



THRIVE
by SVG VENTURES

CANADIAN AGTECH: INNOVATION & INVESTMENT

Venture | Innovation | Acceleration

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OVERVIEW: THRIVE



THRIVE Canada in a Snapshot



INVESTMENT

SVG
VENTURES
Pioneer Fund

ACCELERATION

THRIVE Canada
Accelerator for Seed
Companies

THRIVE Global
Academy for Pre-Seed
Startups

INNOVATION

Corporate
Innovation



ECOSYSTEM

Demo Days and
Thought Leadership
Events

Startup and Mentor
Database

Meet the THRIVE Canada team



John Cassidy, Canada
Managing Director



Lisa Merdjan, Academy
Manager



Dawn Trautman,
Venture Studio &
Innovation Manager



Justin Massar, Canada
Accelerator Manager



Spencer Graling,
Program Associate



Coleton Fisher,
Academy Associate



Haley Massong,
Corporate
Innovation Manager

- 7 team members
across 3 provinces

ABOUT US

Our Vision

Advancing food and agriculture for a more sustainable future

#1
Top Agtech Investor
Pitchbook, 2022

#1
Top Agrifood Accelerator
Agfunder Awards, 2019

40+
Corporate Clients

\$1 billion
Value created

100+
Countries reached

9,000+
Global founder private network



THRIVE Innovation Ecosystem

Innovation & Investment Platform for Startups



Thrive Accelerator + Academy
4000+ applications
100+ alumni

Corporate & Regional Challenges
2,000+ Applicants

Global THRIVE Platform
9,500+ Start ups

SVG Ventures Portfolio
80+ Start ups

Proprietary deal flow

- **9 Years of Global Accelerator**
- **THRIVE Global Academy**
- **Global challenges**

- Canada Challenge
- Europe Challenge
- Australia Challenge
- LATAM Challenge
- Africa Challenge

- **Corporate programs & validation**

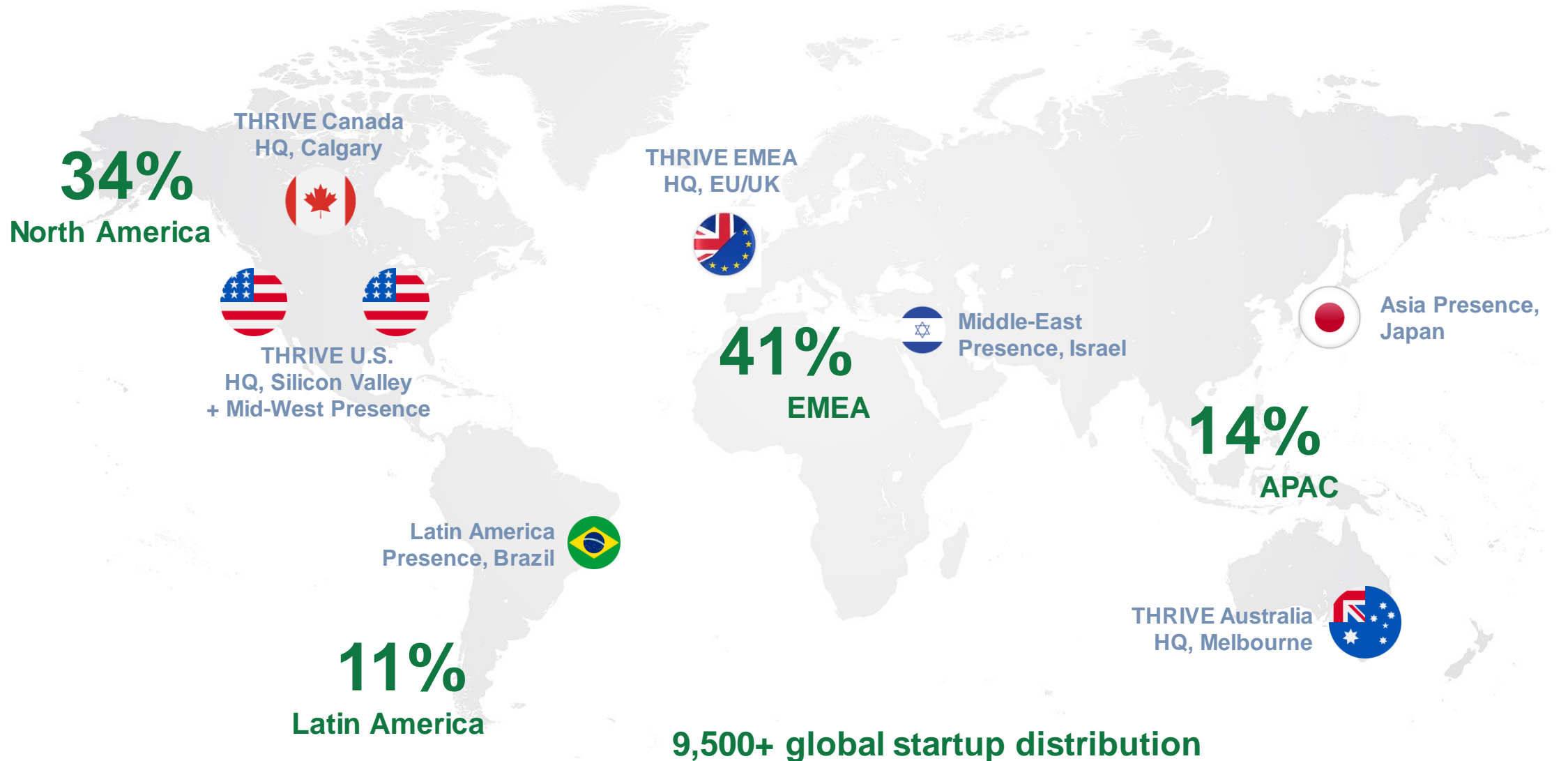
- Bayer Sustainability Challenge
- Global Impact Challenge
- THRIVE | Shell Climate-Smart Ag Challenge
- CEA Driscoll's /Plenty

