

Application Questions

Category	Question Title	Question	Applicable Level		
			Seed Grant	Growth Grant	Grand Prize
Basic Information	Project Title	Please provide a title for your proposed project.	<div></div>	<div></div>	<div></div>
	Submitting Organization	Provide the name, website, email address, country, & phone number for the submitting organization.	<div></div>	<div></div>	<div></div>
	Organization Type	Is the submitting organization a nonprofit, academic or research institution, for-profit company, or other? If other, please specify.	<div></div>	<div></div>	<div></div>
	Award Level	What award are you applying for: Seed Grant, Growth Grant, or Grand Prize? Please refer to the Challenge's eligibility criteria to determine the appropriate level for your project.	<div></div>	<div></div>	<div></div>
	Attestation	Please review the award agreement and indicate here that you have read the agreement and are able to abide by the rules and are authorized to enter into an agreement. If there are any exceptions you would like to request, please list them. Exceptions will be considered but are not guaranteed.	<div></div>	<div></div>	<div></div>
Financial and Organizational Documents	For US and European for-profit organizations	<ul style="list-style-type: none">• Most recent financial statement that includes a budget and revenue (including disclosure of current levels of investment)• Articles of incorporation or similar documents• Tax Identification Number (US) or tax status documentation• Certificate of good standing, indicating that the business is properly registered with the state	<div></div>	<div></div>	<div></div>
	For US-based non-profit organizations	<ul style="list-style-type: none">• Most recent financial statement (audited financials preferred but not required)• Most recent 990• IRS letter of determination	<div></div>	<div></div>	<div></div>
	For non-profit organizations based outside of the US	<ul style="list-style-type: none">• Most recent financial statement (audited financials preferred but not required)• Documentation verifying that the applicant organization is currently registered as a non-profit organization (equivalent to a US 501(c)(3) public charity) in its country. Please note that IFT may follow up to request additional documentation to verify the applicant's non-profit status.	<div></div>	<div></div>	<div></div>
	For Academic or Research Institutions	<ul style="list-style-type: none">• Most recent 990 OR most recent financial statement/annual report• Department-level budget that includes disclosure of current or pending grants/awards• Tax Identification Number (US) or tax status documentation	<div></div>	<div></div>	<div></div>
Application Overview	Mission & Vision	What is the Mission and Vision of your organization or team? (less than 100 words)	<div></div>	<div></div>	<div></div>
	Executive Summary	Provide a short and clear summary description of the innovation you are working on. (less than 100 words) Explain why it is important and what it contributes that is new. (less than 200 words) <i>Please note: The definition of Innovation in the context of this challenge is a NEW idea, method, or application which will be BENEFICIAL (for example, related to safe and nutritious food, the environment, or end-user/consumer). Please be concise. A question for a more detailed description of the Benefits related to the Innovation Focus Area Domains will follow.</i>	<div></div>	<div></div>	<div></div>
Project Documents	Budget	Use the Budget Template to provide an itemized budget for your project, including expenses and potential income. Please include your proposed use of the award funds. If you are a for-profit entity applying for the Prize, please include your business plan.	<div></div>	<div></div>	<div></div>
	Timeline	Attach a timeline for your proposed project, including activities, deliverables, and major milestones.	<div></div>	<div></div>	<div></div>
Project Team	Multidisciplinary	Describe your multidisciplinary approach, for example, how your project incorporates 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 designing and implementing your innovation. (less than 150 words) Provide brief background information on your core team members and/or advisors. Do not include full resumes. (less than 150 words)	<div></div>	<div></div>	<div></div>
	DEI	Please describe how your team ensures that a diversity, equity, and/or inclusion lens is applied to your project development and deployment? This may apply to ideation, R&D, customer engagement and marketing, processes, launch, or other areas. (less than 500 words)	<div></div>	<div></div>	<div></div>
Alignment with Seeding The Future Foundation		<p>Provide a description how the innovation is aligned with Seeding The Future Foundation's Vision and Mission. (less than 150 words)</p> <p><i>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.</i></p> <p><i>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.</i></p>	<div></div>	<div></div>	<div></div>
Innovation Focus Area Alignment	Focus Area Alignment	Seed grant innovations should positively impact at least one, ideally two of the innovation focus area domains while not having a negative impact on the other(s). Describe the BENEFITS of your innovation and how they address the domains: (less than 300 words) <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 See detailed description of each area at the bottom of the document.	<div></div>		
		Growth Grant innovations should positively impact at least two, ideally three of the innovation focus area domains while not having a negative impact on the other. Describe the BENEFITS of your innovation and how they address the domains: (less than 300 words) <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 See detailed description of each area at the bottom of the document.		<div></div>	
		Seeding The Future Grand Prize innovations should positively impact at least two, ideally three of the innovation focus domains while not having a negative impact on the other. Describe the BENEFITS of your innovation and how they address the domains: (less than 300 words) <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 See detailed description of each area at the bottom of the document.			<div></div>
