

Selection Criteria By Award Level

Category	Seed Grant Applicant	Growth Grant Applicant	STF Grand Prize Applicant
Preliminary Review	Application meets the grant requirements of IFT, based on a review of your organizational and financial documents. See Application Process section of website for more information.	Application meets the grant requirements of IFT, based on a review of your organizational and financial documents. See Application Process section of website for more information.	Application meets the grant requirements of IFT, based on a review of your organizational and financial documents. See Application Process section of website for more information.
Mission and Vision	Application has a vision and mission statement.	Application has a vision and mission statement.	Application has a vision and mission statement.
Innovative	Project is innovative and creates or leads to something new that is beneficial and applicable.	Project is innovative and creates or leads to something new that is beneficial and applicable.	Project is innovative and creates or leads to something new that is beneficial and applicable.
Project Documents	Application provides a clear and feasible budget and timeline that includes activities, deliverables, and milestones. Has completed the Budget Template. Suggested duration of grant spending is not more than 12 months.	Application provides a clear and feasible budget and timeline that includes activities, deliverables, and milestones. If the Growth Grant applicant is a for-profit early stage or emerging entity, it will have developed a business plan including how the grant money will be spent (scope, timeline, budget). Has completed the Budget Template. Suggested duration of grant spending is not more than 24 months.	Application provides a clear and feasible budget and timeline that includes activities, deliverables, and milestones. If the Grand Prize applicant is a for-profit early stage or emerging entity, it will have developed a business plan including how the prize money will be spent (scope, timeline, budget). Has completed the Budget Template. Suggested duration of award spending is not more than 24 months.
Multidisciplinary Project Team and DEI	Project team is multidisciplinary in nature and has either team members or significant input from multiple disciplines (e.g., Health and Nutrition, Life Sciences, Food or Ag Science and Engineering, Environmental Science, Food Policy, Economics, and Consumer Behavior). This could include having core team members or advisors from different disciplines contributing to the innovation. The team ensures that diversity, equity, and/or inclusion is applied to project development and deployment.	Project team has taken a multidisciplinary approach. The innovation incorporated perspectives of multiple disciplines (e.g., Health and Nutrition, Life Sciences, Food or Ag Science and Engineering, Environmental Science, Food Policy, Economics, and Consumer Behavior). This could include having core team members or advisors from different disciplines contributing to the innovation. The team ensures that diversity, equity, and/or inclusion is applied to project development and deployment.	Project team has taken a multidisciplinary approach in creating and implementing the innovation. The innovation incorporated perspectives of multiple disciplines (e.g., Health and Nutrition, Life Sciences, Food or Ag Science and Engineering, Environmental Science, Food Policy, Economics, and Consumer Behavior) in creating and implementing their innovation. Has team members and/or advisors from different disciplines contributing to the innovation. The team ensures that diversity, equity, and/or inclusion is applied to project development and deployment.
Alignment with Seeding The Future Foundation	The project/innovation is aligned with Seeding The Future Foundation's Vision and Mission, included below.	The project/innovation is aligned with Seeding The Future Foundation's Vision and Mission, included below.	The project/innovation is aligned with Seeding The Future Foundation's Vision and Mission, included below.
Innovation Focus Area Alignment	Application demonstrates that the innovation benefits at least one, ideally two of the following domains while not having a negative impact on the other domains: <ul style="list-style-type: none"> • Safe and nutritious food for a healthy diet • Sustainable, regenerative practices • Improve equitable access, affordability, attractiveness and/or empower more conscious consumer behavior 	Application demonstrates that the innovation benefits at least two, ideally three of the following domains while not having a negative impact on the remaining domain: <ul style="list-style-type: none"> • Safe and nutritious food for a healthy diet • Sustainable, regenerative practices • Improve equitable access, affordability, attractiveness and/or empower more conscious consumer behavior • Provides a preliminary perspective on whether the innovation aligns with existing food policy frameworks or if policy shift may be needed to maximize its potential. 	Application demonstrates that the innovation benefits at least two, ideally three of the following domains while not having a negative impact on the remaining domain: <ul style="list-style-type: none"> • Safe and nutritious food for a healthy diet • Sustainable, regenerative practices • Improve equitable access, affordability, attractiveness and/or empower more conscious consumer behavior • Provides a perspective on whether the innovation aligns with existing food policy frameworks and if not, what policy shifts may be beneficial to maximizing the potential of the innovation or if new policy may be needed.