- **THRIVE Navigator system**

- 9,500 + start ups

- **SVG Ventures portfolio**

THRIVE's Global Ecosystem



THRIVE's Corporate Network Spans The Agrifood Value Chain



Government

Impact

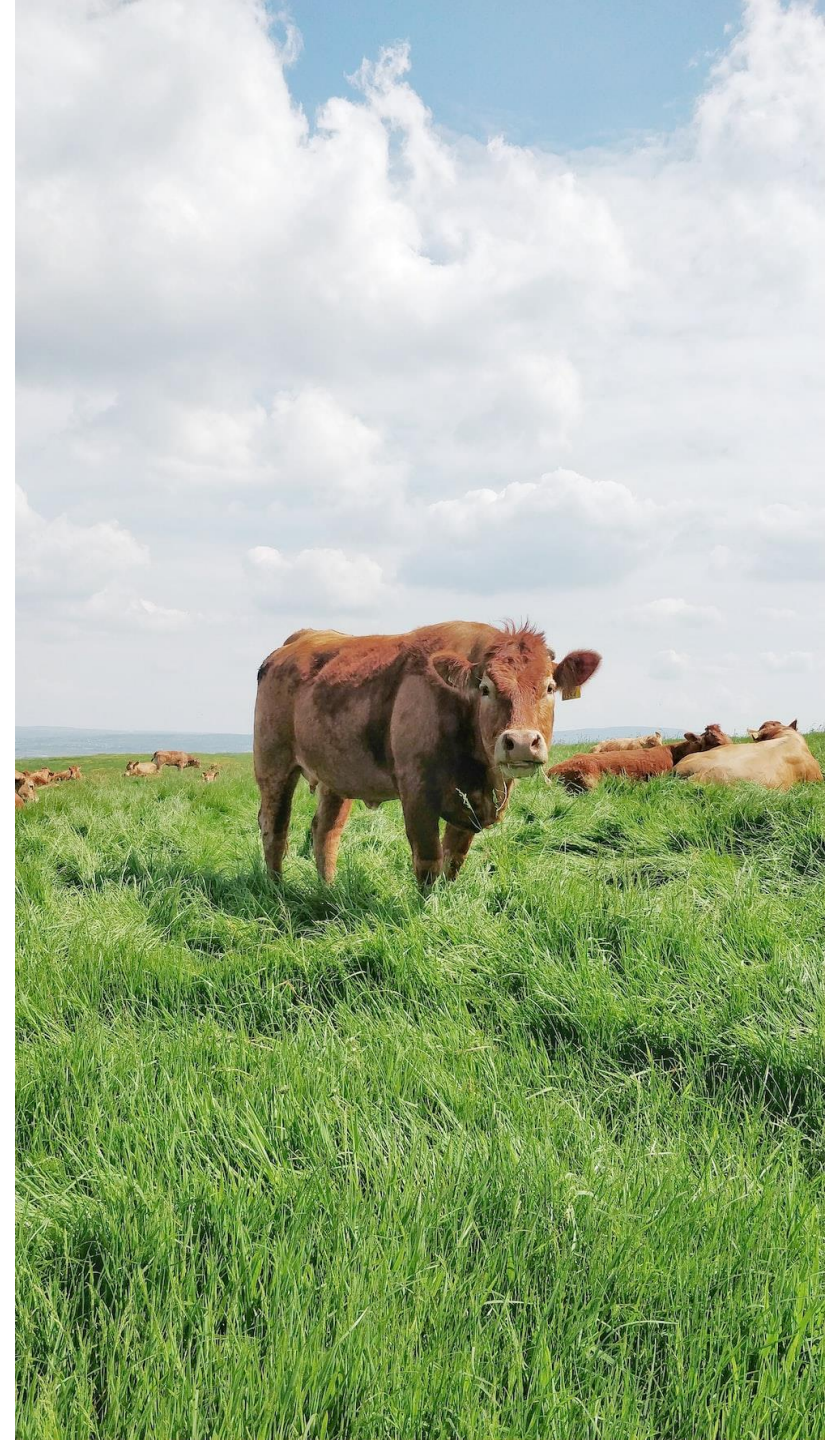
Research

Technology





CANADA'S AGRIFOOD LANDSCAPE



Overview

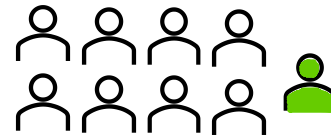
Canada's agrifood industry is a cornerstone of the country's economy and culture

The agrifood industry accounts for:

7%

of Canadian GDP

Employs 1 in 9 Canadians



\$82.2 billion in exports with more than half going to the USA



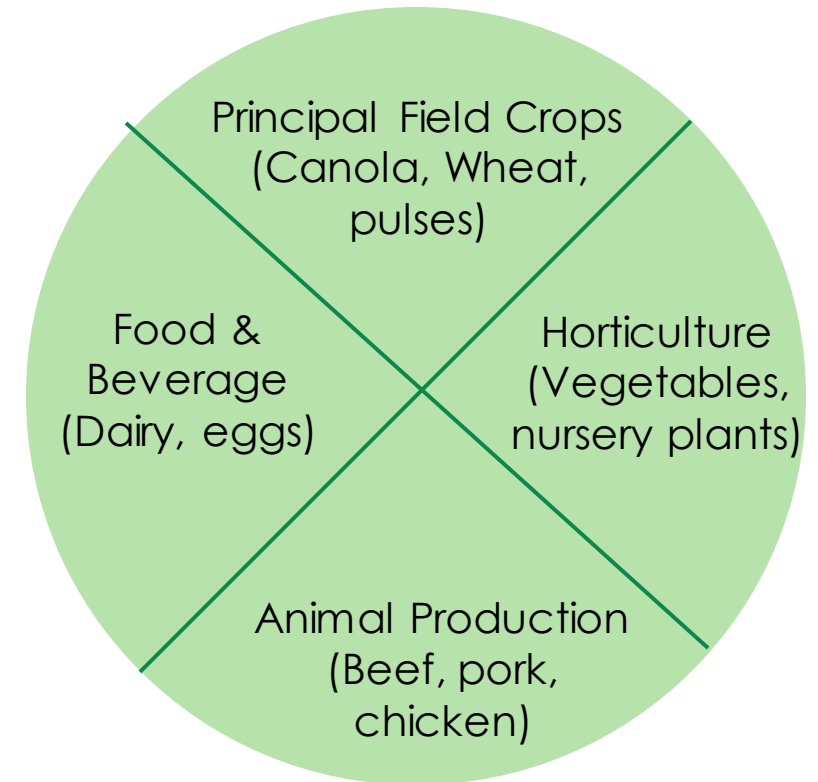
62.2 million hectares of farmland

5th largest exporter globally, exporting to 200 countries



Canadians spend \$186.7B on food annually. The 2nd largest household expenditure

4 main sectors



Global drivers continue creating demand for innovation in the agrifood sector

Population growth

Global population is expected to reach 10 billion by 2050



Agriculture technology change

New technologies offer improved efficiencies at lower cost (e.g, AI, biotechnology, IoT)

Climate change

More extreme weather events impact growing conditions and yields



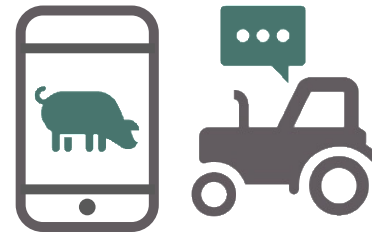
Digital marketplace

Digital platforms transform the range and types of services offered to consumers and across the value chain



Shifting demographics

Ageing workforce, urbanization, and preference influencing factors



Value chain economics

Firms increase vertical integration for process optimization, from farm to consumer



International agreements

National agricultural policies evolve to support integration of international initiatives



Natural resources scarcity

Increasing competition between food and non-food uses of biomass (e.g., biofuels, freshwater)



