ARE YOU A REVOLUTION STARTER?
AN OUT-OF-THE-BOX-THinker?
A STOP-AT-NOTHING-UNTil-IT-WORKS DOER?
ARE YOU READY TO UPROOT THE STATUS QUO AND MAKE THE WORLD A BETTER PLACE?
“TFF is a platform which has allowed me to become friends with some of the most amazing and inspiring people I have ever met.”

Kent Ngo
TFF Challenge Finalist, Lund University, Sweden

Welcome to Thought For Food!
The 2015/16 TFF Global Challenge

Thought For Food (TFF) invites the world's brightest, most passionate students from top universities 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 army of changemakers from all fields of study 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!

TFF 2015/16 promises to be a bigger, better and even more mind-blowing experience than ever before! Don't miss out!

“Thought For Food is the best example I have seen for inspiring, educating and providing a platform for young leaders to get involved in feeding the world.”

Julie Borlaug, The Norman Borlaug Institute for International Agriculture

“Thought For Food is a unique, challenging learning environment for my students.”

Jasper den Besten, Professor in New Cultivation Systems, HAS University, The Netherlands

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Founded in 2011, TFF is a fast-growing community of 3,000+ brilliant students, ambassadors and mentors from 51 countries on 6 continents, cross-fertilized by innovators, entrepreneurs, industry experts and thought leaders.

Our annual **TFF Challenge** calls on university students from all fields of study to explore the complex challenges of food security, as they generate and prototype new ideas projects that make a difference.

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

TFF 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.

**TFF in a nutshell**

From April – December 2015, you will have the opportunity to work in interdisciplinary teams of 3-5 students 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?

In December 2015, 10 teams will be selected as **Finalists**. Then, in March 2016, these teams will attend a TFF Startup Bootcamp in an exciting part of the world (to be disclosed) led by our partner organization **Startup Pirates**.

Our epic TFF Global Summit will also take place in March 2016. This memorable event provides a creative playground that fosters innovation and inspiration, and gives you the chance to shine.

At our Summit, you'll meet new friends and supporters from our incredible global community of TFFers, 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 $10,000 in seed funding.

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

Here's what we have in store for you!

1. **Prestigious Addition to Your Resume**
   Advancing in the TFF Challenge adds a lot of credibility to your resume. It proves that you are not afraid to take on complex problems, think outside of the box and take real action to get results. It is a great way to distinguish yourself to future employers.

2. **All-star Mentorship**
   You will work closely with world-class experts, innovators, and entrepreneurs from a wide variety of fields. These mentors include social media geniuses, business-savvy professionals and activists dedicated to social change.

3. **Travel**
   You will have the chance to win a trip to the TFF Global Summit and take part in our awesome Startup Pirates Bootcamp program.

4. **Funding**
   You could win significant funding for your project, providing a springboard for it to take off.

5. **Tools and Recognition**
   You will have access to a state-of-the-art web platform and Design Thinking Lab, and will also receive media coverage to generate world-wide attention for your work.

6. **Deeper Understanding of Food Security Topics**
   You will acquire expert knowledge on a broad range of food security topics and develop practical skills that will be essential to the TFF Challenge, and will put you ahead of the game.

7. **Authentic Connections**
   You'll have the opportunity to collaborate and share your dreams and ideas with other students from all parts of the world who are just as passionate about being a force for global good. When you become a TFFer, you become part of a network of friends and supporters. From internships to potential employment opportunities, all the way to exposure to venture capitalist and startup companies, TFF is much more than a competition - it’s an accelerator for your future!
“TFF was the catalyst for us to do something innovative. We are an early-stage start-up because of TFF.”

Lee Cadesky
TFF Challenge Finalist, Cornell University, USA

What are we looking for?

TFF 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!

Our judges will ask the following questions when evaluating your project:

1. How innovative is the solution, really?!
   TFF commits to being at the cusp of new idea generation. You and your teammates will look to consolidate cutting-edge 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. Does the solution stand out from everything else out there?
   You will be competing against some of the brightest minds. 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, and has a serious chance to shine.

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. Your team needs to demonstrate to the judges that you are able to withstand these challenges and truly deliver a solution that will improve lives.
Meet the judges who will be selecting the 10 finalist teams:

- **Alex Budak**
  Co-Founder of the crowdfunding platform StartSomeGood.com

- **Cezary Pietrzak**
  Co-Founder of Wanderfly (sold to TripAdvisor)

- **Christoph Auer-Welsbach**
  Program Manager at London’s Pivotal Innovations

- **Steve Dauphin**
  Investment advisor with over 20 years of experience

- **Adam Little**
  Director of Innovation and Strategic Partnerships within LifeLearn

- **Joseph King**
  General Secretary of the Norman Borlaug Foundation

- **Gabriel Wilmoth**
  Analyst with Syngenta Ventures

- **Jessica Weddle**
  Manager in Monitor Deloitte’s Strategy Practice

- **Sara Farley**
  COO of the Global Knowledge Initiative

- **John Cumbers**
  Planetary Sustainability Collaboratory at NASA Ames Space Portal & Founder/CEO of SynBioBeta
What tools do we make available to you?

