



# tff challenge participant info pack

[www.tffchallenge.com](http://www.tffchallenge.com)

edition 2018 | version 4.0





do you dream  
of a better  
world?

yes (X) no ( )

**OH YEAH!  
ALL THE TIME**

THOUGHT FOR FOOD —

# welcome!

## the 2018 tff global challenge

**Thought For Food** invites the world's brightest, most passionate next generation innovators from around the world to take the lead in solving one of the biggest challenges facing our future: how are we going to feed 9+ billion people by 2050?

**We are building an Community of changemakers from all walks of life dedicated to making the world a better place.**

Together, we are scientists, designers, inventors, artists, farmers and foodies. We are digital media gurus and engineering wizards; doctors, politicians, business leaders, architects, social entrepreneurs and more.

**And we want you to join us!**

The 2018 TFF Challenge promises to be a bigger, better and even more mind-blowing experience than ever before!

**Don't miss out!**



# about us

## tff in a nutshell

Founded in 2011, **Thought For Food is a fast-growing Community** of 8,000+ youth from 130 countries around the world cross-fertilized by innovators, entrepreneurs, industry experts and thought leaders.

**Our annual TFF Challenge** calls on young leaders to explore the complex challenges of food security, as they generate and prototype new ideas that make a difference.

Our flagship **TFF Summit** serves as a launch pad for projects and relationships to take off.

Thought For Food aims to play a key role in **resolving global food security challenges** by tapping into the unique skills and talents of the Millennial generation, and by providing state of the art educational tools, mentorship, connections and seed funding.

## here's what we have in store for you!

You will have the opportunity to work in interdisciplinary teams of **3-5 people to design and develop a game-changing venture** that presents an unexpected solution to our Challenge question: how do we feed 9+ billion people by 2050?

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In June 2018, **10 teams will be selected as finalists and will join the 12 week Startup Bootcamp**. They will be paired with expert mentors, and it will culminate in a **week long training session leading up to the Global Summit** (to be announced early next year).

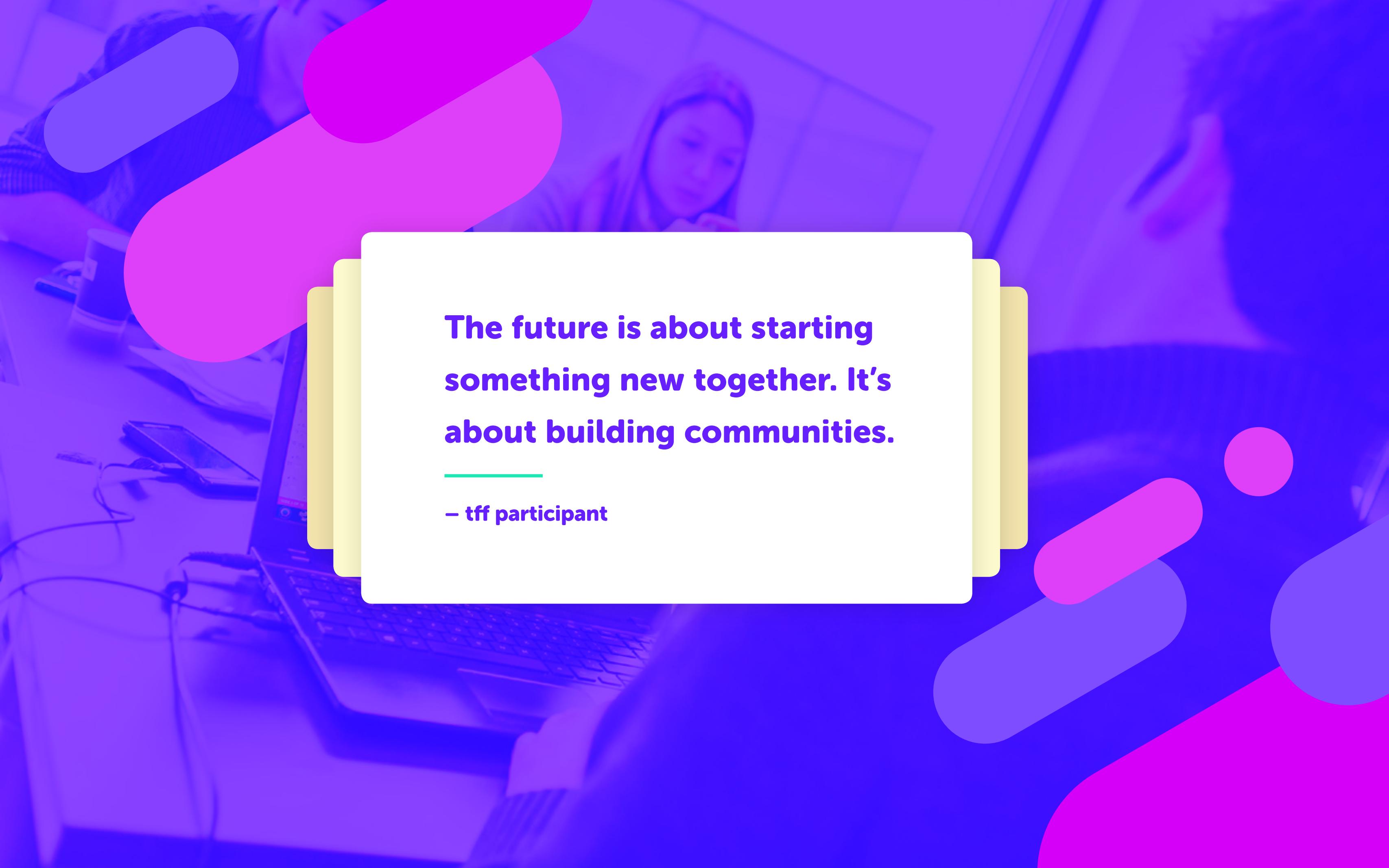
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Our epic TFF Global Summit provides a creative playground that fosters innovation and inspiration, and gives you the chance to shine.