	Food Policy Framework	Provide a preliminary perspective on whether the innovation aligns with existing food policy frameworks (laws and regulations in the country or regions your innovation is targeting) or if a policy shift may be needed to maximize its potential. (less than 100 words)		<div></div>	
		Describe how your innovation aligns with existing food policy frameworks (laws and regulations in the country or regions your innovation is targeting). If not, what policy shifts may be beneficial to maximizing the potential of the innovation? How might you advance those shifts? (less than 100 words)			<div></div>
	Negative impact	Please indicate whether your innovation will negatively affect any of the Innovation Focus Area Domains. Y/N safe and nutritious food for a healthy diet. Y/N sustainable and regenerative practices with no or minimal waste and food loss; and Y/N equitable access, affordability, attractiveness and empowerment of conscious consumer behavior.	<div></div>	<div></div>	<div></div>
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Communication of the Innovation's Benefit		Describe how you would compellingly communicate the benefits of your innovation to a) the consumer and b) if applicable, to other key stakeholders (for example, farmers, producers, retailers). You may upload sample materials. (less than 300 words)	<div></div>		
		Describe how you compellingly communicate the benefits of your innovation to a) the consumer and b) if applicable, to other key stakeholders (for example, farmers, producers, retailers) and what data you are gathering to gain insights into how consumers trust, view and adopt the innovation. You may upload sample materials. (less than 300 words)		<div></div>	
		Describe based on generated or experimental data, consumer research or other research you have conducted, how you compellingly communicate the benefits of your innovation to a) the consumer and b) if applicable, to other key stakeholders (for example, farmers, producers, retailers). Include data-based information or insight that your team has generated about how consumers trust, view and adopt the innovation. You may upload sample materials. (less than 300 words)			<div></div>
Maturity		Provide a clear description or evidence from early experiments that demonstrate that the innovation is feasible. (less than 500 words)	<div></div>		
		Provide a clear description of experiments, pilot studies, or activities that demonstrate that the innovation is doable and scalable. Provide initial projections on economic feasibility. (less than 500 words)		<div></div>	
		Provide a clear description of experiments, pilot studies, or other activities that demonstrate that the innovation is doable, scalable and economically feasible at scale. (less than 500 words)			<div></div>
Projected Impact		Provide your best judgement about the approximate size (order-of-magnitude) of the expected short, mid, long term impact of the innovation (for example over 5, 10, 15 years) on the size of population (for example 1 million, 10 million, 100 million people), 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 those time horizons. Also, if possible, provide a perspective how the innovation will affect other food system value chain stakeholders (for example farmers, producers, retailers). (less than 500 words)	<div></div>		
		Provide, based on preliminary data and information, your best order-of-magnitude assessment of the size of the expected short, mid, long term impact of the innovation (for example over 5, 10, 15 years) on the size of population (for example 1 million, 10 million, 100 million people), 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 those time horizons. Also, if applicable, provide a perspective how the innovation will affect other food system value chain stakeholders (for example farmers, producers, retailers). (less than 500 words)		<div></div>	
		Provide, based on preliminary data and information, your best order-of-magnitude assessment of the size of the expected short, mid, long term impact of the innovation (for example over 5, 10, 15 years) on the size of population (for example 1 million, 10 million, 100 million people), and/or the size of the impact on the environment over (for example CO2 emission, reduction of land/water/CO2 footprint, post-harvest loss or food waste reduction in %) over those time horizons. Also, if applicable, provide a perspective how the innovation will affect other food system value chain stakeholders (for example farmers, producers, retailers). (less than 500 words)			<div></div>
		Please share insights and learnings based on data you've generated with consumers how your innovation enables consumers to make easier and better choices benefiting personal health and the environment. (less than 500 words)	<div></div>	<div></div>	<div></div>
			<div></div>	<div></div>	<div></div>
Risk		What potential challenges does your project face in the next year and foreseeable future? What specific risks (e.g., consumer distrust, geopolitics, or policy roadblocks) do you expect to face? How do you plan to mitigate these risks? (less than 300 words)	<div></div>	<div></div>	<div></div>

The Challenge aims to inspire game changing innovations that reside at the Innovation Focus Area where three domains intersect: safe and nutritious food for a healthy diet, food that is sustainably sourced and produced, and food that is accessible, appealing, affordable, and trusted by consumers. We believe that innovations within this focus area are essential for a successful food system transformation. To be eligible for a grant, an innovation should positively impact at least one or two of these domains, while not negatively affecting the remaining domain(s). To be eligible for the Seeding The Future Growth Grant and Grand Prize, the innovation must benefit at least two, and ideally all three of the domains, while not negatively impacting the remaining domain.