Powerful Online Project Platform
“Let’s collaborate and share!”

We have created a custom-built online project platform for you to share your ideas and innovations with the world. On tffchallenge.com, your team will be able to create your own team page, share ideas, blog posts and solutions you are developing for food security.

Think of it as the home of your project on the web. It will be the place where the global innovation community will be looking to learn more about you, your idea and the impact you are making. It will be the place where media will be hunting for inspiration for their next major story. It will be the place where you can profile yourself in a rich, multi-media way (with videos, blogs, pictures and more).

This space on the web will remain yours. Even after the Challenge is over, you will be able to retain a unique link to your team’s profile page to keep sharing it with the world (for example to link to a crowdfunding campaign you may decide to do in the future, etc.).

The TFF Design Lab
“Less talk, more action!”

Created by renowned global experts in design thinking methodology, the TFF Design Lab is a one-of-a-kind portal with instructions, tools and resources that will coach your team throughout the Challenge and help you develop a cutting-edge idea. It was created by renowned global experts in design thinking methodology. The platform features eight different work modes: Explore, Define, Ideate, Conceptualize, Prototype, Test, Iterate and Pitch. Each work mode contains a number of fun, timed activities that you will carry out to create your entry to the Challenge, while learning about food security and design thinking.

With the Design Lab, we invite you to learn and apply the powerful design thinking approach to innovation. It combines learning about issues, needs and opportunities with generating and evaluating creative solutions. The structured yet open-ended connection of problem-oriented research and solution-oriented action is an exciting addition to the TFF Challenge. As a final outcome, your team will publish an engaging pitch that solves a specific food security challenge.

The Design Lab gives you a first-hand experience with design thinking, which boosts your creative confidence and skills and allows your team to acquire and develop unique theoretical and practical knowledge for your project.

Richard Hylerstedt | TFF Design Lab Coach
Expert in Design Thinking and Urban UX Design

Hailing from Gothenburg, Sweden, Richard is a graduate of the HPI School of Design Thinking in Berlin, where he completed two levels of the school’s design thinking program. Since graduating, he has supported the school’s professional education branch as a workshop coach and carried out design and facilitation projects for clients across Europe, including running an experimental project in the Portuguese town of Amarante to explore how a design thinking mindset and methodology can be applied to local government. Richard holds two bachelor degrees from Lund University, one in strategic communication and one in Russian linguistics.
The Startup Pirates Bootcamp
Business plan accelerator

In 2014 we piloted the first TFF – Startup Pirates Bootcamp and received amazing feedback from participants. Therefore, we are excited to offer this program again. The 10 Finalist Teams will receive an all-expense paid trip* to the city which will host the TFF Global Summit in March 2016. There, they will participate in a three-day Bootcamp, led by Startup Pirates.

Startup Pirates is a non-profit organization that enables aspiring entrepreneurs to get inside the startup world and learn how to develop and implement a business idea.

With a hands-on approach and the support of a large community of experienced entrepreneurs, they combine workshops and mentoring with a clear focus on accelerating the development of emerging entrepreneurs, including pitch training.

Startup Pirates is presented in 17 countries on 4 continents, and has helped create more than 70 startups, receiving extensive recognition from governments and the media.

“Why join the navy... if you can be a Pirate?”

This famous quote from Steve Jobs was the inspiration behind the Startup Pirates name. Like pirates, starting something as a young person means sailing in the unknown seas and trying to do things differently.

To successfully launch a company is one of the most difficult things one can do. It’s demanding, stressful, and difficult and most of the time you’ll feel distressed. Only someone who is fearless and willing to fight, hustle, and work really, really hard will be able to succeed. Startup Pirates aims to show young people that entrepreneurship is really possible and has the power to change people’s lives and contribute to the growth of the economy.

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

Inês Santos Silva | Chief Pirate of Startup Pirates
Expert in entrepreneurship and education

Born in Portugal, Inês Santos Silva is a dynamic young entrepreneur who has been globally recognized for her work as a startup accelerator and community builder. Her mantra is “disrupt or be disrupted!”

Despite her young age, she is the Co-Founder of multiple successful startup initiatives, including Startupx, Trojan Horse Was a Unicorn, Startup Pirates, and Startup Tour. She is also an avid TEDx organizer, a Global Shapers Lisboa member and one of the youngest ever graduates of Singularity University.

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The TFF Global Summit
March 2016, Location To Be Announced

The TFF Global 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 “TFFers”, 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:

- Inspirational TED-style speakers
- Interactive skill-building sessions
- Networking opportunities and learning games
- An exciting pitching contest
- Live announcement of the TFF Challenge winners
- DJs, dancing and a sensational after-party

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

Previously, we held the TFF Global Summit in Berlin (2013) and Lisbon (2015). Check out the Lisbon Summit after movie at www.tffchallenge.com

“Thank you for one of the most incredible opportunities of my professional career – the chance to participate in the Global Challenges Summit in Lisbon. The organizers have made an incredible effort to make this a memorable event...and they didn’t disappoint in the least. It was a privilege to be among such brilliant and dynamic people...I still think about the two days and the friends I made there. It’s an event that I will cherish forever.”

