



MaRS

MISSION FROM MaRS
FOOD & AGTECH
VENTURE
ACCELERATOR

POWERED BY FARM CREDIT CANADA

APPLICANT GUIDE



Introduction

Mission from MaRS is an ambitious, ecosystem-based, technology adoption program addressing the climate crisis. *Mission from MaRS: Food & AgTech* is the fourth installment in a series of initiatives helping ventures overcome the systemic obstacles of scaling the adoption of their technologies.

This mission aims to accelerate the adoption of innovative food and agriculture supply chain solutions that make Canada's agri-food system more sustainable, resilient, and competitive through its three key objectives:

1. **Increase the flow of investment** to support the growth and scaling of high-impact food and ag tech solutions coming from Canadian SMEs.
2. **Build resilience** into the food and agriculture sector to **support climate adaptation efforts** and boost Canada's global competitiveness.
3. **Reduce operational emissions** of Canada's food and agriculture sector through the adoption of innovations

The *Food & AgTech Venture Accelerator* (the "Accelerator"), made possible with the support of **Farm Credit Canada**, is part of *Mission from MaRS: Food & Ag Tech*.



Why Apply?

Program Details

The Mission from MaRS: *Food & AgTech – Future Supply Chain Venture Accelerator* is designed to fast-track the commercialization and adoption of Canadian innovations tackling the sector's most urgent supply chain challenges.

MaRS will recruit six to 10 ventures developing solutions that reduce emissions, cut waste, improve efficiency, and build resilience across the food system. Selected ventures won't just gain access to tools, connections, and support — MaRS will actively champion their teams and technologies, helping to unleash the full commercial potential of their innovations at scale.

The Accelerator provides a platform to move beyond pilots and prototypes into wider adoption, driving both climate impact and lasting market success.

If Selected

Selected companies will be one of six to 10 participants in this Accelerator, each of which will receive access to:

- **Case-by-case adoption support** — including curated introductions with potential agri-food and supply chain adopters, capacity support to seek funding for pilot or commercial deployment projects, guidance on project implementation and procurement processes, and active relationship management.
- **Targeted workshop curriculum** — designed with input from food system stakeholders, potential adopters, and MaRS subject matter experts to prepare ventures for commercial success.
- **Curated investor connections** — introductions to domestic and international investors interested in food systems, climate technology, and supply chain innovation.
- **Mentorship networks** — access to expert advisors through investor showcases and curated events with industry leaders, customers, and partners.
- **Access to MaRS venture services** — including market intelligence, capital advisory, talent support, and communications services.
- **Peer and coalition engagement** — opportunities to build strong relationships with other selected ventures and with broader industry coalitions through ongoing workshops and capacity-building activities.
- **Enhanced public profile and exposure** — through the Mission from MaRS Climate Champion brand, with features in press releases, case studies, media coverage, and agri-food-focused industry events.

Technology Streams

Future Supply Chain is the first technological theme in the *Mission from MaRS: Food & AgTech* Venture Accelerator series, designed to build a more sustainable, resilient, and competitive food system.

Guided by input from across the agri-food sector, we've identified four priority technology streams:

1. **Resilient Infrastructure**
2. **Logistics & Traceability**
3. **Waste & Circularity**
4. **Automation**

These reflect current industry demand and high-impact opportunities, but the list is not exhaustive—we welcome any beyond-farm-gate solutions, as well as solutions not currently used for food and agriculture, that align with our climate and resilience goals.

1. Resilient Infrastructure

Technologies that strengthen the security and responsiveness of Canada's agri-food system.

Examples include:

- Cold chain infrastructure to preserve quality and reduce spoilage
- Localized or modular food processing to shorten supply lines
- Climate-resilient infrastructure for storage, handling, and transport
- Decentralized renewable energy generation and storage to power critical supply chain nodes

2. Logistics & Traceability

Solutions that improve transparency, efficiency, and intelligence in the movement of food products across the value chain.

Examples include:

- Blockchain-enabled traceability from farm to fork
- Route and fleet optimization tools to reduce emissions and costs
- Predictive analytics and AI forecasting for demand planning and inventory management
- Digital twins or simulation tools for logistics design and disruption planning

3. Waste & Circularity

Innovations that reduce loss, create circularity, and valorize by-products in the agri-food system.

