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## 1. Introduction

Santander Startups *The Call Agro* is an initiative by Banco Santander Spain which seeks solutions or services to support and drive forward digitalisation and sustainability in order to boost the competitiveness of the agriculture industry. Thus, a second call for Open Innovation is launched in the search for collaboration and synergies between startups and Santander in order to deal with the challenges facing the agriculture industry.

## 2. Objectives

The objectives for the Santander Startups *The Call Agro* initiative are the following:

- To innovate in the agriculture industry field by generating new processes, systems and products that help to deal with current and future challenges.
- To innovate in the value propositions of companies from the agriculture industry and provide support during their transformation, aiding them to discover new trends in the industries in which they operate and innovate in providing services and products.
- To drive competitiveness in the agriculture industry via solutions and services.
- To support and motive entrepreneurs in order for them to transform their successful business, enhancing scope, growth and scalability.
- To work with the entrepreneurial ecosystem and develop an innovative culture that feeds back into this ecosystem.
- To attract talent.
- To create value in the ecosystem by way of innovative methodology that can be taken on board, systematised and replicated.

### 3. Audience

The Santander Startups *The Call Agro* Open Innovation programme by Banco Santander seeks solutions or services to support and drive forward digitalisation and sustainability in order to boost the competitiveness of the agriculture industry. Solutions will be supported by Banco Santander, who will develop pilot testing with customers and foster the collaboration between the entrepreneurial ecosystem and agriculture industry companies. The call looks for solutions in:

#### 1. Digitalisation

- *To help farmers and manufacturers to:*
  - Discover new products to replace current ones.
  - Avoid losses to ensure greater competitiveness in traditional dryland farming.
- *Solutions to provide technology, data and business analytics to:*
  - Improve information systems on production.
  - Harvest crops based on data rather than on intuition or habit.

#### 2. Sustainability

- *Solutions that:*
  - Reduce and optimise the use of phytosanitary products.
  - Improve water use.
  - Enable an efficient use of fertilisers without compromising profitability.
  - Allow precise farming.
- *Provide farmers and stockbreeders with new tools so they too can help the planet:*
  - Integrating the value chain to deliver organic products.
  - Endowing farming processes with greater intelligence and analysis.
  - Promoting the consumption of national organic products to the population.

For this programme, Santander is looking for startups that (i) are established as a legal entity; (ii) that have a product or service in the market and demonstrate traction (turnover, customer growth and other indicators); (iii) are innovative solutions geared towards the needs of the agriculture industry; (iv) and are aligned with one or more use cases proposed by Banco Santander.

Furthermore, the programme seeks new lines of business that work in a startup mode<sup>1</sup> and fulfil that which is described above.

Essentially, the call has been conceived for use within the sphere of Spain and Portugal.

## 4. Selection criteria

### Rating applications and evaluating partners

To rate participation applications for the programme, professionals evaluating the projects will refer to the following criteria:

#### a) Business model and innovation

##### Value proposition

- The capacity of the project will be evaluated in terms of ensuring a product or services reaches users, pinpointing a need that is not fully covered in the market.
- The impact and social impact of the project and its international scope will be evaluated.
- Viability will be evaluated in terms of collaboration and the agile implementation, in the short to medium term, of the solution by Santander and/or companies from the agriculture industry, together with their contribution to the overall value.

##### Level of innovation

- The project's innovation will be evaluated by considering an improvement to a product or service in the market, or the offer of a new product or service that clearly stands apart and improves existing solutions. Technological innovation or the innovation of the business model will also be assessed; more specifically, the use of technology in the project will be considered and greater value will be allocated to projects with a sound technological base.

##### Viability

- The traction of the startup will be evaluated, taking into account aspects such as turnover, sales growth, profitability and/or the ability to attract new customers.

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<sup>1</sup> The operation of a "startup mode": innovative business lines, with a high technological capacity, professionals specialised in different sectors and with fluid contact with the customer, agile development, ongoing prototyping, etc.

- The cohesiveness of the startup's cost structure will also be evaluated, including forecasted income and the economic and financial viability.
- The expected return and additional investment required for the project, which will also require a risk analysis, will be evaluated.

**Level of development**

- Projects must be in the marketing stage with regard to products and services, with startups in the growth or scaling stage evaluated.
- Experience of the joint development of the product (for instance, working with universities and other companies), experience as a supplier (i.e. if consultancy services or part of the development has been sold to another company), and the reasons for participating with another corporation will all be evaluated.

**b) Market and industry****Relevance of the project**

- The target industry of this initiative, as stipulated in the third section of "Audience" in the present Conditions, is related to projects geared towards digitally transforming the agriculture industry — partial and total responses to relevant use cases will be evaluated, prioritising total responses over partial ones.

**Market potential**

- Identifying customer segmentation for the project.
- The current market and the project's potential and purchasing power.

**c) Entrepreneurial/development team****Suitability of the development team**

- Experience, qualifications and technical capacities, as well as the management of the solution's marketing team, will be evaluated.