Global trade

Agricultural production occurs at the best suited geographical location

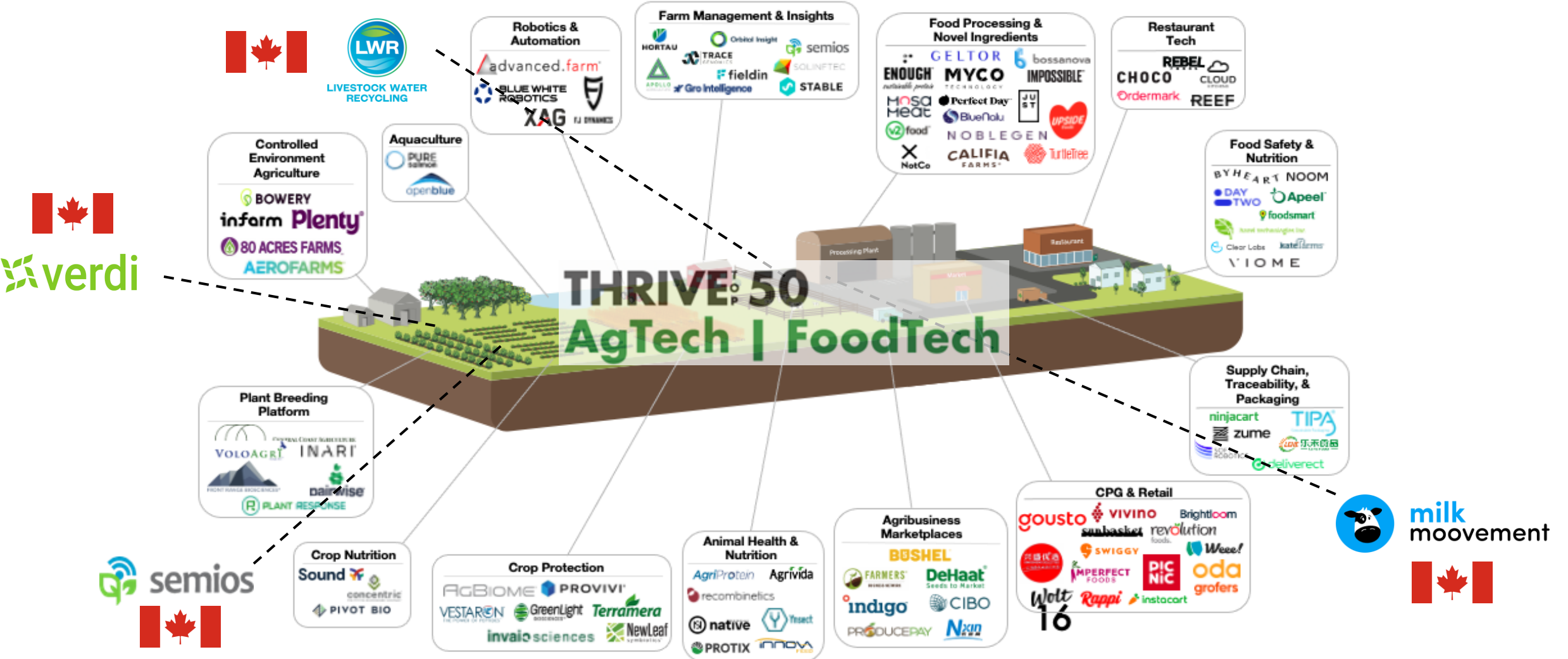


Consumption behaviours

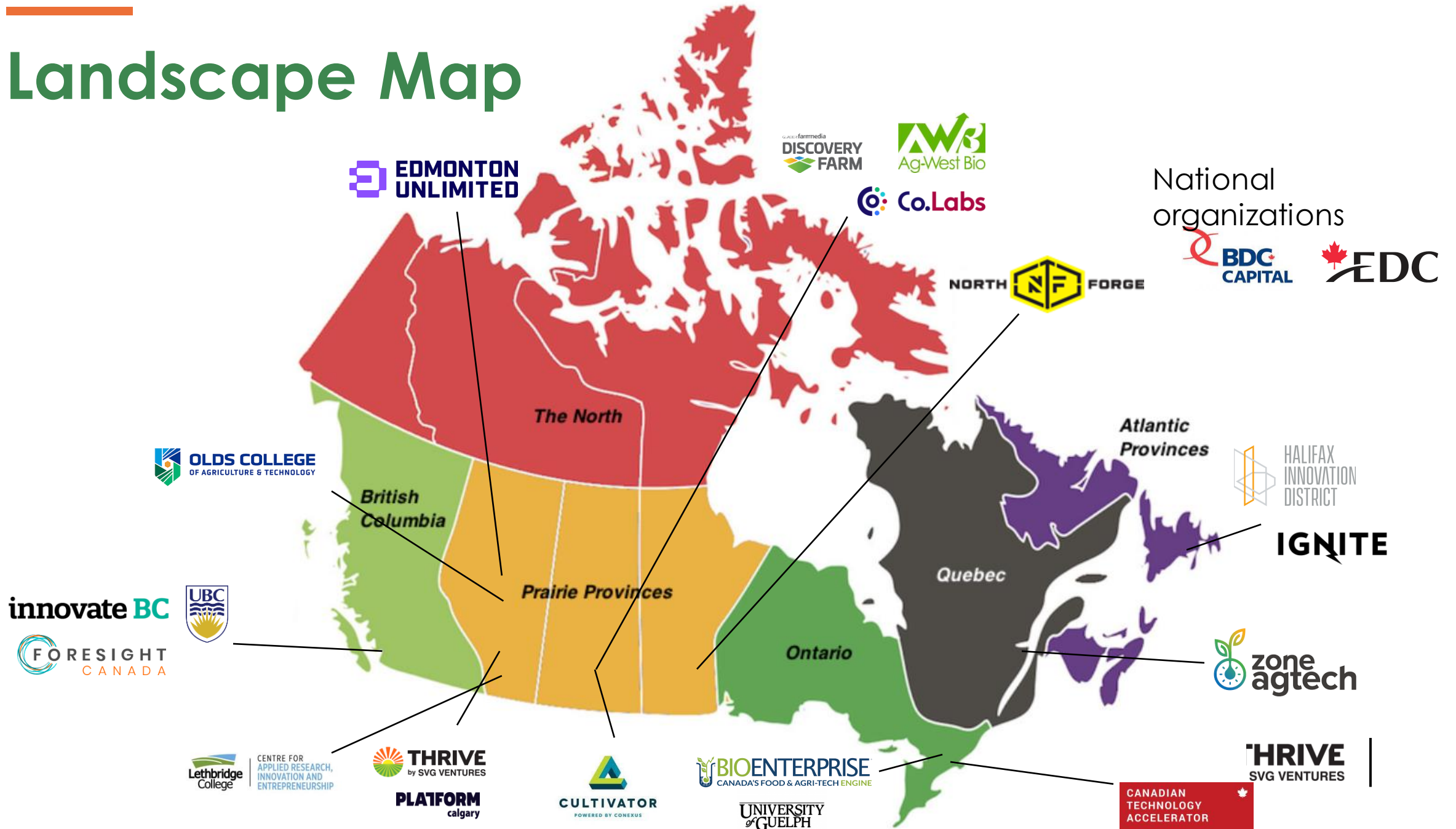
Demand for higher quality and healthier food, new experiences, convenience, environmental and animal welfare verifications.

Innovation and Technology

Numerous opportunities for disruption through adoption of tech solutions



Landscape Map





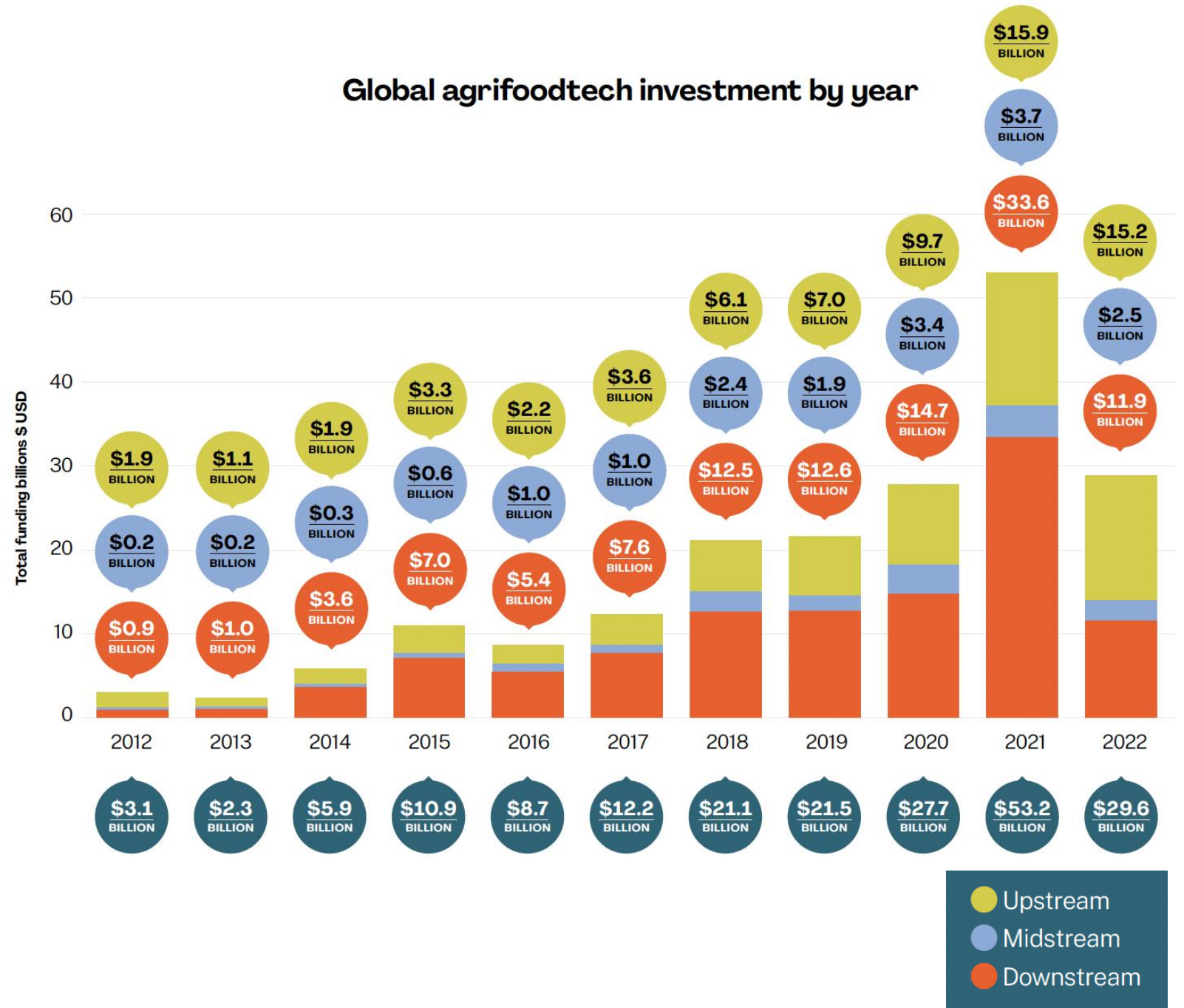
AGRIFOOD INVESTMENT TRENDS



Steady growth in global investment, with a more recent drop off in \$-invested

Four upstream investment sectors bucked the declining trend: bioenergy & biomaterials, ag biotech, novel farming and food systems, and farm management software & IoT.

