

Agri-Tech Australia Global Incubator Programme

Briefing event
19 May 2026



The UK's innovation agency



Agenda

Introduction to Innovate UK

Peter Dirken, Innovate UK

Programme Objectives & Scope

Robert Crook, Innovate UK

Introduction to Farmers2Founders

Dr. Christine Pitt, Farmers2Founders

The Cohort Experience

Caroline Wellon, O2 Agri

Application process & key dates

Suzie Hattersley, Innovate UK Business Growth

Q&A

Introduction to Innovate UK

The UK's innovation agency

Peter Dirken – Global Partnership Manager, Australia and
New Zealand, Innovate UK



Context

- Innovate UK has launched their new prospectus.
- This refreshed direction sets out how Innovate UK will better support the UK's most ambitious businesses to scale, commercialise, and compete globally.
- This marks a significant moment for Innovate UK.
- The prospectus brings together Innovate UK's ambition, role and offer in one place.
- It sets out their strategic focus, the sectors and technologies where they will concentrate their efforts.
- It also explains how they will work differently to support the UK's most promising innovators.
- **High potential UK Agri-tech businesses can only capture market share and become industry giants through international growth and scale.**

INNOVATE UK

Turning Breakthrough
Ideas into Industry Giants



UK Government

THE UK'S MODERN INDUSTRIAL STRATEGY

ADVANCED MANUFACTURING

Sector Plan

Context

The UK's Modern Industrial Strategy

- Agri-tech one of six priority frontier industries within the Advance Manufacturing Sector Plan.
- *Adoption of new technology can often be slow within the sector, hindering the scale and growth potential needed to achieve a more resilient and productive food system. To address this, we will support UK agri-tech to target precision technologies that champion the application of controlled environments, robotics and automation, advanced sensors, AI and data systems in both the domestic and global markets.*
- The UK's agricultural market is too small to deliver scale, revenue and valuations that attract serious growth investment. They need to access global R&D and innovation with demonstration and adoption to be globally competitive and relevant, and the UK needs strategic partnerships to remain a global innovation leader.



Creation of Industry Giants

Accelerating Innovation
for our Nation.

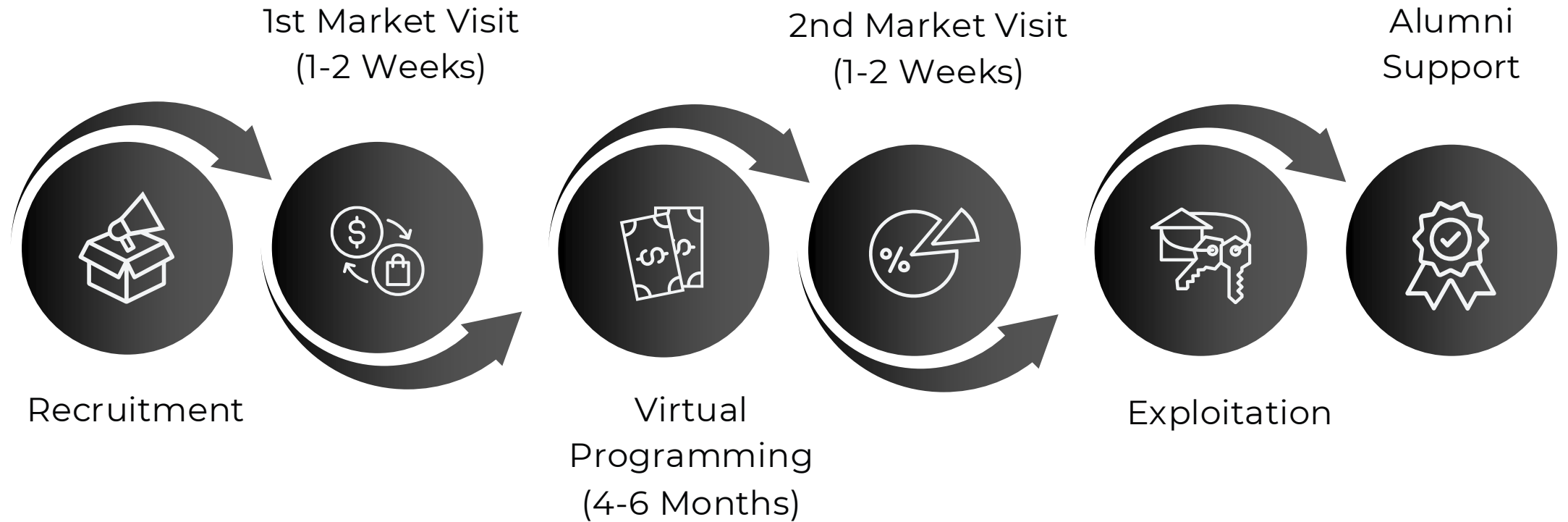
Global Incubator Programme

An acceleration programme for up to 8 innovative SMEs to grow and scale in specific sectors building long-term relationships and foundations to accelerate future market growth through the exploration Of Global Markets.