**Motivation and interest**

- The participation, commitment and dedication of the marketing team to carry out the project and fully utilise the services offered by Santander will be evaluated.

**d) Digital Selection Day**

**Communication**

- A clear and precise presentation of the project.
- The ability of developers to raise and hold the audience's interest when presenting the project.

**Motivation to participate**

- The interest and attitude of the development team related to the project and the possibilities offered by Banco Santander's Santander Startups *The Call Agro*.

**The viability of developing the conceptual pilot inside the framework of Banco Santander's Santander Startups *The Call Agro*.**

- **The team from the project selected to develop the conceptual pilot must have sufficient available capacity** during the programme to develop the conceptual pilot.

## 5. Application process

Candidates must complete their admission application to the programme by registering and sending information via the form linked from Santander X for the Santander Startups *The Call Agro*.

All candidates must agree to the [privacy policy and terms and conditions](#) to be eligible for the programme.

## 6. Dates

The milestones and dates to be considered for the 2021 Santander Startups *The Call Agro* are the following:

**Application period**

The application period starts on this document's date of publication (9 March 2021) and ends at 17:59 hours (GMT + 1) on 11 April 2021.

Any applications received outside this deadline will not be considered.

**Selection period**

The selection period for projects will stretch from the deadline date for application submissions to the end of April 2021, when the selected startups will be notified of the

decision for them to participate in the next milestone, the Digital Selection Day for the Santander Startups *The Call Agro* programme.

After the Digital Selection Day, scheduled for the last week of April, Santander will have up to a week to deliberate and reveal the selected projects for the conceptual pilot phase.

#### **Activation period for the conceptual pilot**

Upon selection following the Digital Selection Day, the development of the conceptualisation of pilots will last for approximately three months, starting at the beginning of May 2021 and ending at the end of July 2021. The whole process will be predominantly online, with some of the activities/sessions to be carried out in person. The results of the pilot designs will be presented during a Digital Demo Day, which will be private, and the communication of results from this period will be decided by Santander.

#### **Demo Day**

After the period of the pilot's conceptual development, participating projects will be foreseeably presented in September 2021 on a Demo Day and, depending on the situation and security measures, will be carried out online, in person or a mix of both. Finalists in the programme, investors and leaders from the entrepreneurial ecosystem will attend the Digital Demo Day by invitation, where they will present the results of their conceptual pilot.

#### **Please note**

The milestones and dates outlined may be subject to changes made by Santander to optimise the programme's execution. Participants will be informed of such changes by email or on the website.

## **7. Project analysis and selection process**

The people in charge of pre-selecting projects will be professionals from the Santander team. Once the projects have been evaluated, up to 10 solutions out of those evaluated will be selected for participation in the Digital Selection Day, with up to 4 solutions to be chosen in order to activate a conceptual pilot for each one.

### **i. Rating the application**

On the basis of information from submitted applications, all applications will be rated by the Santander team.



## ii. Santander evaluation

Santander will select up to 10 solutions to participate, if accepted, in the Digital Selection Day.

## iii. Selection Day

All projects selected by Santander will participate in the Selection Day, to be held in the last week of April. The projects selected will then sign a specific agreement in addition to the present Conditions for each project with the aim of regulating the particular conditions of their participation in the Santander programme. This agreement shall be signed with each startup and will be predefined by Santander. Projects will only be admitted to the programme once this agreement has been signed; it must be signed within an estimated period of 2 weeks in order to get the activation phase of conceptual pilots under way.

## 8. Service scope

Subject to the agreement signed by each selected startup, the following services will be available:

### Activating the conceptual pilot

Once Santander has selected and agreed the framework of relations, the activation of conceptual pilots will be considered open.

The temporary scope is estimated to be 3 months, whereby Santander, in collaboration with the selected projects and through agile methodologies, will activate the conceptual pilot. These sessions will be carried out online but may also be in-person, depending on whether the health care situation allows it.

By default, the relationship model between Santander and the startups will be deemed as a co-creation, which is understood as a co-innovation of the solution provided by the startup or project in order to respond to the challenge proposed by the corporation.

Therefore:

- The activation phase will start with a definition of the scope of the conceptual pilot between parties.
- There will be 3 initial online sessions in which the co-creation of solutions between startups and teams from each corporation or institution will begin. During these sessions, the team from Barrabés Next innovation consultants will provide knowledge pills in agile methodologies, which will be those followed

throughout the phase. If questions are raised over suitability, the relationship between all parties will be considered concluded at that point.

- After these 3 sessions, 5 sprints (approximately a 2-week period) will be carried out, whereby the tasks defined by the team (understood as the team made up of the startup, the corporation and the Barrabés Next team) will be reviewed in order to go into, with enough time and correctly, the Demo Day with the best solution, and bearing in mind the scope defined at the start.

### **Access to the ecosystem**

Participating startups will increase their chances of attracting customers and funding through (i) greater visibility for the project (ii) access to first-rate corporations and companies resulting from participation in the programme.