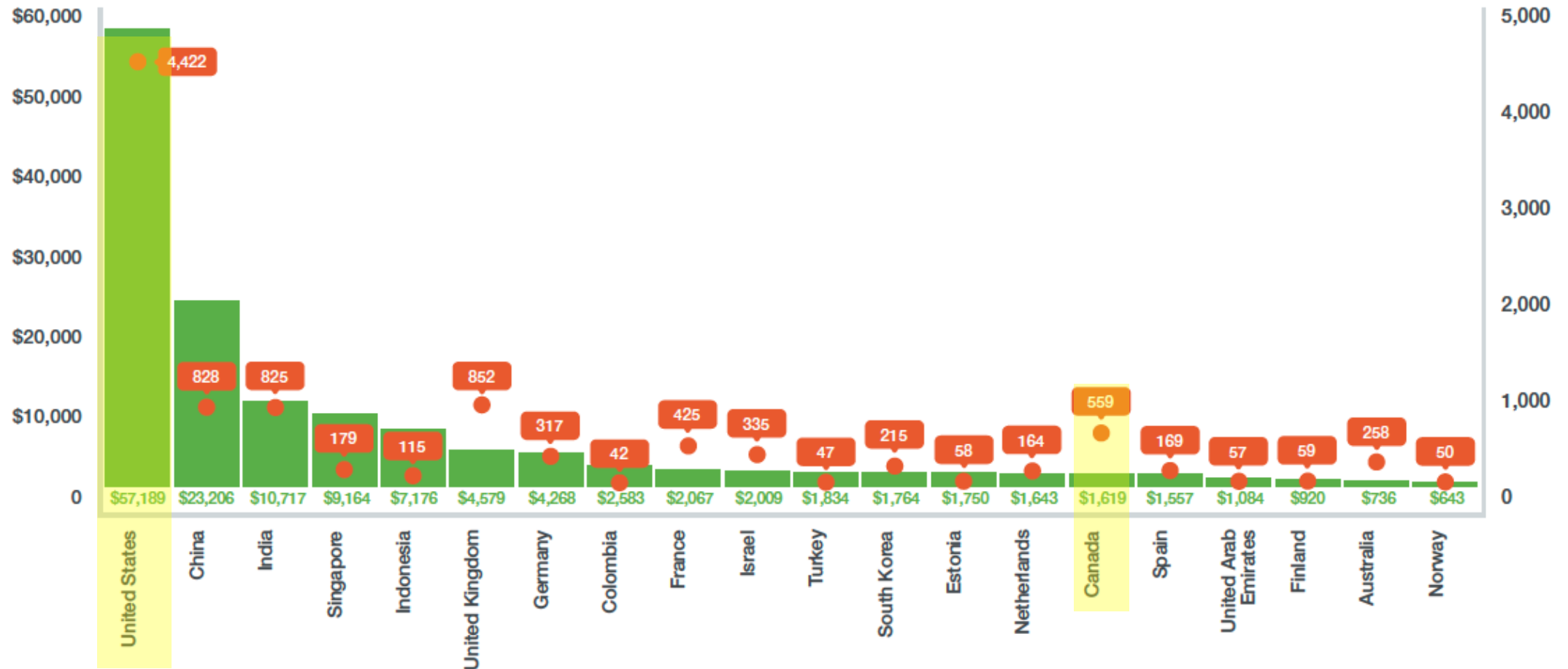
Global agrifoodtech investment by year



>\$1.6B venture capital invested in Canadian agrifoodtech in the last 5 years (15th), 5th in deal count

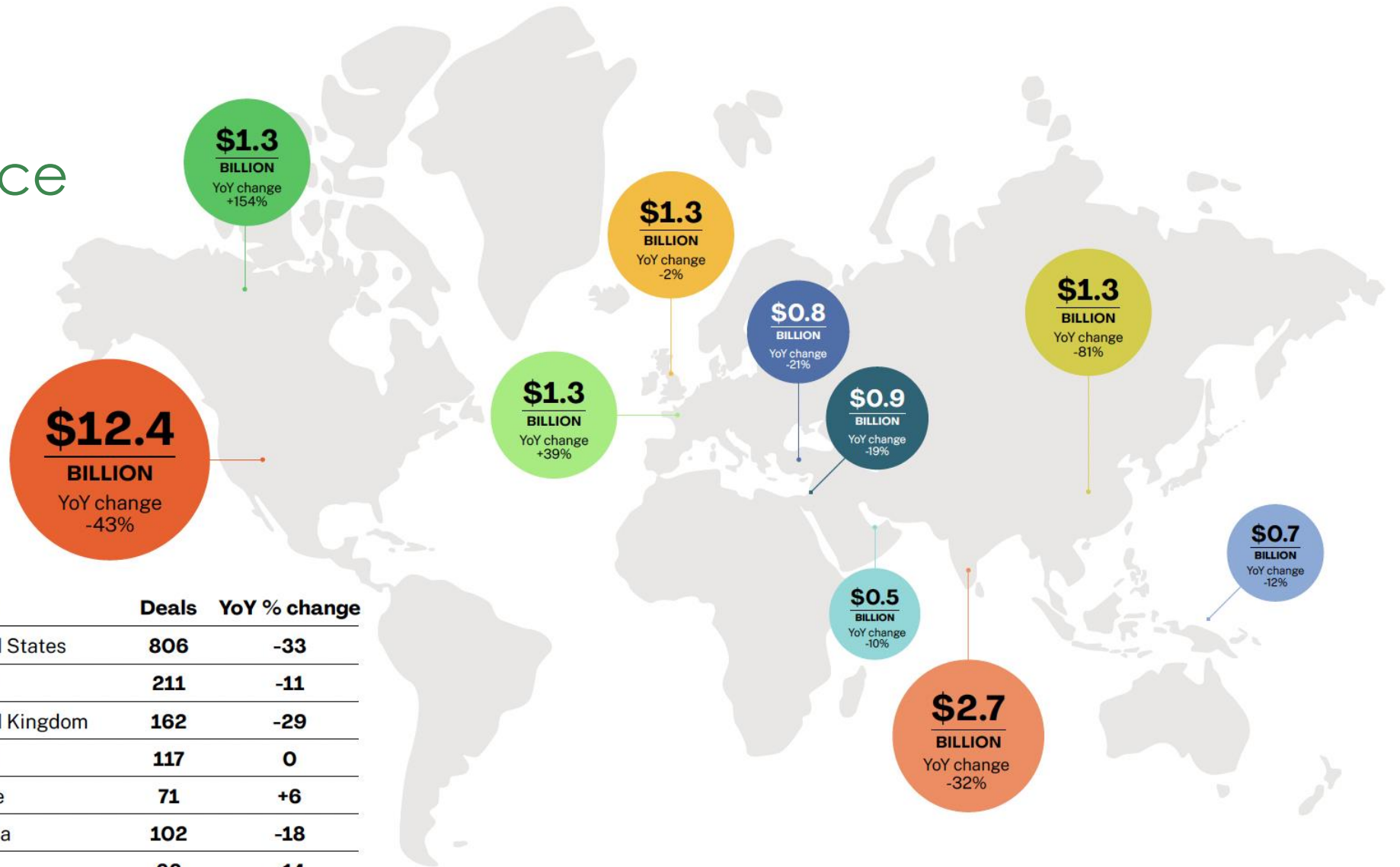
Venture Capital in Agrifood Tech 2017-2022 YTD Top 20 Countries

● Deal Count ● Investment (\$M USD)