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At our Summit, you'll **meet new friends and supporters from our incredible Global Community** of TFF-ers, you'll hear mind-expanding insights from our program of eminent speakers, and the finalist teams will **pitch their projects to the world**, for the chance to win up to **\$25,000 in grant funding**

**You will have the time of your life!** The TFF Challenge is definitely an experience you do not want to miss!



**The future is about starting  
something new together. It's  
about building communities.**

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– tff participant

THOUGHT FOR FOOD —

# the global challenge



## do you have what it takes?

Thought For Food is making the world a better place. And this is no easy task. As the Challenge runs its course, you will be encouraged to learn more, do more, and share your progress with others, every step of the way.

Over an exciting and fast-paced few months, you will be diving head-first into a new world, featuring creative brainstorming, social networking, design thinking, business plan building and much more.

Be prepared to work hard and see your progress and efforts pay off. Don't worry – **you'll have loads of fun too!**

# important info

## dates

You can signup and begin using the **Design Lab** on January 15<sup>th</sup>, 2018.

Make sure you **submit your pitch by May 4<sup>th</sup>, 2018**, to be eligible for the **Startup Bootcamp** and grant funding.

Summit and in-person training dates and location to be announced.

## next steps

1. Sign up on [www.tffchallenge.com](http://www.tffchallenge.com) starting on January 15, 2018.
2. Form your interdisciplinary **team of 3-5 participants**.
3. **Begin the TFF Challenge and develop your project.** You can follow along with the course or choose to do it in your own time.
4. **Change the world!**

## qualification

The TFF Challenge is open to anyone, anywhere under the age of 35.

Participants must join in teams of 3-5 people, ideally representing a breadth of disciplines. You can find your team members before or after you sign up.