GIP Process

12-18 Month Programme



GIP Programme Overview

12-18 Month Programme



Raising Awareness

Expanding global visibility and understanding of new markets



Market Validation

Ensuring product-market fit through customer discovery research and feedback.



Workshops

Facilitating skill development through expert-led sessions and Mentorship.



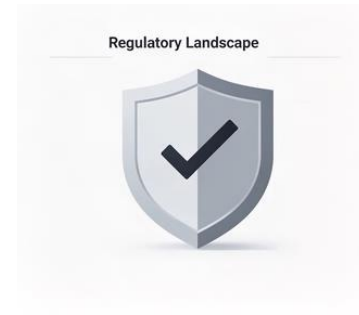
Innovation

Discovering new ideas to meet customer needs and development of new collaborations



Market Strategy

Defining pathways to reach target customers and attract investment



Regulatory Landscape

Navigating legal frameworks for market entry.



UK in a global world

The Opportunity:

- 99% of population live elsewhere
- 97% of WW GDP is elsewhere

Thank you



The UK's innovation agency



Programme Objectives & Scope

Robert Crook - Innovation Lead Agriculture Engineering,
Innovate UK



Objectives: why Agri-Tech and why Australia

Modern Industrial Strategy identifies Agri-tech as one of the frontier manufacturing industries

Advance Manufacturing Sector Plan recognises that the UK strengths in Agri-tech are well-positioned to meet rising global demand for advanced farming solutions

Good engagement and good contacts established with Australia.

- Lots of similarities – cropping, operations, agronomy and husbandry
- Lots of differences – climate, conditions, crops, seasonality
- Common challenges – labour, resource usage, productivity, profitability, crop protection, animal health and welfare, food quality, provenance and waste, environmental impact
- Agriculture seen as priority sector by Australia Governments. \$100bn export target set for 2030
- Farmers have little government support – willing to adopt good tech to overcome challenges
- Distance can seem a challenge, but common language and culture make things easy
- Useful gateway to pacific region





Scope - Key focus areas include but are not limited to:

Targeted agricultural sectors:

- Horticulture: tree crops, field vegetables and protected cropping
- Livestock production: dairy and beef, sheep, pigs and poultry production
- Monitoring and management systems
- Arable and broadacre cropping: precision crop management
- Soil health and assessment technologies

Precision Agriculture and Variable Rate Technologies:

- Imagery, soil maps, and yield data
- Input optimisation
- Decision support tools, including modelling
- Climate resilient growing systems

Robotics & Automation:

- Harvesting and planting automation
- Labour efficiencies
- Automated irrigation, nutrient and plant protection product delivery
- Automation for livestock operations

Advanced Sensors & AI Systems:

- Crop growth and monitoring sensors
- Crop yield, quality and harvest readiness prediction
- Soil and environmental monitoring
- Livestock monitoring technologies

Engineering Biology for agriculture:

- Bio-based crop and animal protection
- Microbial soil health protection
- Enhanced plant and animal resilience and productivity

Introduction to Farmers2Founders

Dr. Christine Pitt –Co-Founder & Managing Director,
Farmers2Founders

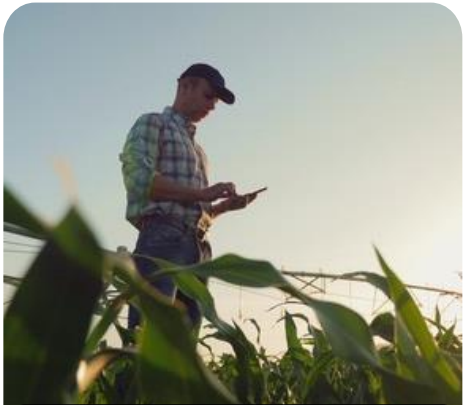




LAND & LAUNCH™ AUSTRALIA

Market entry and commercialisation platform for
international agrifood tech ventures ready to
scale into Australia

Why AUSTRALIA?



**Diverse Climate
Zones & Sectors**



**Global Gateway to
Asia & Beyond**



**Robust and Enabling
Ecosystem**



**Counter-Seasonality
Advantage**



**Producer Appetite
for Solutions**

Who are we looking for?