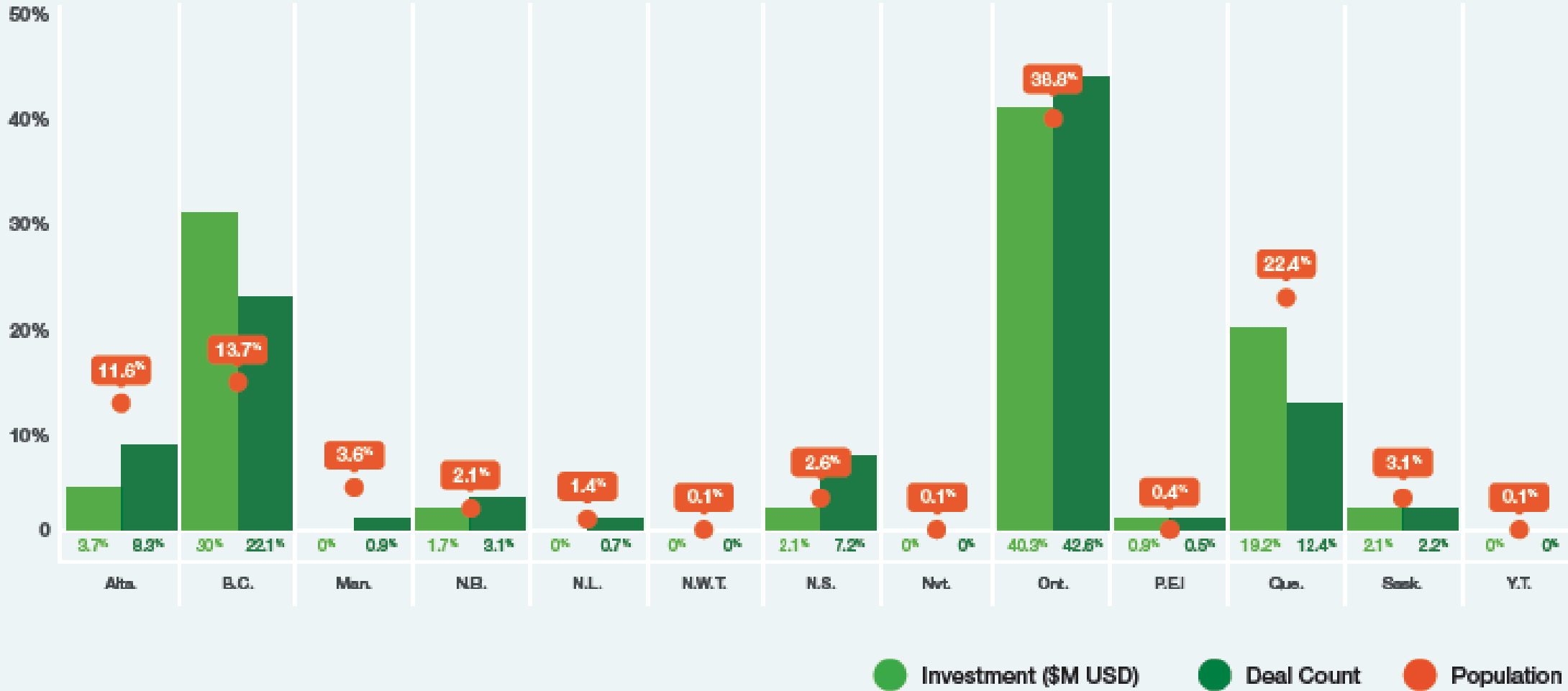
2022: Canada Holds in 5th Place

Country	Deals	YoY % change
United States	806	-33
India	211	-11
United Kingdom	162	-29
China	117	0
France	71	+6
Canada	102	-18
Israel	66	-14
Turkey	29	+12
Indonesia	60	+2
United Arab Emirates	38	+41



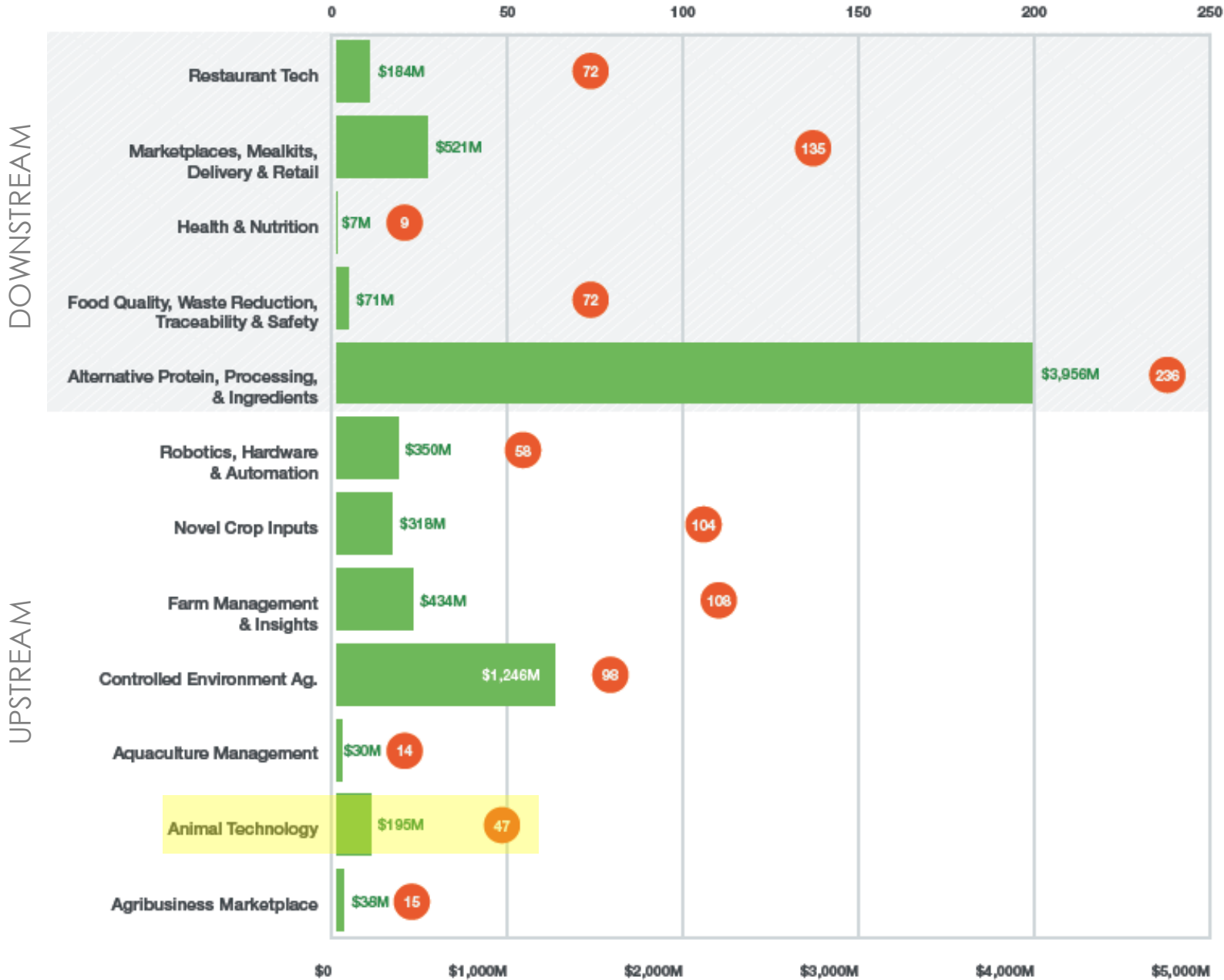
Agrifood tech investment has been regionally concentrated, and largely mirrors population

Canadian Agrifood Tech Venture Capital Investment by Province/Territory 2017-2022 YTD



Agrifood Tech Investment Total and Deal Count, 2017-2022 YTD

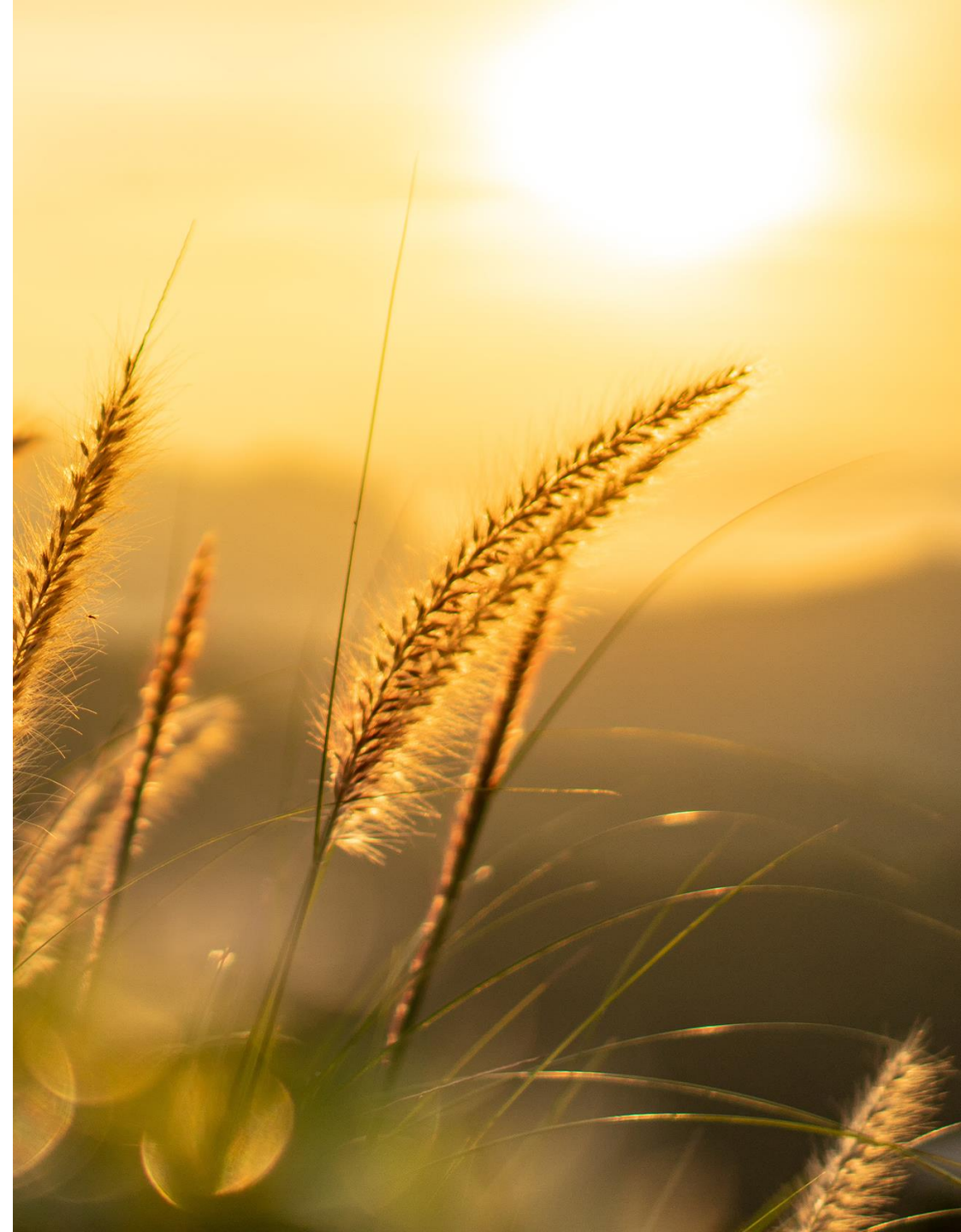
● Investment (\$M USD) ● Deal Count



Upstream investment has been concentrated in controlled environment ag, and downstream in alt protein, processing, and ingredients