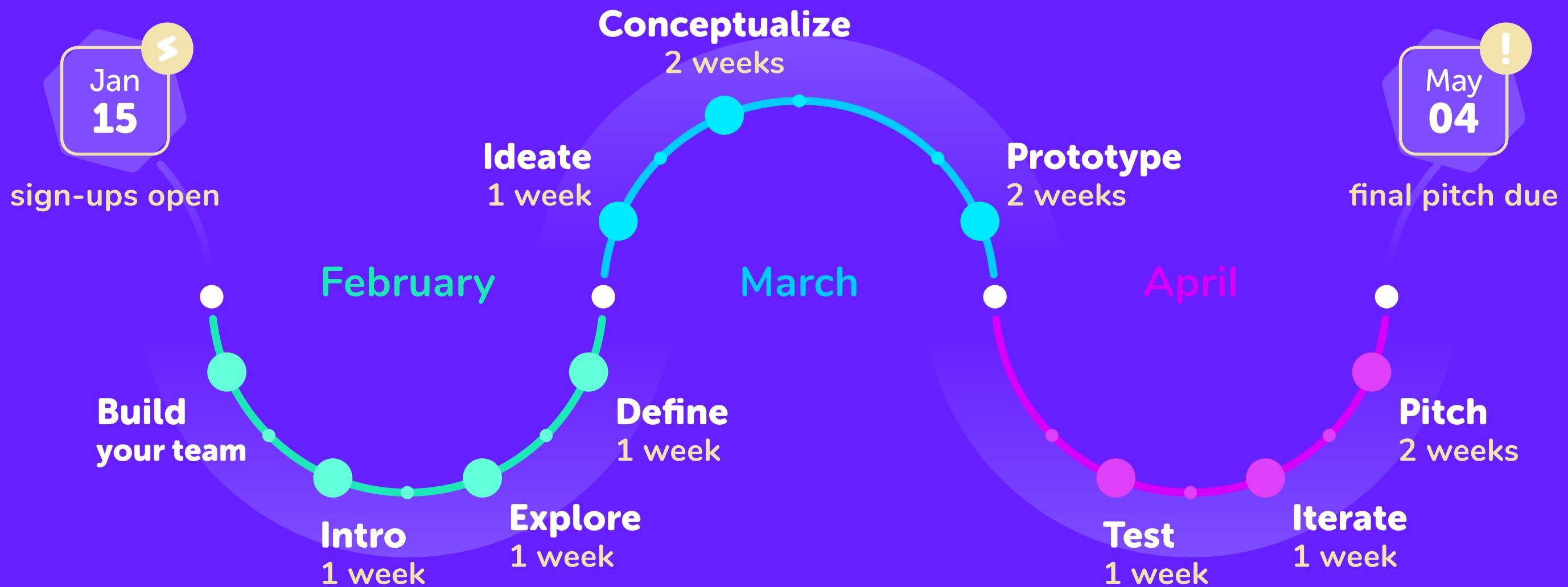
Check out the full contest rules and regulations at: [www.tffchallenge.com](http://www.tffchallenge.com)

**Any questions? Email us at:**

info@tffchallenge.com

THOUGHT FOR FOOD —

# design lab program



# what we are looking for

## 1. How innovative is the solution, really?!

Thought For Food commits to being at the cusp of new idea generation. You and your teammates will look to consolidate technologies and the latest resources to create a project that is fresh and exciting, in a way that has never been seen before.

## 2. Can the idea be implemented and scaled?

Food security solutions require short, medium, and long-term goals that shouldn't end when the competition is over. Your project should be implementable, with serious scalability potential on a global level.