Marc Burón, TFF Challenge Finalist Team, Iowa State University, USA

“I was so moved by being present at the Global Challenges Summit in Lisbon. I was heartbroken when it was over.”

Elisiane Wolf, TFF Challenge Participant, Brazil

“TFF was the best conference ever! The aesthetic, the theme, the speakers, the parties, the food! Thank you, thank you, thank you!”

Henry Gordon Smith, Founder, Agarchitecture

“Thank you for one of the most incredible opportunities of the year: to exchange ideas and feed off each other’s energy. After all, you are the stars the world needs – and the ones we celebrate!”

Maureen Mazurek, Director, Sustainability Strategy & Operations, Mark" Brand

“Those were two amazing days that added a lot for me as a person and as a future professional. I was touched by the affection of each person that I met... TFF gave me more friends that I could ever hope for.”

Jared Yarnall-Schane, TFF Ambassador, USA

“Was an amazing group of people and outstanding production!”

Yossi Haim, PhD, Faculty Director, Global Grand Challenges & Managing Director, Maariv, Israel

“It’s so hard to find people that care about the same things as you. The TFF Summit is like a gathering of all those people from all over the world... What I want the world to be like is what we left behind in Lisbon. I was heartbroken when it was over.”

Elke Hogervorst, TFF Ambassador, Netherlands

“The best thing about the Summit was having the chance to meet so many amazing people from all over the world, working towards the same goal.”

Nishi, TFF Ambassador, India

“Wishes from the finalist were amazing.... They really encouraged me to develop my projects for my moon shoot!”

N. G. T. S. W. P. M., TFF Ambassador, Trinidad and Tobago

“It was a wonderful privilege to meet the student teams and hear about their enthusiasm... and their great ideas!”

Roger Thuro, Chicago Council on Global Affairs; Author of The Global Brain

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The Prizes

The experience, the friends, the learning, and the fun are reasons enough to take part in the TFF Challenge.

$5,000 – Runner Up Team
The runner up of the competition will win $5,000 in grant money for their project.

$10,000 – Winning Team
The winner of the TFF Challenge will get $10,000 in grant money for their project.

Important Dates

2015
Signup begins:
April 23, 2015

Sign up ends:
Sign ups are open until December 1, 2015, but we encourage you to apply as soon as possible so you can get the most out of tools like the Design Lab.

Projects due for submission
Round 1 Pitches due (end of Round 1): December 1, 2015, at 12:00AM Pacific Standard Time

Ten Finalist Teams Announced:
December 15, 2015

2016
Final round begins:
January 4, 2016

Final round ends and winners announced:
March 2016 (exact date TBD)

Startup boot camp for 10 Finalist Teams:
March 2016 (exact date TBD)

Global Summit:
March 2016 (exact date TBD)

Next Steps

• Sign up on www.tffchallenge.com
• Form your interdisciplinary team of 3-5 students
• Begin the TFF Challenge and develop your project
• Change the world

Qualification and Criteria:
The TFF Challenge is open to all students currently enrolled in a university from Bachelors to PhDs.
Students must participate in teams of 3-5 people, ideally representing a breadth of disciplines.

Check out the full contest rules and regulations at: www.tffchallenge.com

Any questions? Email us at: info@tffchallenge.com

Important info

Thought For Food provides a global networking opportunity for students to collaborate and share their ideas with other students and experts.

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!

TFF is much more than a competition - it is a movement and we want you to be part of it!

Join us!

Thought For Food: Building a Global Community of Endorsed Young Social Entrepreneurs
Your TFF Team

Bringing together a passion for food security, youth, entrepreneurship and innovation, our team represents a breadth of expertise and interdisciplinary thinking.

We are here for you every step of the way!

Christine Gould
Co-Founder of Thought For Food
- 14 years of professional experience with expertise in innovation strategy, agriculture and food policy, and youth engagement;
- Head of Next Generation Engagement at a multinational corporation - Syngenta in Switzerland;
- Governing Board Member of Young Professionals in Ag Development;
- Recognized for her work by Ashoka Changemakers and the League of Intrapreneurs.

Nadia Laurinci
Co-Founder of Thought For Food
- 9 years of professional business experience in banking, strategy and entrepreneurship;
- Former banker at Goldman Sachs and Citigroup in New York, strategist with Outthinker Consulting;
- Serial entrepreneur and founder of multiple companies in gaming, talent management and education.

Erin Ponsonby
Community Manager
- Strategic thinker and problem solver committed to data-driven results;
- Builds and continually engages the TFF community;
- Extensive and diverse experience in digital and social media, content generation and offline marketing.
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