FUTURE PERSPECTIVES & OPPORTUNITIES



Investment is a critical catalyst for scaling innovation and supporting continued advancement of Canada's agrifood industry


INNOVATION CATALYSTS


- Equity investment
- Non-dilutive capital
- Tech accelerators & incubators
- Academic & research institutions
- Policy instruments

INDUSTRY CHARACTERISTICS & NEEDS

- Industry fragmentation
- Variability across different geographies, crops and livestock, and operation sizes
- Impacts of climate, natural processes, and seasonality
- Tight margins
- Need for investors with domain knowledge and experience
- Need for reliable, cost-effective products

What We Face In the Future

 **9.7B**
POPULATION BY
YEAR 2050
(27% INCREASE)
Source: [United Nations](#)

 **+70%**
FOOD DEMAND
(2009 vs 2050)
Source: [FAO](#)

 **Net Zero**
COP26 AMBITIOUS GOALS
FOR 2030 AND 2050
Source: Cop26



“It’s clear that agriculture, done right, is the best means the world has today to simultaneously tackle food security, poverty, and environmental degradation”

- IRENE ROSENFELD -

What to expect in 2023 and beyond?

Climate

Soil health & biodiversity

Food security & waste reduction



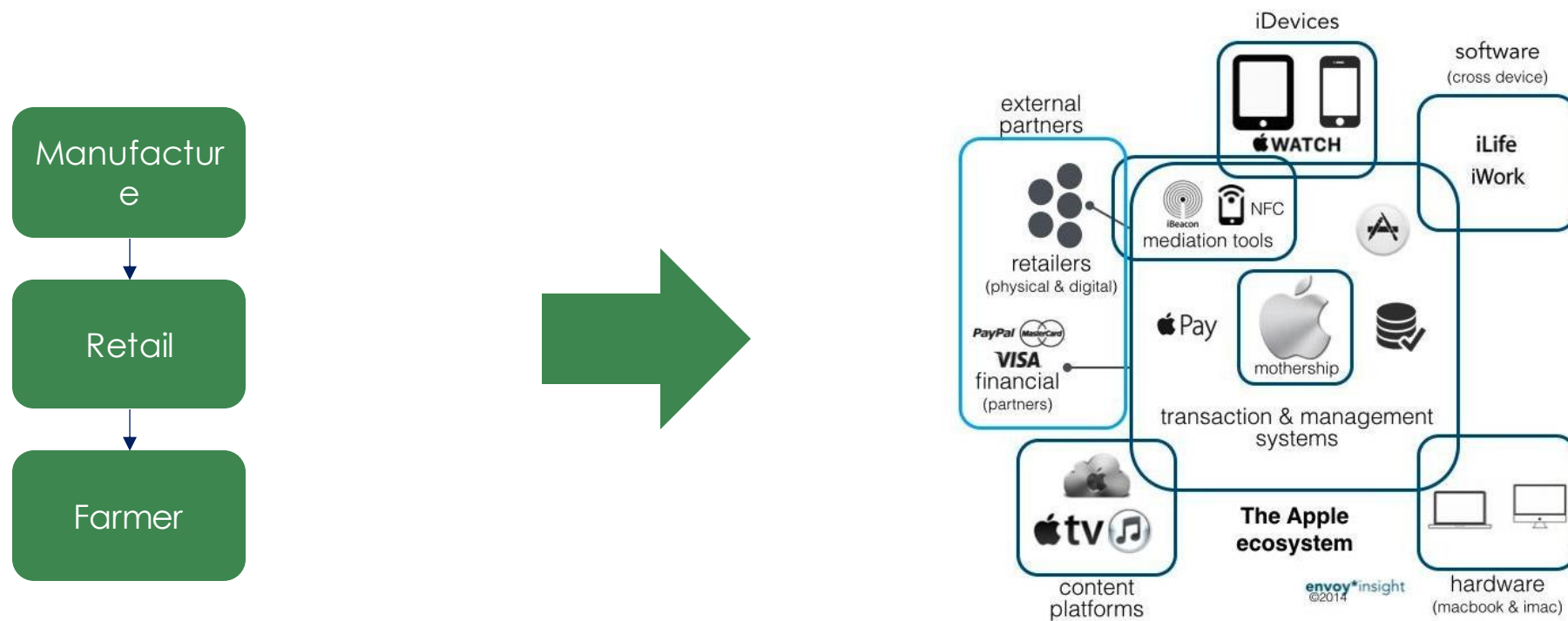
GHG reduction

Water management

Climate change remains top-of-mind for corporates, investors, and governments globally: aridification, shifting crop zones, focus extends beyond carbon to water & biodiversity

What to expect in 2023 and beyond?

Business Model Innovation



Technology advancement shifts traditional value chains toward ecosystems, digital services, more partnerships, & diversified revenue streams; (Deere <> Nutrien, Bayer <> MSFT)

Key industry trends are driving innovation and investment across the industry



Agri-fintech & agri-insurtech



Water, soil health, & ag carbon tech



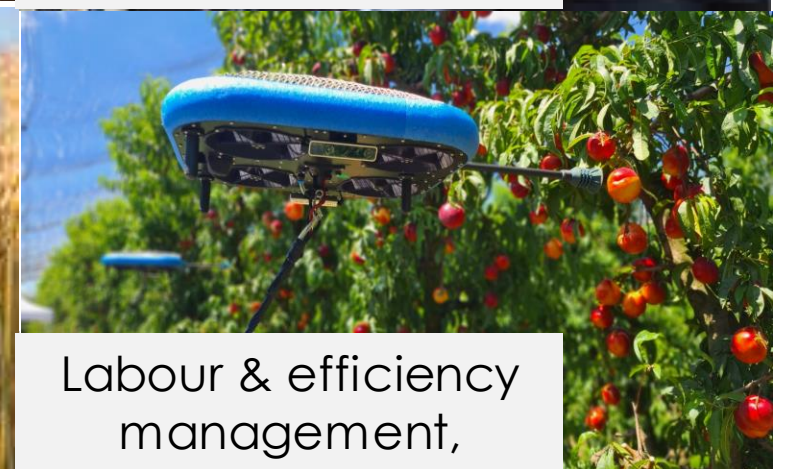
Tech solutions for livestock



Controlled environment agriculture



Novel crop nutrition solutions



Labour & efficiency management,

Going forward, a strategic and collaborative approach will be needed to accelerate agrifood tech investment