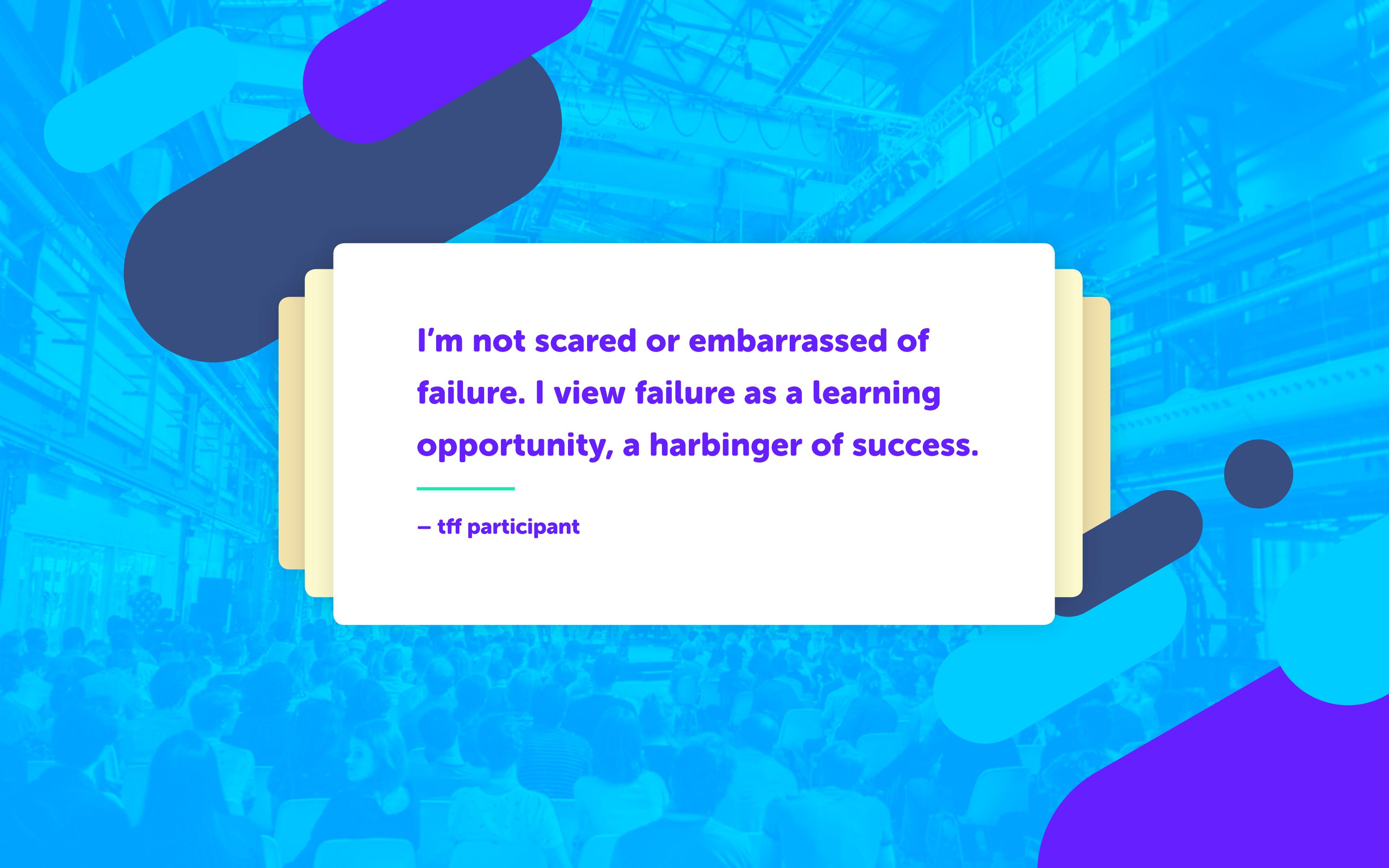
## 3. Is your solution unique?

Your project should stand out among the wide array of proposals, providing game-changing solutions for a better future. It should embody a "wow" factor so that it gets noticed in a noisy world of innovation and startups.

## 4. Does your team demonstrate passion, curiosity and commitment to get it done?

Being an innovator and an entrepreneur is one of the most exciting and rewarding things one can do. However, it is also a long and demanding journey.

