

# Farm491

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## Who are we?

Farm491 are a UK based leading technology incubator and innovation space focused on the future of farming and food systems.

Based at and owned by the Royal Agricultural University we work with entrepreneurs to help them scale in the AgriTech and AgriFood ecosystem.





## Examples of types of companies we support:

- Field robots - picking fruit and veg
- Alternative farming - vertical farming, aquaponics, hydroponics etc.
- Cyber security in food chains
- Sustainable packaging - removing plastics from packaging and creating packaging that extends shelf-life
- Livestock technology - livestock tags that monitor animal health and well-being
- Market places - linking growers and consumers and ensuring food traceability
- Regenerative agriculture - capturing carbon credits & increasing biodiversity
- Food traceability and security - QR codes and apps





## What support do we give them?

- 1-2-1 business support, access through our team of 7 business advisors
- Events and workshops: networking, business tools
- Promotion: social media, newsletters, press releases
- Connections: academics, industry, other start-ups
- Investor-ready: help developing a pitch deck, introductions to relevant investors
- Office space, hot-desking, meeting rooms, workshop units







## RAU student support

Free light-touch membership for RAU students

- Access to exclusive member events
- Job opportunities
- Networking
- x1 hour business support a month
- Unlimited access to Farm491 Toolbox

Farm491 space is available to student members working on their AgriTech business (must sign up as members)





# Resources available

# Farm491's Business Innovation Course

## Module 1

### Introduction and Resources

The first module will explain the innovation process and look into how we break this down into three sections: ideation, development and commercialisation. You will also be able to access all resources which are available for you to download.

## Module 2

### Idea Management and Customer Value Propositions

Knowing your customers and understanding the value your product or service adds to them is extremely important for any business – this is explored in module two with the development of a customer value proposition.

## Module 3

### Testing and Validation

Once the value is extracted in module 2, the third module will seek to challenge and validate your ideas through hypothesis testing, interviewing customers and building a minimal viable product.

## Module 4

### Building a Strategy

Finally we will pull together all learnings into a lean business plan and help you understand how to manage this going forwards. A key part of this will be setting goals.





# Site Tours

Some members have facilities that are suitable for site tours. If you are looking for something specific it is best to reach out to Farm491 and enquire.

On Friday last week I had the opportunity to visit [LettUs Grow](#) in Bristol. It was a great experience seeing their aeroponic technology in action, and being able to have some really insightful discussions surrounding energy use, biomass production and time to maturity in aeroponics versus hydroponics.

Many thanks to [Mmatshetlha Patricia Mathabe, PhD](#) at [Royal Agricultural University](#), and the team at [LettUs Grow](#) including [India Langley](#), for making this happen.

[#aeroponics](#) [#CEA](#) [#TCEA](#) [#verticalfarming](#) [#LettUsGrow](#) [#RAU](#)





# Guest Lecturers

Some members relish the opportunity to talk about their experiences at workshops or events, particularly for knowledge exchange.



LettUs Grow | AgriFood4NetZero | Centre ...  
Reshared from Surawoot OB Tanasen • 3mo •

It was a real pleasure to give this seminar on CEA at the Royal Agricultural University to a great group of Agri-tech Masters students. We explored the wide variety of CEA systems from greenhouses to container farms as well the industry's strengths and weaknesses.

I especially enjoyed hearing everyone's nuanced contributions to the discussion (so much so that I let this part hugely overrun). Their thoughtful insights make me so excited to see what the next generation of agricultural innovation will look like with people like this at the helm

Farm491 #innovation #students #university #agritech #agriculturalengineering #CEA #aeroponics #hydroponics #aquaponics #greenhouse #verticalfarm #containerfarm






# Farm491 Membership

Farm491 membership gives entrepreneurs access to bespoke business support. Find out more specifics on our website or reach out to discuss whether membership is right for you or your students.






Case Study:  **BIOFACTORY**

A Bath based design and engineering business, focusing on waste to energy solutions, specialising in the utilisation of Anaerobic Digestion (AD) for micro-scale applications.

- Joined in July 2021
- Pitch deck feedback and refinement
- Introductions to investors for 2021 raise
- Introductions to business advisors
- Introductions to investors for 2023 raise





Case Study:  **MUDDY**  
MACHINES

Development of a robotic harvester, Sprout, who helps farmers to manage their labour-intensive crops by solving their biggest challenge: selective harvesting.

- Joined early 2021
- Explored use of our workshops, joined as a Virtual member
- Introductions to investors for 2021 raise
- Shared job opportunities (externally and RAU students)
- Introduced to BBC for a piece on cyber security in AgriTech
- Regularly speaking to our business advisors
- Took part in our pitching event







## Case Study:

Capchar's mission is to verify the removal of 1m+ tonnes CO<sub>2</sub>e by the end of 2030 using a decentralised network of biochar operations through: a carbon software platform, proprietary kiln technology and pyrolysis plant projects.

- Joined late 2021
- Intro to RAU academic to collaborate on a biochar project
- Introduced to various members where collabs were possible
- Invited to speak to the Worshipful Company of Farmers cohort
- Introduced to business advisors to help with fund-raising
- Pitch deck tools
- Attended our Innovate UK event and met useful contacts
- Currently exploring a collaboration with another RAU academic to start on-campus trials





## Opportunities for engagement:

- Partner on bids
- Research opportunities
- Trials and testing
- Guest speakers for lectures or events
- Student engagement:
  - Networking with AgriTech businesses
  - Research/project opportunities
  - Career opportunities
  - Site visits e.g. recent visit to LettUs Grow







Get in touch:

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