AREAS OF FOCUS



Improving productivity



Increasing food security



Reducing emissions & environmental impact

ACTION LEVERS

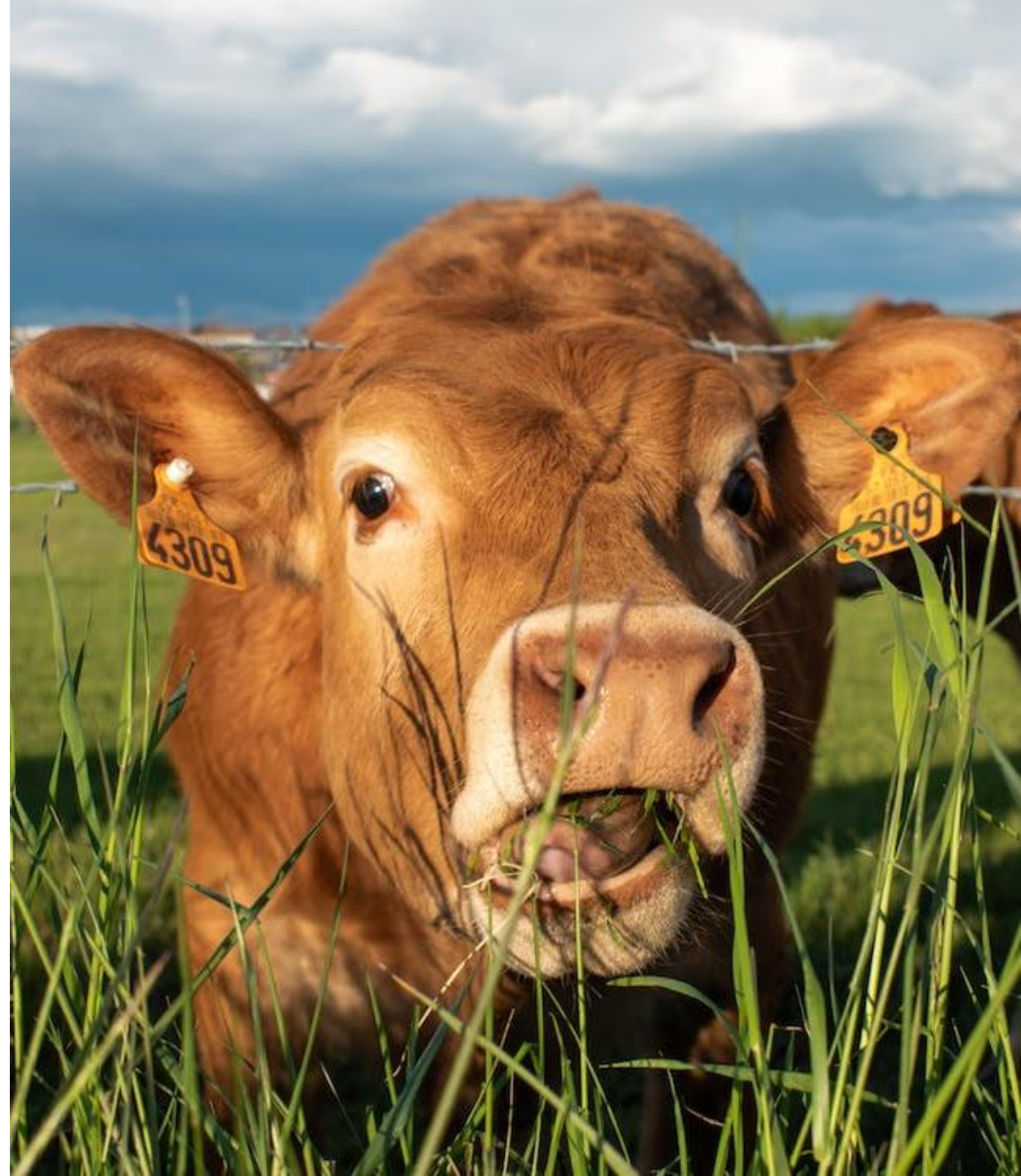
Continued development of agrifood-focused funds

Collaboration across the investment ecosystem

Funding for companies at all stages of maturity



AGTECH INVESTMENT & OPEN SOCIAL INNOVATION



Open Social Innovation

Open innovation:

Sourcing ideas from external sources as well as internal ones (aka crowdsourcing). “Open innovation has the potential to widen the space for value creation: It allows for many more ways to create value, be it through new partners with complementary skills or by unlocking hidden potential in long-lasting relationships.” – HBR, 2020

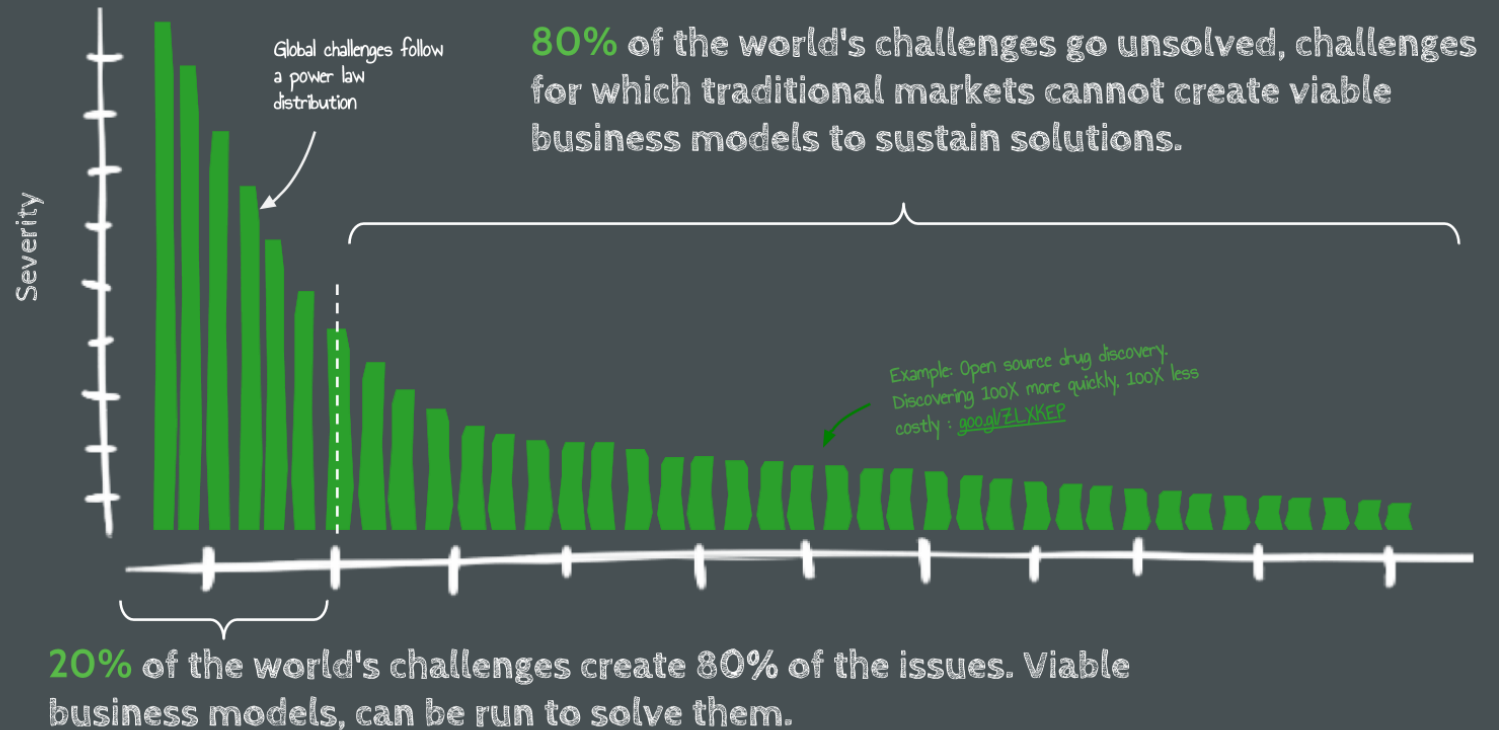
Social innovation:

Creating ideas for change. “Social innovation refers to the design and implementation of new solutions that imply conceptual, process, product, or organizational change, which ultimately aim to improve the welfare and wellbeing of individuals and communities.” – OECD

Open Social Innovation:

A new approach to tackling problems, utilizing the participation of multiple stakeholders in the process from generating ideas to scaling solutions.

Creating collaborative action



“Open Social Innovation generates solutions at an exponential pace by enabling them to be amended, localized, and recombined. It empowers innovators to leverage collective intelligence, mutualization, and networked innovation.”

Startup innovation in agrifood is accelerating under global mandates for sustainable, just, resilient, and healthy agrifood systems.

Incumbents must match pace of innovation or risk growth

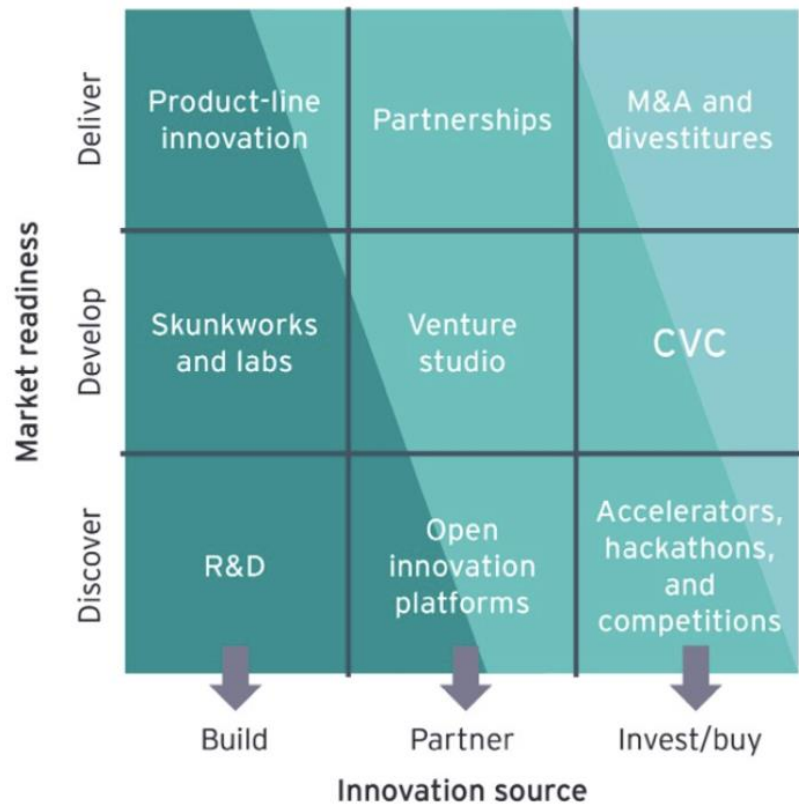
AgriFood Incumbents






AgriFoodTech Unicorns (2021)



