

Program Layout

# Scale it Agro

We empower sustainable Agro innovations to scale effectively, with a 9-month accelerator track

Scaling your business in agritech, agrifinance, or sustainable agriculture?

**Join the agro innovation movement!**

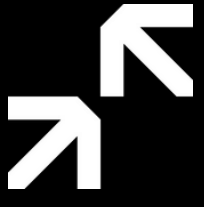
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# Timeline | Full 9-month program

- **Deadline Subscriptions**  
March 5th  
Final chance to register!
- **Pitch day**  
March 17th  
Find out how to prepare  
04/02 (4pm CET) LINK: <https://buytickets.at/startit/1509004>  
27/02 (12pm CET) LINK: <https://buytickets.at/startit/1509017>
- **Kick-off**  
April 1st  
We kick-off the program with a partner event in Belgium
- **Masterclasses**  
Monthly  
Expert sessions on fundraising, commercial growth, and team building led by first hand experience.
- **Cohort Collaboration**  
Monthly  
Share updates, track progress, and offer support. These sessions foster collaboration, tackle challenges, and strengthen the founder community.
- **Personalized Coaching**  
Monthly  
One-on-one session with your Program Director, your advisor tailored to address your specific needs and current obstacles.
- **Immerse Field Event**  
June  
A gather in the field for on-site farm visits, providing an opportunity to strengthen connections and explore practical applications of your work.
- **Graduation and Investor Event**  
Finale in Belgium  
The program ends with a high-profile event in Belgium, uniting investors, partners, and stakeholders. You'll pitch your growth, showcase milestones, and share your vision for the future.





A unique 9-months program to speed up your growth with the support of vast expertise, an enormous global network, an inspiring work space and quality mentorship.

## Practicals

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### What ?

A 9-month track with expert advice, commercial introductions, fundraising support and deep sector insights.

### When?

We're kicking off on April 1st, 2025.

### Capacity?

A maximum of 12 scale-ups will be selected

### Application deadline

March 5th | 23h59

### Commitment?

€1800 - This is a engagement fee. You want to be part of a cohort that shows up, opens up and is committed



## What's included?

- ☐ **Cohort Communication Platform:** The cohort will have a dedicated communication space to facilitate ongoing collaboration, resource sharing, and peer support throughout the program.
- ☐ **Milestone Tracking:** Keeping you on track and supporting you with the most important of all: getting to that next level.

# How is the program structured?

- Kick-off day to meet your fellow cohort, the partners of the program, setting your Milestones and enjoying the first **Masterclass**
- 3 touch points per month (Masterclass + Cohort meeting + Personal coaching)
- Permanent support from our Program Director to get you closer to your Milestones
- 8 Masterclasses in total
- On-site day on a Belgian Farm with Partners

## Masterclasses

The masterclasses will be tailored from the list below, often combining multiple topics into focused sessions. But, your milestones will take priority. Masterclasses will be adjusted to align closely with the specific goals and needs of the cohort.

<b>Sales and Growth</b>	Customizing Sales Strategies for Growth	(Re+)Considering the right sales model for your current growth phase + Aligning strategy with capacity and cash (timelines)
	Building and Optimizing Sales Funnels	Designing end-to-end funnels that drive consistent conversions + Link back to ICP setting
	Mastering Account-Based Sales and Strategic Outreach	High-value account targeting and building long-term client relationships.
	Sales Enablement: Tools and Training	Implementing CRM systems, automation, and upskilling sales teams.
	Outbound vs. Inbound Marketing for Revenue Growth	Balancing outreach with organic lead generation + Analyse handling cost per sale & opportunity cost of resource allocation from production side (tailored work and side-tracks)

<b>Market Positioning and Expansion</b>	Refining Value Propositions for Target Markets	Isolating different ICPs in the market and deciding which ones are yours + Aligning with value proposition
	Scaling Internationally and Regionally	Market-entry strategies for global or adjacent markets.
	Niche Market Domination	Strategies to deeply penetrate niche markets and build loyalty & dominance
	Pricing Strategies to Maximize Revenue	Value-based pricing, subscription models, and A/B testing.
	Channel Partner and Distributor Development	Leveraging indirect sales models for scalable revenue streams (& Timing)

<b>Operational and Financial Excellence</b>	Operational Scaling for Rapid Growth	Streamlining processes to handle increasing volume.
	Financial Roadmaps and Revenue Forecasting	Building projections to guide hiring and marketing spend.
	Revenue Retention and Expansion	Upselling and cross-selling strategies for existing clients.
	Customer Success and Retention Strategies	Creating post-sale experiences that drive renewals and advocacy.
	Tech Stack Optimization for Scale	Ensuring software solutions grow with the company.