Our judges will ask the questions above when evaluating your project. **Your team needs to demonstrate that you are able to withstand these challenges and truly deliver a solution that will improve lives.**



**I'm not scared or embarrassed of failure. I view failure as a learning opportunity, a harbinger of success.**

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– tff participant

THOUGHT FOR FOOD —

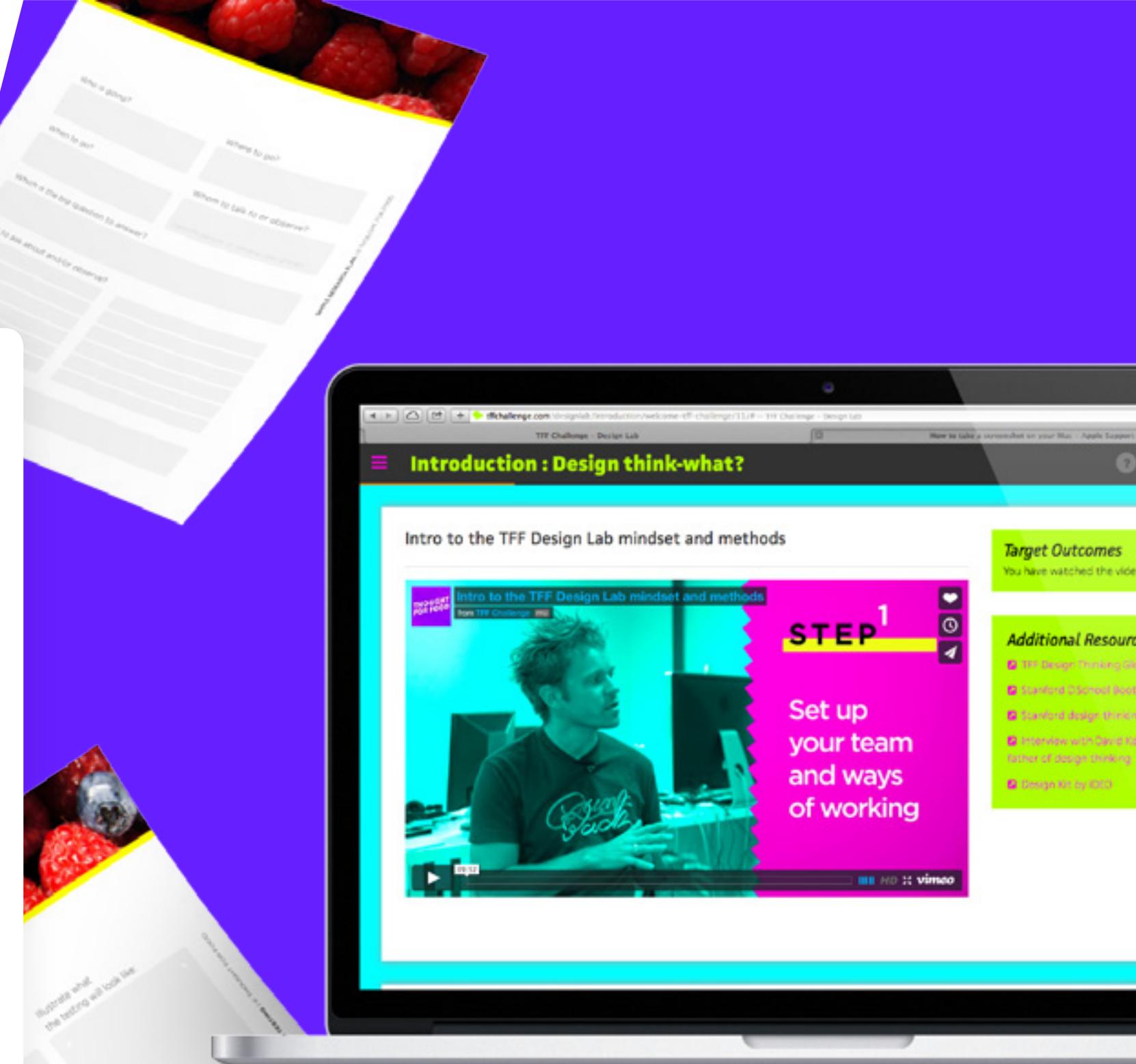
# the tools

## the design thinking lab

"less talk, more action!"

