying key stakeholders, how their business will meet their needs, and the channels and **branding strategies** to engage them.

**Session 5.** Team Presentations on Sustainability Challenges

**Session 6.** Stakeholder Mapping and Engagement Strategy

- **By the end of the week, participants will have:**
- Presented a detailed problem framework for their sustainability challenge, demonstrating familiarity with existing solutions.
  - Mapped out key stakeholders, developing an engagement strategy to address their needs and concerns in the context of their business idea.



# Week 4

## Solution Development Part 1

- Participants will **focus on solution development**. An expert will introduce the **Business Model Canvas** and guide participants on how to use it to structure their business ideas. The teams will apply this tool to begin building their business model canvas, laying the foundation for their proposed solutions.

**Session 7.** Creating the Business Model Canvas

**Session 8.** Design Thinking for Sustainable Business

- **By the end of the week, participants will have:**
- Applied the Business Model Canvas to structure their emerging business ideas.
  - Leveraged design thinking to refine their approach to environmental sustainability.
  - Identified key tools and methods to measure the environmental impact of their proposed solution, ensuring transparency and accountability.





# Week 5

## Solution Development Part 2

- Participants will continue developing their solutions. The first session starts with an **expert presentation on prototyping in sustainable business design**. Teams will then have time to develop a **basic prototype**. The second session covers business plan development with a focus on the creation of **sustainable business plan for the food industry**.

**Session 9.** Prototype Creation and Refinement

**Session 10.** Drafting the Sustainable Business Plan

- **By the end of the week, participants will have:**
- Created a basic prototype of their sustainable business solution.
  - Drafted the initial components of a sustainable business plan, incorporating stakeholder needs and sustainability measures.
  - Explored real-world examples from the food industry to enhance their own business model and plan.



# Week 6

## Pitch Preparation

- Participants will **focus on pitch preparation**, with expert presentations on effective pitch techniques, storytelling, and what investors look for in pitches. The remainder of the session will be dedicated to allow participants to prepare their pitches for the final presentation.

**Session 11.** Securing Funding: What Investors Look For

**Session 12.** Preparing the Pitch Delivery By the end of the week, participants will have:

- **By the end of the week, participants will have:**
- Refined their pitch delivery techniques, incorporating effective storytelling and persuasion strategies.
  - Prepared a preliminary version of their pitch, ready for feedback in the final rehearsal session.



# Week 7

## Pitch rehearsal & Final Reviews

- Participants will **prepare and rehearse their pitches**. They will have the opportunity to **ask moderators for feedback** and finalize and refine their presentations, ensuring they are ready for the final evaluation.

**Session 13.** Final Pitch Preparations

**Session 14.** Pitching to the Panel: Final Presentations (Part 1)

**By the end of the week, participants will have:**

- 
- Finalized the details for their final pitch.
  - Received final feedback on all outputs from the Business GameWeek 8: Final Presentation and Reflection





# Week 8

## Final Presentation and Reflection

- Participants will **present their business proposals** to a panel of judges, who will provide feedback, ask questions, and select a winner. The final session ends with an award and closing ceremony, where winners are announced, outstanding contributions are recognized, and participants have an opportunity to reflect on their experience with their group, taking about of the feedback from the panel.

**Session 15.** Pitching to the Panel: Final Presentations (Part 2)

**Session 16.** Awards Ceremony and Program Reflection

**By the end of the week, participants will have:**

- 
- Delivered a polished pitch to a panel of judges, receiving critical feedback on their business proposal.
  - Reflected on their business model, identifying gaps, areas for improvement, and next steps for development.
  - Developed a stakeholder engagement plan, outlining how they will continue to involve key players as they move forward with their business ideas post-competition.



# Launch Webinar

**November 20, 2024**

**16.00-16.45 CET**

03



## Launch Webinar

# What is it for?

- ➔ During the Launch Webinar you will receive more information about the Business Game and meet some of the moderators and partners of the YOUAREIN project.
- ➔ In addition, during the Launch Webinar there will be a Q&A session where you can ask questions to get direct answers.





# When?

The Business Game's lunching webinar will take place online on the **20th of Novembre, 2024 from 16h-16h45 CET**

# How to register?

[Click to register](#)



Scan to register



Why participate in the  
**YOUAREIN** Business Game?

04



Why participate in the  
YOUAREIN Business Game?

**Participating in the YOUAREIN Business Game is an excellent opportunity for young students to bridge the gap between academic knowledge and real-world application, setting a strong foundation for their future careers in the agrifood sector**





Why participate in the  
YOUAREIN Business Game?

# Practical experience:

Gain hands-on **experience by working on real-world challenges** in the **agri-food sector**, enhancing practical knowledge and skills.

# Networking opportunities:

**Connect** with peers, professors, industry experts, and potential employers, expanding their professional network.



Why participate in the  
YOUAREIN Business Game?

# Expert guidance:

Benefit from **insights and feedback** from **experienced entrepreneurs and experts**, aiding in the development of innovative solutions.

# Skills development:

**Improve essential skills** such as teamwork, problem-solving, business planning, and pitching, which are valuable in any career.



Why participate in the  
YOUAREIN Business Game?

# Career advancement:

**Stand out to future employers** by showcasing participation in a competitive program funded by the European Union, focused on sustainable entrepreneurship.

# Internship opportunity:

Compete for the chance to win an online internship with **Food Hub**, providing further training and career development. Food Hub is an **Italian company that facilitate innovation in the agri-food sector** through information, training and open-innovation activities.





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