

It's "CAPSELLA Incubation" time!

The CAPSELLA Incubation, the last step of the CAPSELLA Accelerator Programme, a complete innovation journey that excited and rewarded those who participate in it, is finally completed. The aim of this last phase was to prepare the CAPSELLA Business Plan Contest winning team for the real world in order to become a viable business in the future. This step was focused on three axes: business, technical and agroecology related and it was including housing, support services and mentoring.

Specifically, to improve the quality of the business plans to be submitted, all interested teams received extensive support in the formation of their business plans, that was offered via online and face to face meetings. The winning team of the CAPSELLA Business Plan Competition, Progragos, received further support in the acceleration of their idea, including support in the development of their business plan, support in developing their marketing strategy and support in resolving issues related to agrobiodiversity.

Training was also offered to the members of the winning team, ensuring a place for them in courses in several topics that were specified as needs from the team members: Marketing Strategy, Business Strategy, Lean Startup Management, Managing Intellectual Property and Financial Management.

Furthermore, hands on training on the CAPSELLA platform and on IT related issues was offered to them as well as working place in the co-working facilities of the α2-innohub, a prominent business incubator in Athens. A member of the Corallia team was also assigned as a mentor for the CAPSELLA Incubation winning team, following their progress during this phase and providing advice whenever needed.

Via the business support service, the further work on their business plan, the business trainings, the development of user requirements collection questionnaires and the first public presentations, the team managed to improve the business side of their idea. This was depicted in the further improvement of their business plan. Furthermore, through the meetings with experts they managed to further improve the agroecology related issues of their business idea, while with the hands on technical support they managed to improve the technical details of the implementation of the idea.

Mr. Konstantinos Georgiou from the Progragos team mentioned: "Our idea would never gain a form without the support of the CAPSELLA Acceleration Programme. A very supportive and inspired initiative, it gave us the motive we needed in order to promote our idea and evolve it. We learned a lot during the bootcamp and the Incubation phases and our progress was reflected on our business plan and the overall direction of the project. Regarding the Incubation Phase, we should thank CAPSELLA for providing us with all the means and connections necessary to enhance our knowledge. We are looking forward to continuing our project. As a team, we thank CAPSELLA again for supporting our first steps and giving us the opportunity to learn different things and experiment on our knowledge."

The CAPSELLA Incubation, -part of the CAPSELLA Acceleration Program- was organised by [Corallia - Athena Research Center](#) in collaboration with [Sant 'Anna - School of Advanced Studies, Aston University](#), [AgroKnow](#), [Rete Semi Rurali](#), [Zephyr](#), [We Deliver Taste](#), and [ZLTO](#).

About the CAPSELLA Acceleration Programme

The CAPSELLA Acceleration Programme facilitates the co-creation of disruptive and breakthrough solutions, business ideas and opportunities for supporting innovative, diversity-based, quality and health-centred food systems in Europe. We strengthen the ongoing transitions to agroecological, biodiversity based and organic practices and systems by opening up the innovation cycle and bringing together people from diverse backgrounds to co-create tomorrow's products and services, in the sustainable agriculture sector that is continuously growing despite the harsh economic environment. We propose a bottom up approach for the development of data driven solutions that will contribute to a greener and fair future with efficiency and transparency in the ecological, biodiversity based, organic agriculture sector. The CAPSELLA Acceleration Programme facilitates the co-creation of disruptive and breakthrough solutions, business ideas and opportunities for supporting innovative, diversity-based, quality and health-centred food systems in Europe. We strengthen the ongoing transitions to agroecological, biodiversity based and organic practices and systems by opening up the innovation cycle and bringing together people from diverse backgrounds to co-create tomorrow's products and services, in the sustainable agriculture sector that is continuously growing despite the harsh economic environment. We propose a bottom up approach for the development of data driven solutions that will contribute to a greener and fair future with efficiency and transparency in the ecological, biodiversity based, organic agriculture sector.

Contact Details

E: Panagiota Megagianni, E: capsella@corallia.org, T: 0030 210 6300787