<b>Leadership and Team Building</b>	Building a Sales Culture for Hypergrowth	Motivating teams to achieve aggressive revenue targets.
	Hiring for Revenue Impact	Finding, onboarding, and retaining sales and growth experts.
	Leading Through Rapid Scaling	Leadership strategies for handling growth pressures.



<b>Fundraising and Deal Management</b>	Balancing story with numbers	Sharpening pitches, aligning funding with revenue goals + stress test your fund raising pitch
	Closing Big Deals: Negotiation Tactics for Scaling Companies	Securing high-ticket clients and contracts for exponential growth.
	Raising the right amount of money	Financial timing and Finmix and understanding the investor's landscape
	Premature scaling.	What am I risking? How do I know? Setting the right chronology for scaling.

<b>Legal</b>	Strategic moat building	Risk management & leveraging stability for fund raising & cashflow
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# What do you get by joining?



✓ Proximity to prospects, industry leaders, funds, future staff and farmers

✓ Access to the large Start it network

✓ Founder confidence through a shared journey

✓ Fundraising support

# Word from our Program Director:

## Scaling Your Agro Business: Growth with Purpose and Precision

Scaling isn't just about size, it's about transformation. The way you operate today must evolve to meet the demands of your next growth phase. The tools and processes that drive success in the early stages can easily become roadblocks when it's time to grow. As you transform your proof-of-concept into a well-functioning company, your team will look to you for recognition and clarity about their future. At the same time, your customers demand high value while future investors will listen closely to their opinions.

Meanwhile, you're managing it all, late nights, weekends, and the ever-present questions: Am I focusing on the right things? Is this all well-balanced?

When you prepare for scaling, you will evolve from a product-builder to a company-builder. Growing a business is exhilarating, energizing, and, at times, overwhelming. It's a journey marked by dizzying highs, crushing doubts, and lessons you only learn by doing. But you don't have to go it alone.

At Scale it Agro, we've brought together a powerhouse of stakeholders to help you scale sustainably and strategically:

**AIF**, a specialized agro investment fund, sharpens your strategies.

**Arvesta**, a leading industry player, adds experience, reach and influence.

**Boerenbond** delivers grassroots insights that no whiteboard session can replicate.

**CERA**, a major cooperative, fosters a foundation of community and collaboration.

**KBC**, a top-tier bank known for its agro expertise, brings world-class financial expertise.

If there's a piece missing in your growth strategy, chances are, our network can fill it.

For over a decade, this approach has delivered remarkable results, supporting more than 1,500 companies and generating over €1 billion in joint turnover. Now, we're focusing this expertise on agro innovators like you. Whether you're refining your market strategy, exploring new regions, or simply navigating the challenges of rapid growth, we're here to help.

### Agro and Nature: An Inextricable Connection

In the last four years, I've been deeply involved in launching financial innovations for natural infrastructure, closely observing the interplay between agro activities and nature. Agro isn't just machinery and production. It's a community. Farmers, suppliers, buyers, and residents of agricultural regions are all part of a complex ecosystem.

The future of agro lies in innovations that bring nature and agriculture closer together while empowering the people driving that change. It's often the human element (the leaders and visionaries) that determines whether an innovation succeeds or stalls.

### Ready to Build Something That Lasts?

At **Scale it Agro**, we help you turn your vision into reality. If you're ready to commit to our program and pass our selection process, we'll guide you to hit your milestones, and where possible, accelerate your journey. Because scaling isn't just about growth. It's about creating something enduring, impactful, and worthy of pride.

Let's work together to shape the future. **Are you ready to join us?**

**Apply Link : <https://startit.acceleratorapp.co/application/new?program=scale-it-agro>**



### Kjell Clarysse

Kjell Clarysse is a seasoned entrepreneur with over a decade of experience bridging innovation and impact and with a special interest in sustainable agricultural innovation. He founded multiple ventures, the most recent one being Forestbase, a groundbreaking financial innovation that transforms rainforests into Natural Infrastructure Assets, and which holds a considerable agricultural component.

As Head of Scaling at Start it X, Kjell helped to build international growth pipelines for scaleups and played a pivotal role in launching spin-offs for industry leaders like B(.) and AGFA.

Contact us

[kjell@startitx.com](mailto:kjell@startitx.com)

