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www.globalsf.biz

GlobalSF : So Future Grand Challenge



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Urban Food Systems

The GlobalSF So Future Grand Challenge is for entrepreneurs and companies from around the world to propose solutions to urban food system challenges in the San Francisco Bay Area with the potential for global scale.

GlobalSF will select startups and scale-ups to participate in Berkeley SkyDeck's Global Innovation Partner (GIP) Program and receive global expansion, acceleration, and investment opportunities. The Challenge offers global recognition and fosters growth and new opportunities for international startups in the SF Bay Area.

The program will generate a pipeline of innovative solutions to food system challenges to support a circular economy and a sustainable, equitable, and resilient future.



Introduction

A grand challenge is a strategic initiative to focus attention and innovation to make an impact. By aligning challenges set by the public and private sector and leveraging resources to support solutions, the program will source innovation and investment, focus global innovation on making an impact in Northern California while building opportunities for global growth.

The GlobalSF : So Future Grand Challenge is a collaboration between innovators, policymakers, and funders to attract the world's top food and agtech companies to Northern California.

The annual initiative is a platform to discover and support solutions to food system challenges and to leverage resources to scale innovation globally.”

California as an AgriFoodTech Center

California is a food and agriculture powerhouse, while the Bay Area leads as a center for technology and venture capital. The San Francisco Bay Area offers unique advantages to companies innovating along the food systems value chain and defining the future of food globally.

California is the largest in the U.S. and the world's 5th largest food and agriculture producer, and the agrifood sector is a \$7.8 trillion industry. A concentration of talent, capital, academic institutions, government support, and connectivity make California and the San Francisco Bay Area the top food and agtech center of the world.

A concentration of talent, capital, academic institutions, government support, and connectivity make California and the Bay Area the top center for agrifood-tech development globally.



GlobalSF So:Future Grand Challenge - Urban Food Systems

The annual GlobalSF So:Future Grand Challenge, in partnership with the City and County of San Francisco and the State of California Governor's Office of Business and Economic Development (GO-Biz), provides an opportunity for companies to make a global impact while expanding to California.

Aligned with the UN Food Systems Summit to achieve the Sustainable Development Goals (SDGs) by 2030, the 2021 Challenge focuses on attracting companies with solutions to transform urban food systems to be sustainable, equitable, healthy, and resilient.

Urban Food Systems

COVID-19 has revealed massive inefficiency, vulnerability, social inequality, and waste throughout the global food system. With an estimated global population of 10 billion by 2050 and over two thirds of the population living in cities, urban food systems provide an immediate opportunity for innovators to make an impact.

The San Francisco Bay Area offers both the ideal challenge and set of resources for companies seeking global scale and impact, while urban food system change is a unique lever to systematically address human health, environmental sustainability, equity, and resilient economic growth.

Urban food systems intersect complex and interdependent challenges facing cities in addition to California's regional food systems, transportation, and housing systems. Creating thriving urban food systems is in turn affected by social inequalities, supply chains, city zoning requirements, food waste, social and economic resources. Technology enabled food and agriculture interventions and solutions in California's cities can create strong food and agriculture economies affecting rural and urban stakeholders.

Impact

The GlobalSF So:Future Grand Challenge will recruit, identify, and attract the world's most innovative food and agtech companies with urban food system solutions, awarding finalists spots in Berkeley SkyDeck's GIP accelerator program and access to the Lab@AgStart, and continuous support from GlobalSF to help companies implement innovative ideas solutions in San Francisco, and ultimately, to scale their solutions globally. Companies not selected as finalists will have the opportunity to pay to join the GIP in October 2021-2022.

GlobalSF Grand Challenge will support the following three goals:



Attract investment and innovation to the Bay Area to reinforce an economy that is inclusive, resilient, and sustainable



Support solutions to global challenges taking place at the local level while accelerating impact-driven companies and technologies with the ability to scale globally



Position the Bay Area and California as the premier global hub for food and agtech innovation, investment, and growth while strengthening relationships with global partners



Grand Challenge Committee

The GlobalSF Grand Challenge Committee advises and determines the Challenge selection criteria and members serve as judges to select finalists. Members of the committee include government officials at the local City and State levels as well as industry experts in food and agriculture technology.

