

Advanced Course

1st Mediterranean Food Entrepreneurship Week

Zaragoza (Spain) 22-26 June 2026

Programme

Opening (1 hour)

1. Mediterranean Agrifood Entrepreneurship Ecosystem (3.5 hours)

- 1.1. Regional overview, challenges and opportunities in the food system in the Mediterranean
- 1.2. Entrepreneurship ecosystem mapping (identifying key actors, incubators, accelerators, and support networks in the agrifood sector)
- 1.3. Policy and institutional support (national and international frameworks supporting agrifood entrepreneurship. Analysis of EU, national, and local policies that support agrifood innovation)
- 1.4. National challenges and opportunities
- 1.5. Case study: Entrepreneurial ecosystems in the Spanish food sector

2. Business Model Innovation (1.5 hours)

- 2.1. Business life cycle and maturity
- 2.2. Designing and validating business models (Business Model Canvas, Value Proposition, Financial Planning, Simulation)
- 2.3. Consumer segment and end-user

3. Mapping exercise: Identifying and analysing local ecosystem actors relevant to each participant's business. Proposal of mapping approaches to evaluate and classify actors (1.5 hours)

4. Digitalisation and innovation in agrifood (4 hours)

- 4.1. Agrifood and digital transformation
- 4.2. Sustainability and circular economy

5. Visit and group work. Design of a circular business model integrating digital tools: Mas Seeds (2 hours)

6. Technical visits (6 hours)

- 6.1. Research and innovation laboratory. Exploration of applied research projects in renewable energy, agrifood technology, development of new products, sustainable processes: CTA Pilot Plant - UNIZAR
- 6.2. Business incubation centre. Start-ups and innovation programmes to discover local entrepreneurship ecosystems: CEMINEM SpinUp
- 6.3. Innovation hub. Networking session and discussion with innovation ecosystem actors (start-ups, mentors, investors): CIEM Open Innovation Ecosystem
- 6.4. AgriTech Start-up Meeting - Presentation of digital solutions and precision agriculture tools for data-driven crop management: SalzySalz

7. Mentoring and peer learning (2 hours)

- 7.1. Mentoring session: scale to business
- 7.2. Peer-to-peer learning circles

8. Financing agrifood business (6 hours)

- 8.1. Funding sources and instruments (grants, loans, crowdfunding, and matching funds)
- 8.2. Managing start-up financials (tracking performance, cash flow, forecasting, risk management)
- 8.3. Investor pitching, storytelling
- 8.4. Practical activity: Pitch simulation and feedback
- 8.5. Escape Room Zaragoza: Coco Room

- 9. Agribusiness marketing (brand, strategy) (3 hours)**
 - 9.1. Marketing mix (product, price, place and promotion)
 - 9.2. Trend in consumer behaviour and reach
- 10. Final presentations and panel feedback: Growth & Impact Roadmap. Each start-up presents its refined strategy for the next 18 months to a panel of mentors, investors, and peers. Deliberation and awards ceremony (3 hours).**