Open innovation and collaborative corporate venturing are important tools in today's environment



Innovation Tools & When to Use Them

- 
Inside-in – strong strategic conviction, incremental core portfolio improvements, strong innovation capability & right talent, core not threatened
- 
Inside-out – high degrees of uncertainty, focus on learning and long-term, hedge against disruption, non-core / new ventures, innovation not core competency
- 
Outside-in – influence innovation w/out full commitment, develop new & adjacent markets, expand capabilities, strong corporate dev function & strategic conviction

Legend





THRIVE
VENTURE STUDIO

There's more work to be done to ensure the industry's resilience to a changing climate. The THRIVE Venture Studio identifies gaps and co-builds sustainable solutions, designed by and for the industry.



Creating new partnerships with researchers and entrepreneurs to develop the talent pipeline



Early & rigorous validation, creation, & scaling to bring value to producers



Optimizing resources with a strategic build process and stage gates



Ideation with industry leaders and THRIVE ecosystem to discover critical opportunities



THRIVE
by SVG VENTURES

Calling all innovators and entrepreneurs!

Join us September 13 & 14 in Calgary, AB and online for the THRIVE Venture Studio Agrithon, a 24-hour Venture Building Challenge to Develop Sustainable AgriFood Solutions.

1st place prize
\$10,000

Prizes for challenge winners to develop their venture idea.



De-risk the start-up process by co-building with THRIVE Venture Studio.



Innovation and skill development, networking, partnerships, and more!



Apply at: thriveagrifood.com/agrithon



2023 THRIVE Global Impact Initiative

Global innovation
challenge

+

Industry collaboration

+

Leadership summit

THRIVE's 10-year vision to establish a more resilient food system through the promotion of sustainable practices and technologies. The programs and events designed for the THRIVE Global Impact Initiative aim to drive positive change and innovation in food, agriculture, and climate.



2023 GLOBAL IMPACT THEMES



THEME 1

Soil Health & Biodiversity

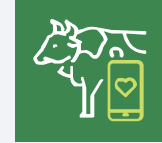
- Regenerative agriculture
- Novel crop nutrition & nutrient use efficiency
- Bio-based pest control
- Novel crops & ecosystem biodiversity
- Transition finance



THEME 2

Food Security & Waste Reduction

- On-farm efficiency; automation & digital
- Indoor agriculture
- Supply chain efficiency
- Precision nutrition
- Cultivated food & ingredients
- Waste-to-value streams



THEME 3

Reducing & Offsetting GHG Emissions

- Carbon sequestration & markets
- Emissions measurement, validation, and reporting
- Animal ag emissions reduction
- Dairy methane reduction
- On-farm & hauling electrification



THEME 4

Water Management & Quality

- Smart irrigation systems
- Cost-effective, remote measurement & validation
- Ecosystem payments; volume & quality incentives platforms
- Water-efficient inputs
- Water-conscious offtake



A herd of cattle of various colors (brown, white, and black) is grazing in a lush green field. In the background, there is a dense forest of trees and rolling hills under a cloudy sky. The text is overlaid on a semi-transparent dark grey box.

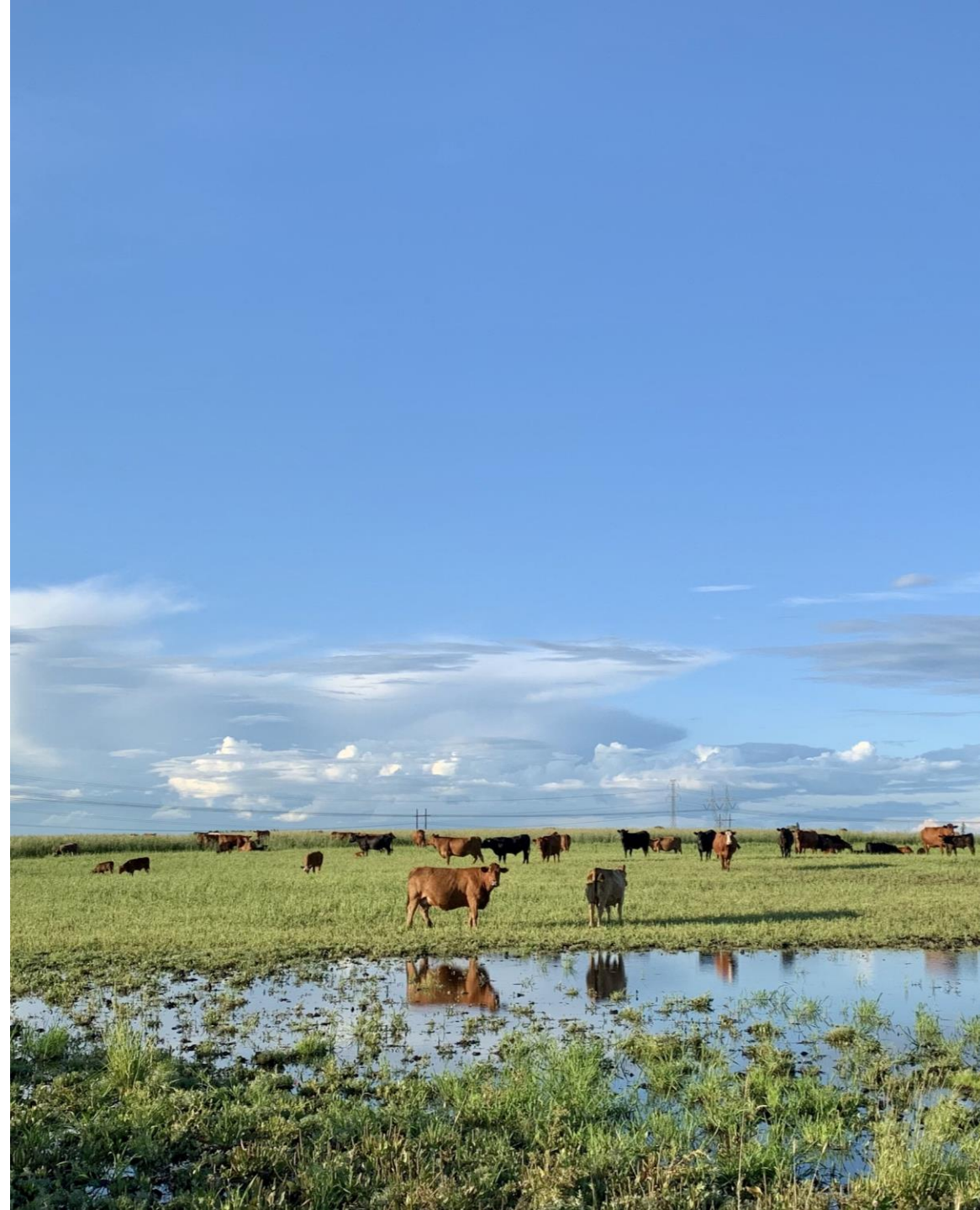
INNOVATION CAN BE THE SOLUTION AND THE BIGGEST OPPORTUNITY.

Open Social Innovation in beef production can even the playing field to **bring unexplored ideas** to the beef industry with collaborative underlying principles to pave the road from **idea to impact**.

With collective action we can harnesses the potential of technologies in solving today's challenges and build a resilient industry together.



QUESTIONS



LET'S ADVANCE THE FUTURE
OF FOOD AND
AGRICULTURE TOGETHER.



Contact Us

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Venture Capital Investment Snapshot



Venture capital investment

Venture Capital (aka private equity) is a pool of financial resources from pension funds, corporates, high net worth individuals, insurance companies, etc.

Types of investments

VCs invest in early-stage companies who are unable to raise funds from typical channels, such as banks or other institutions. Investments tend to be high risk and high return.

Equity and management

Investors take equity as part of the investment arrangement and may participate in company management.

Types of funding rounds

Pre-seed: Proof of concept / prototype; <\$1m
Seed: GtM, PMF; \$1-5m
Series A: Scalability, business model fit; \$10m+
Series B: Growth; \$15-25m+
Series C+: Large scale expansions; \$50m+