Innovative solutions that can deliver transformative benefits across Australia's diverse agricultural sectors

- Applications tailored to address issues of national importance in Australia: drought & climate resilience; food security; supply chain uncertainty; and market access
- Demonstrate some understanding and potential to address challenges in one or more of Australia's key sectors: livestock (beef, sheep, goats, dairy, pork & poultry); grains; cotton; horticulture; and aquaculture



PROGRAM JOURNEY



Stage 1

Market Visit

(Sydney + Regional NSW)

Understand market
Product-market fit
Early connections
Funding your expansion

Ecosystem exposure
Connections in-person
Collaboration partners
Mini Bootcamp

Stage 2

Market Visit

(Adelaide)

Scaling value chain
Plan trials
New connections
Consolidate partnerships



Stage 3

GTM Plan
Capital Raising

Go Live!

F2F on-ground support

Program Timeline

3 August
2026



(Holiday Break 16 Dec 2026 – 12 Jan 2027)

16 March
2027

PROGRAM ELEMENTS

1:1 Business Deep Dives



1:1 expert coaching with industry growth & investment advisors



Rapid Fire and pitch events with investors



Pilot trials and tech adoption support



Group sessions & peer-to-peer knowledge exchange



Connections with potential partners & collaborators



In-Market visits with key industry events and curated meetings



Scaling into Australia

Build your knowledge; validate your product-market fit; GTM roadmap; introductions to prospective partners and customers; pilot trials to prepare you for successful entry and growth into Australia's agricultural sector.

Funding Your Expansion

Enhance investor readiness and develop a funding strategy to support your expansion into Australia and beyond.

Farmer Centric Tech Adoption Support

Powered by
F2F TEK FARM®

- Getting ready to leverage and access our grower and agribusiness network
- Deep understanding of producer problems and curated matching of your solutions
- Data & insights to feed into your customer acquisition strategy
- Structured trials & commercial deployment supported by national advisor network
- Accelerate the commercialisation and adoption of your technology

PROGRAM OUTCOMES

Product-Market Fit	Expansion Readiness	Mobilise Ecosystem
Validate product value proposition	Build & test a robust Go-to-Market Plan	Mobilise F2F's agrifood-tech network of advisors, partners, investors and customers
Identify customer segments & acquisition		
Value chain & distribution models	Optimise your value chain with partners	Connect with industry bodies, grower groups, research partners and customers
Align capabilities and technologies		
Legal and regulatory landscape	Mobilise capital to fuel your expansion	Learn > test > execute
Develop pilot trial design	Build scalable business models	

Our Core Team



CHRISTINE PITT
Co-Founder & Managing Director



JOANNE BARBER
Senior GTM Business Coach



ALICE FAETH
Senior Agtech Adoption Advisor



AZRINA IQBAL
Program Support Manager



DUNCAN FERGUSON
Head of Investment



CASS MITCHELL
Operations Manager

The Cohort Experience

Caroline Wellon
AgriTech Australia Global Incubator
Programme, Cohort 4



The Cohort Experience

Caroline Wellon – Managing Director



O2 Agri, established in 2021, is an agtech company delivering innovative engineering and patented nanotech solutions for poultry, horticulture and industrial waste processing sectors. Based in Shropshire, UK, the company combines cutting-edge science with practical farming applications focused on enhancing farm yields while maintaining environmental sustainability.