Examples include:

- Technologies to reduce, track, and upcycle food waste
- Circular or intelligent packaging that extends shelf life
- Water and waste treatment or recycling systems for processing operations
- Surplus food redistribution platforms linking suppliers to secondary markets

4. Automation

Technologies that improve productivity and reduce the cost of labour-intensive supply chain operations.

Examples include:

- Robotics for sorting, packaging, and handling
- Smart warehouses with automated storage and retrieval systems
- IoT-enabled sensors and monitoring tools to optimize operations
- Autonomous vehicles or drones for transport, inspection, or delivery



Eligibility

The following criteria will be applied to determine if an applicant is eligible for the program:

The Applicant/company must:

- Be a leader (e.g., officer or executive) of a Canadian-incorporated business developing technology for the food and agriculture sector or which could be applied to the food & ag sector that aligns with our definition of climate and resilience technology. This includes physical or digital solutions that:
 - Strengthen the resilience, efficiency, or adaptability of the food and agriculture supply chain.
 - Reduce greenhouse gas (GHG) emissions or other ongoing contributors to climate change, and/or
- Have authorization from your company to submit this application on its behalf.
- Be willing to participate in the public nature of the Accelerator, including potential media engagement and event participation.
- Submit a complete application in accordance with the Official Rules.
- Have generated revenue in the last 12 months and/or expected to generate revenues over the next 12 months.

As it relates to the climate technology solution featured in the Company's application, the Company must:

- Not be a subsidiary of a larger parent company that would otherwise not be eligible for the program;
- Must be incorporated, based, or, if a non-Canadian venture, have a significant and growing presence in Canada – however priority consideration will be given to Canadian-headquartered applicants;
- Have been operational for at least one year prior to the application start date;
- Own the intellectual property behind a solution that can improve productivity, competitiveness, resilience and sustainability (e.g. GHG profile) of food and agriculture companies;
- Ensure the solution is, in MaRS' opinion:
 - Focused on reducing emissions, improving supply chain efficiency and security, optimizing logistics and traceability, enhancing waste management, and/or increasing labour cost efficiency to build resilience in Canada's food and agriculture systems;
 - Proprietary and/or patentable;
 - Scalable and capable of delivering significant impact;
- Be classified as a small and mid-sized enterprise (SME) as defined by [Innovation, Science and Economic Development \(ISED\) Canada](#);



Technology Readiness Levels

Solutions should fall within TRL6 and TRL9 on the nine-point Technology Readiness Level spectrum, as defined by [Innovation, Science and Economic Development \(ISED\) Canada](#):

- **TRL 6:** System/subsystem model or prototype demonstration in a simulated environment.
- **TRL 7:** Prototype ready for demonstration in an appropriate operational environment.
- **TRL 8:** Actual technology completed and qualified through tests and demonstrations.
- **TRL 9:** Actual technology proven through successful deployment in an operational setting.

Timeline/Key Dates

Applications Open:
September 18, 2025

Eligibility Screening:
October 20 - 23, 2025

**Technical Detail
Submission Deadline:**
October 27th, 2025

Interview Dates:
October 27 -
November 14, 2025

Participation Selection Date:
November 17, 2025

**Deadline for Application
Submission:** October 17,
2025

Technical Detail Request:
October 23, 2025

**Third Party Technical
Review:** October 27 -
November 14, 2025

**Selection Committee
Review:** Week of
November 15th 2025

**Accelerator Cohort
Publicly Announced**
December 2 - 3, 2025

Program Start

December 2, 2025

Program End

August 30, 2026

Application

Apply by completing the online application form and submitting all required documents and information. All entries must be accurate, and you must accept the terms and conditions outlined in the application process.

By submitting an application, you confirm that:

- You have your company's authorization to apply and enter into this agreement on its behalf.
- The information provided is true, accurate, complete, and does not infringe on any third-party intellectual property rights.
- MaRS Discovery District ("MaRS") may collect, use, and disclose the information in your application for the purposes of evaluating your eligibility and fit for the program.
- MaRS may share your information with its review committee, external reviewers, and mentors as needed for this purpose.
- You consent to MaRS collecting, using, and disclosing your personal information in connection with this program.

Opt-In

If selected, you will be prompted to indicate if you are comfortable participating in media interviews, attending events, and promoting your business/technology. You will also be asked to announce mission participation at MaRS' Climate Impact Conference on December 2nd.