Brian Strong

Chief Resilience Officer and
Director, San Francisco Office
of Resilience and Capital
Planning

Mark Chandler

Director of the San Francisco
Mayor's Office of International
Trade and Commerce

Caroline Winnett

Executive Director,
Berkeley SkyDeck

George Panagiotakopoulos
Global Innovation and Partnerships
Director, Berkeley SkyDeck

John Selep
President, AgStart and Managing
Partner, AgTech Innovation
Partners

Sara Ahmed Holman
VP Growth & Partnership,
Innovation Endeavors

Manuel Gonzalez
Partner, AgFunder

Tanya Holland
Chef and Owner,
Brown Sugar Kitchen

Caesaré Assad
Chief Executive Officer,
Food System 6
Accelerator

Alexa Kielty
Residential Zero Waste,
San Francisco Department
of the Environment

Kaina Pereira
Senior Advisor, Business Development
and International Trade - California
Governor's Office of Business and
Economic Development (GO-Biz)

Partners



- California Department of Food and Agriculture State of California
- Governor's Office of Business and Economic Development (GO-Biz)
- City and County of San Francisco Office of Innovation
- San Francisco Department of the Environment
- Thrive/SVG Ventures
- MISTA
- FS6
- San Francisco Bay Area Consular Corps, Foreign Trade Offices and International Business Organizations



Berkeley SKYDECK

Global Innovation Partners (GIP) Program hosts startups to be accelerated for a three month period. SkyDeck welcomes GIP startups from various industries and across different funding stages. Most GIP teams are interested in international expansion beyond their home country. SkyDeck provides GIP teams with access to informative workshops, networking events, advising office hours with industry experts, and a showcase event with 100+ attendees, among which include investors, advisors, and mentors. By the time GIP teams finish the program they report feeling significantly more confident with launching internationally and a network to do so. GIP teams are granted dedicated workspace on SkyDeck's third floor and have access to all of SkyDeck's facilities. SkyDeck's Global Innovation Partner manager works with the companies to facilitate custom programming tailored towards their goals. SkyDeck's current Global Innovation Partners include GungHo Space in China, National Applied Research Laboratories in Taiwan, and Milano Innovation District in Italy.



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Timeline

May 2021	Global Application Launched
June 2021	Application Deadline
July 2021	30 Finalists are Selected
September 2021	Winning Companies Announced
October 2021	GIP program begins

GlobalSF Grand Challenge Sponsorship

Grand Challenge Sponsors share our vision to accelerate impactful solutions to food system transformation.

The GlobalSF Grand Challenge will create a pipeline of top startups from around the world. GlobalSF's unique capability to convene the public and private sector to take action on regional and global initiatives, provides a valuable platform for sponsors and global startups solving food system challenges in the Bay Area with potential for global scale.



01 Grand Challenge Partners

Includes all benefits of the Lead Sponsor in addition to:

- Title sponsorship for GlobalSF Grand Challenge pilot programs
- Opportunity to pilot solutions in partnership with selected startups, GlobalSF, and Berkeley SkyDeck
- Opportunity to send additional startups to Berkeley SkyDeck for proof of concept and acceleration
- Opportunity to access full cohort of companies applying to the GlobalSF Grand Challenge program
- Option to sponsor a pop up urban food lab in the San Francisco Bay Area (with opportunities to host lab in global cities)

\$ 100,000 +

02 Lead Sponsor

- Recognition as a Lead Sponsor with company logo on all GlobalSF So:-
- Future Grand Challenge marketing collateral
- Participate as speaker at the Grand Challenge reception in September 2021
- Opportunity to sponsor and suggest companies for a pilot (planned in close consultation with GlobalSF)
- Participant in the selection process and join the Challenge Committee together with government and industry leaders
- Customized company content featured in all marketing materials - newsletter, website, video, podcast, and social media
- Access to global startups, GlobalSF's extensive network of partners
- Opportunity to host virtual roundtable or other high impact events (planned in close consultation with GlobalSF)
- Full list of Grand Challenge reception attendees

\$ 75,000 +

03 Gold Sponsor

- Recognition as a Gold Sponsor with company logo on all GlobalSF So
- Future Grand Challenge marketing collateral
- Participate as speaker at the Grand Challenge reception in September 2021
- Participant in the selection process and join the Challenge Committee together with government and industry leaders
- Customized company content featured in all marketing materials - news-letter, website, video, podcast, and social media
- Access to global startups, GlobalSF's extensive network of partners
- Opportunity to host virtual roundtable or other high impact events (planned in close consultation with GlobalSF)
- Full list of Grand Challenge reception attendees

\$ 50,000 +

04 Silver Sponsor

- Recognition as a Silver Sponsor with company logo on all GlobalSF So:
- Future Grand Challenge marketing collateral
- Customized company content featured in all marketing materials - news-letter, website, video, podcast, and social media
- Access to global startups, GlobalSF's extensive network of partners
- Opportunity to host virtual roundtable or other high impact events (planned in close consultation with GlobalSF)
- Full list of Grand Challenge reception attendees

\$ 25,000 +



05 Program Sponsor

We will work with your company to identify sponsorship opportunities as part of the GlobalSF So:Future Grand Challenge

- Recognition as a Program Sponsor with company logo on all GlobalSF So:Future Grand Challenge marketing collateral
- Company content featured in all marketing materials - newsletter, website, video, podcast, and social media

\$ 5,000 - \$25,000