### **Corporate image**

The projects selected will include the Santander logo (as it appears in this document) and the phrase “Participating company from Santander Startups *The Call Agro*” on their website and other corporate materials.

## **9. Obligations of selected projects**

The selected startups that will benefit from the services rendered by Santander must take on certain commitments, to be specified in each of the agreements reached with the different organisations with regard to the challenges. These will be the following:

- 1) Organisations must develop and run the selected project exclusively through the person or company that has submitted the solution, in accordance with the present Conditions and which regulate their participation in the programme.
- 2) Organisations must participate in the programme in accordance with the procedures and instructions provided for such ends by those in charge of the programme. They must also participate in the activities organised inside the framework of the programme.
- 3) Organisations must have a large enough team to develop the project and to ensure its execution and grant stability to the team of partners and developers linked to the project.

4) Organisations must not hold a professional relationship, either directly or indirectly, with any other person or organisation whose activity is in direct competition with the project's activity.

5) Proprietary organisations from the projects selected must facilitate access to any document or information Santander may request regarding pilot development.

## **10. Right of information and project monitoring**

To monitor the project and ensure the Santander Startups *The Call Agro* Open Innovation programme is fully utilised, during the terms of agreement regulating the participation of projects selected by the programme, Santander must be informed of the progress of projects via the regular submission of reports on their development.

## **11. Personal data protection**

Any personal data (hereinafter "Data") the participant or entrepreneur in the Santander Startups *The Call Agro* (hereinafter the "Programme"), as a natural person (hereinafter the "Applicant"), grants to Banco Santander, S.A. (hereinafter the "Bank") will be handled by the Bank owing to its responsibility to handle data in order to manage their participation in the Programme.

With regard to the Bank, the Applicant may exercise their right to access, rectify, remove, oppose, limit handling, transfers and to not be subject to automated individual decisions via email at [privacidad@gruposantander.es](mailto:privacidad@gruposantander.es) or by post, at the following address: Calle Juan Ignacio Luca de Tena 11 - 13, 28027 Madrid (Spain). Reference must be made to "Santander Startups *The Call Agro*" and a copy of the Applicant's ID card or official ID document must be provided.

When applicable, the Bank will handle personal data for the purposes for which it was gathered and will block it once the said periods have concluded and while it could generate liabilities for the Bank. Appeals can be sent to the Spanish Agency for Data Protection ([www.aepd.es](http://www.aepd.es)).

## **12. Intellectual and industrial property rights**

Upon submitting their applications, applicants guarantee that:

- > Projects are either their creators' original work or these people have full rights to make use of, or both.
- > Through their participation, participants accept that the work and creations resulting from the projects are in accordance with the Royal Legislative Decree 1/1996, of 12 April, which approves Spanish Copyright Law in its modified version, regulating, clarifying and combining the applicable legal provisions in this context.
- > When projects are the joint outcome of collaboration between different participants, the project will be treated as a cooperative work pursuant to Article 7 of Spain's Copyright Law, with the resulting rights of everyone as co-authors.
- > Participants authorise Santander to publish an extract-summary of the projects on their official websites and accept that the visitors to these sites have access to this information in accordance with the sites' terms of use.
- > Participants authorise Santander to (i) use the names and titles of their projects, without a time limit, for mention on websites or for any other act or event related to the Santander Startups *The Call Agro*, and (ii) mention projects in historical archives or in other forms of Santander media.
- > Santander does not claim ownership of the information offered or any industrial or intellectual property that may be contained within. Participants will not assign to Santander any right to industrial or intellectual property resulting from the project.
- > Participants agree that no provision of this document authorises them or grants them the right to make use of any of Santander's industrial property, particularly commercial brands, logos or any other property from the brand.

### **13. Reserves and limitations**

This document establishes the conditions and procedure to select projects that will participate in the 2021 Santander Startups *The Call Agro*. The terms and conditions established in this document for the programme do not entail any contractual obligation or relationship from Santander and their contributors in the project presented in the admission application to the programme, beyond what is provided in these and Conditions.

The projects selected to participate in the programme will determine the particular conditions in individual agreements with Santander to regulate their participation in the



said programme and the conceptual development of the pilot. Projects will only be considered admitted into the programme after entering into the agreement with Santander and its partners. The project's developers who present the admission application to the project will bear all costs resulting from their participation in the selection process. Likewise, the selected participants will take on their own travel and accommodation expenses in the places where the programme's activities are carried out.

Santander reserves the right to cancel or suspend this programme or change any of its terms, notifying participants on the platform, by email or on its landing page. Any cancellation, suspension or change will not give rise to any potential grievances by development teams from the projects that have submitted admission applications to the programme. Once the programme is under way, Santander and its collaborating organisations reserve the right to exclude any project whose representatives or developers do not fulfil the participation conditions, according to that established in their respective participation agreements.

#### **14. Queries and clarification requests**

For any query or clarification related to the programme or presentation of applications, interested parties can contact Santander Startups *The Call Agro* at the following email address: **[info@santanderstartups.es](mailto:info@santanderstartups.es)**