Once you join the TFF Challenge, you will gain access to the Design Lab. Created by renowned global experts in prototyping and design thinking methodology, **the Design Lab is a one-of-a-kind platform that will help you turn an idea into a reality.** It features eight different chapters - explore, define, ideate, conceptualize, prototype, test, iterate, and pitch. Each chapter contains a number of fun, timed activities that you can carry out to create your entry into the Challenge. Any blogs, documents, or videos you post become your very own home on the web!

While you are not required to complete the Design Lab to participate in the Challenge, we find teams that carry out all of the activities perform better than those that do not. **Everyone MUST submit their pitch by May 4th** in order to enter the Challenge and be considered for the Startup Bootcamp.



THOUGHT FOR FOOD —

# the tools

## the startup bootcamp

a custom pre-accelerator

The **10 finalist teams** will join the **10 week Startup Bootcamp** in which teams work with **world-renowned mentors** to develop and launch their own social enterprise. With a hands-on approach and the support of a large community of experienced entrepreneurs, the Bootcamp combines workshops and mentoring of emerging entrepreneurs, including pitch training.

Additionally, the **10 finalist teams** will receive an all-expenses paid trip\* to the city which will host the TFF Global Summit in autumn 2018. There, they will participate in a week-long pitch training to prepare for the live pitch at the TFF Global Summit.

\*Trip includes round-trip economy class plane ticket, accommodation and meals for days of the program.



THOUGHT FOR FOOD —

# the summit

## what to expect?

autumn 2018, location to be announced

The TFF Summit will be your chance to shine on a world stage. After months of collaborating online, you will have the opportunity to meet your fellow “TFF-ers”, as well as mentors, thought leaders, social entrepreneurs, artists, architects, and other amazing people from around the world, to exchange ideas and feed off each other’s energy. After all, you are the stars the world needs – and the ones we celebrate!

**At our Summit, you should most definitely expect the unexpected.** You will be inspired. You’ll roll up your sleeves and get to work changing the world. Expect lots of fun, and new friendships that will last a lifetime.

Our three-day experience offers a mind-expanding, goose-bump inducing program including the following:

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Inspirational TED-style speakers

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Interactive skill-building sessions and learning games

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Networking opportunities

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An exciting pitching contest

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Live announcement of the TFF Challenge winners

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DJs, dancing and a sensational after-party

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This is the most fun you’ll ever have at a conference!

Previously, we held the TFF Global Summit in **Berlin** (2013), **Lisbon** (2015), **Zurich** (2016) and [Amsterdam](#) (2017).

Check out the Summit after movie at [tffchallenge.com](#)

THOUGHT FOR FOOD —

# the prizes

## prizes along the way

are you gonna miss this? Join us!

By joining Thought For Food you are joining a movement of thousands of other youth from around the world, dedicated to feeding 9+ billion people by the year 2050.

When you become a TFFer, you become part of our family – we're here to support you and help you build the future you believe in.

Thought For Food is much more than a competition – **it is a movement and we want you to be part of it!**

If the experience, the friends, the learning, mentorship and the perks from Thought For Food's partners are not reasons enough to take part in the TFF Challenge, you can also win some fantastic cash prizes!

**\$10,000**

for the winning team

The winner of the TFF Challenge will get 10,000 in seed funding for their project.

**1**

**\$5,000**

runner up team

The runner up of the competition will win 5,000 in grant funding for their project.

**2**

**\$5,000**

**kirchner food fellows prize**

Selected by the Kirchner Food Fellows, based on which team they identify as the most promising to invest in.

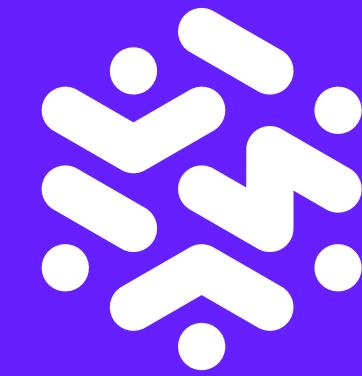


**\$2,500**

**take it to the farmer prize**



Selected by the Borlaug Institute for International Agriculture, based on which team they identify as having a strong impact directly on farmers.



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