No Negative Impact	Applicant confirms that the innovation will not negatively affect any of the Innovation Focus Area Domains e.g.: a) safe and nutritious food for a healthy diet; b) sustainable and regenerative practices with no or minimal waste and food loss; and c) equitable access, affordability, attractiveness and empowerment of conscious consumer behavior.	Applicant confirms that the innovation will not negatively affect any of the Innovation Focus Area Domains e.g.: a) safe and nutritious food for a healthy diet, b) sustainable and regenerative practices with no or minimal waste and food loss, and c) equitable access, affordability, attractiveness and empowerment of conscious consumer behavior.	Applicant confirms that the innovation will not negatively affect any of the Innovation Focus Area Domains e.g.: a) safe and nutritious food for a healthy diet, b) sustainable and regenerative practices with no or minimal waste and food loss, and c) equitable access, affordability, attractiveness and empowerment of conscious consumer behavior.
Communication of the Innovation's Benefit	Application describes how the benefit of the innovation on the food system or the environment can be communicated to the end user or consumer.	Application describes how the benefit of the innovation on the food system or the environment is communicated to the end user or consumer and what data are being gathered to gain insights on consumer or stakeholder perceptions.	Applicant has created consumer insights based on data that show how consumers or stakeholders trust, view, or adopt the innovation.
Maturity	Application provides a clear description of evidence from early experiments that demonstrates that the innovation is feasible . <i>note:</i> Seed Grant awardees may also be able to advance to higher award levels in subsequent years upon successful completion of the required criteria for those levels.	Application provides a clear description of experiments, pilot studies, or activities that demonstrate that the innovation is doable and scalable . Provides initial projections on economic feasibility. <i>note:</i> Growth Grant awardees may also be able to advance to the grand prize award level in subsequent years upon successful completion of the required criteria for that award.	Application provides a clear description of activities that demonstrate that the innovation is doable, scalable and economically feasible at scale .
Projected Impact	Applicant has provided reasonable judgment of the number of people impacted (for example 1, 10, 100 million), and/or the size of the impact on the environment (for example CO2 emission, reduction of land/water/CO2 footprint, post-harvest loss or food waste reduction in %) over the short, mid, and long term (for example over 5, 10, 15 years). Also, if applicable, applicant provides a perspective on how the innovation will affect other food system value chain stakeholders (for example farmers, producers, retailers).	Applicant has generated and / or gathered preliminary data and/or information for an order-of-magnitude assessment of the number of people impacted (for example 1, 10, 100 million), and/or the size of the impact on the environment (for example CO2 emission, reduction of land/water/CO2 footprint, post-harvest loss or food waste reduction in %) over the short, mid, and long term (for example over 5, 10, 15 years). Also, if applicable, applicant provides a perspective on how the innovation will affect other food system value chain stakeholders (for example farmers, producers, retailers).	Applicant has generated and / or gathered preliminary data and/or information for an order-of-magnitude assessment of the number of people impacted (for example 1, 10, 100 million), and/or the size of the impact on the environment (for example CO2 emission, reduction of land/water/CO2 footprint, post-harvest loss or food waste reduction in %) over the short, mid, and long term (for example over 5, 10, 15 years). Also, if applicable, applicant provides a perspective on how the innovation will affect other food system value chain stakeholders (for example farmers, producers, retailers).
Risk	Applicant provides an initial assessment of potential challenges and risks the innovation faces in the near and long term (e.g., science or technology related, consumer related, geopolitics, policy) as well as mitigation strategies.	Applicant provides a reasonable assessment of potential challenges and risks the innovation faces in the near and long term (e.g., science or technology related, consumer related, geopolitics, policy) as well as mitigation strategies.	Applicant provides a realistic assessment of potential challenges and risks the innovation faces in the near and long term (e.g., science or technology related, consumer related, geopolitics, policy) as well as mitigation strategies.

Seeding The Future's Vision is a global food system that always provides equitable access to safe, nutritious, trusted, affordable and appealing food for everyone and improves the health of people and our planet by being sustainable, resilient and regenerative. Our moonshot goal is to affect the lives of one billion people.

Seeding The Future's Mission is to seed and support impactful initiatives and organizations that create and accelerate the pace of innovation that transform food systems to become more nutritious, regenerative and equitable for everyone in alignment with our vision.