Application process & key dates

Suzie Hattersley – Project Manager,
Innovate UK Business Growth





Innovate
UK

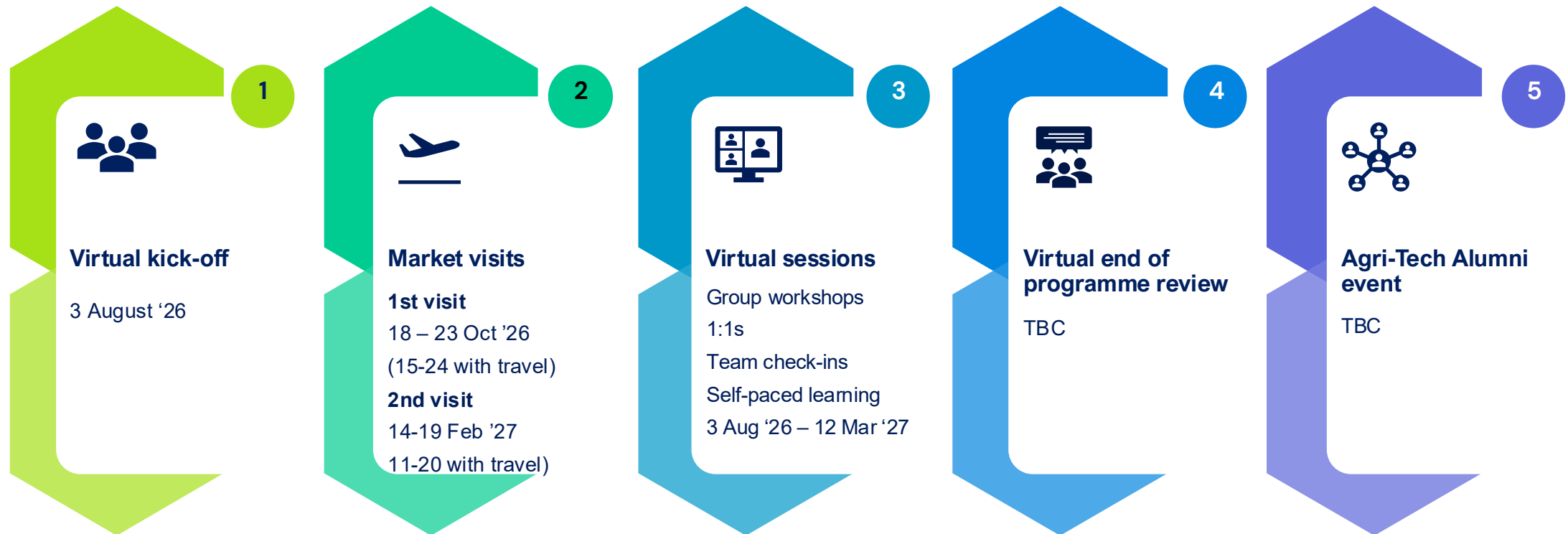


GIP Agri-Tech Australia – Recruitment Timeline





GIP Agri-Tech Australia – Programme Activity Timeline





Innovate
UK



Applications

All applications are made online.

- **Company information:** Is your company currently engaged with global markets? Has your company previously participated in an Innovate UK funded global programme?
- **Scope:** How does your application fit with the scope of the GIP?
- **Product Innovation:** What is the innovation? Why is it innovative? What is the stage of development? Who is the target market?
- **Experience & aims:** What does the company hope to gain from participation in the programme? How will this support your growth strategy in terms of building partnerships & collaborations?
- **Market:** Why specifically the Australian market? What is your understanding of the competitive landscape? How will working with Australia help you to further develop or exploit your innovation?
- **Capacity:** Do you have the capacity within your team to exploit the programme? What is the scalability of your business model?



Support

- Wraparound Innovate UK support, Innovation Growth Specialist/Scale Up Director support and Alumni event
- Incubator partner programming, check-ins, 1:1s and virtual workshops.

Expectations

- **Be part of the cohort** – attend the virtual sessions, travel and join in-market activities as a group. Support and challenge each other.
- **Be committed** – be involved in all parts of the programme and play an active role.
- **Maximise your chances** – work closely with the advisors on the programme.
- **Demonstrate sufficient investment** – guarantee that you have the resources to participate effectively in the programme.
- **Develop and implement an impact focused strategic plan** –working closely with your advisor on the programme.
- **Engage an appropriate representative** - C-suite representative or decision-maker.
- **Represent UKRI & Innovate UK at the highest standards at all times.**



Costs

Innovate UK will fund for both visits (October & February):

- International flights – Group return economy travel from London Heathrow to Australia
- Group hotel accommodation
- Group hotel transfers
- Group travel within Australia
- Group subsistence
- Event or conference fees

Companies will fund:

- Programme commitment fee of £2000, returned in full after programme completion
- Travel within the UK
- Border entry and visa documentation
- Travel and medical insurance



Proposed travel

Visit 1

Departs: Thursday 15th October '26, London Heathrow

Arrives: Saturday 17th October '26, Sydney Airport

Departs: Saturday 24th October '26, Sydney Airport

Arrives: Sunday 25th October '26, London Heathrow

Visit 2

Departs: Thursday 11th February '27, London Heathrow

Arrives: Saturday 13th February '27, Adelaide

Departs: Saturday 20th February '27, Adelaide

Arrives: Sunday 21st February '27, London Heathrow



FAQ

Q. Can an additional company representative travel or be part of the virtual sessions?

Yes, in principle — though this is at the discretion of the GIP lead. Any additional representative must be funded by the company, follow the same itinerary as the primary delegate, and participate consistently across all activities.

Q. Can the return to the UK be extended?

A. Yes – delegates can extend their market visit and arrange their own additional business meetings. If successful, you should inform the GIP lead when you accept your place. If additional costs incur, the company would be expected to cover these.

Q & A

Please reach out to:
global1@iukbg.ukri.org