Accessibility

MaRS is committed to ensuring fair and equal participation in the application process and the Accelerator. If you require accommodations protected by human rights legislation (e.g., disability-related needs), please email **mfm@marsdd.com** with details. MaRS may request additional information to understand your needs and make the process accessible.

Selection Process

There are four main components to the *Mission from MaRS: Food & AgTech – Future Supply Chain* venture cohort selection process, starting with a national recruitment campaign.

Here's how the program will unfold:

Stage 1: Application Submission (September 18 - October 17, 2025)	A Canada-wide recruitment campaign will launch on September 17, 2025, with applications accepted until 11:59 p.m. (ET) on October 17, 2025.
Stage 2: Eligibility Screening (October 20 - October 23, 2025)	A MaRS review committee will screen all submitted applications to confirm eligibility based on company profile, solution stage, Canadian incorporation, IP ownership, and alignment with the Accelerator's goals.
Stage 3: Technical Details Request (October 23, 2025)	Shortlisted applicants will be notified and asked to provide additional technical and business documentation to support a more detailed assessment. These materials must be submitted by October 27, 2025.
Stage 4: Third-Party Technical Review & Interviews (October 27 - November 14, 2025)	MaRS will coordinate a third-party technical review of shortlisted ventures. Select applicants may also be invited to participate in interviews with MaRS advisors and program partners to further evaluate commercial readiness and strategic fit.
Stage 5: Selection Committee Meeting (Week of November 17, 2025)	A panel of MaRS staff, partners, and advisors will review cumulative evaluation results to recommend the final six to 10 ventures. The committee will assess cohort composition, as well as the strengths and weaknesses of individual companies. The final decision rests with the MaRS program team.
Notification Date (No later than November 21, 2025)	MaRS will notify the selected ventures of the final cohort No later than November 21, 2025

Evaluation Methodology

The following selection criteria will be applied to all applications submitted by eligible ventures (the “Evaluation Criteria”) during the quality review stage:

Criteria	Weighting	Scale (1-10)*
Program Fit	30%	1 – The venture is not relevant to this Accelerator’s aims. 5 – The venture is relevant to this Accelerator’s aims, and its inclusion would be helpful. 10 – The venture is extremely relevant to the Accelerator’s aims, its inclusion will strengthen the cohort composition, and the venture could provide a unique and valuable perspective.
Technology & Value Proposition	20%	1 – There is little, if any, evidence of new innovation or market differentiation in the applicant’s solution. 5 – The applicant’s solution is moderately differentiated from competitors. 10 – The applicant has a unique and highly innovative solution with a compelling customer value proposition.
Adoption Readiness	20%	1 – The venture has not provided any evidence that it is prepared to commercially engage with prospective customers. 5 – The venture has demonstrated that it’s prepared to commercially engage with prospective customers, and has begun engaging with adopters. 10 – The venture is ready to commercially engage, has an early track record, and is able to scale to meet the demand of customers.
Revenue Model	20%	1 – The revenue model is weak and doesn’t have the potential to gain market traction. 5 – This is a reasonable revenue model for the applicant’s business that is likely to resonate with customers and investors. 10 – This is the perfect revenue model for the applicant’s business and would be highly appealing to the market.
Intellectual Property	10%	1 – The applicant is using off-the-shelf technology with no intellectual property or proprietary offering. 5 – The applicant’s technology is slightly differentiated from competitors and is protected or protectable. 10 – The applicant has a strong intellectual property strategy that provides it with a distinct advantage over its competitors and is protecting its technology.

Frequently Asked Questions (FAQ)

How do I apply?

Visit the Accelerator webpage at missionfrommars.com/food-agtech-future-supply-chain and click on the [Apply Now](#) button. You will be guided through the application process. Late or incomplete entries will not be accepted. By accepting our Official Rules and submitting an application, you also agree to MaRS Discovery District's venture [terms and conditions](#). Applications must be in English only.

What technologies are eligible for the Mission from MaRS: Food & AgTech – Future Supply Chain Venture Accelerator?

This call for applications is seeking ventures with commercial or near-commercial **beyond-farm-gate** solutions that are ready for pilots or have completed pilots in operational environments. Eligible innovations must have achieved a Technology Readiness Level (TRL) of at least **TRL 6**, as defined by Innovation, Science and Economic Development Canada. Past prototypes, pilots, demonstration projects, or commercial deployments are not required but are preferred.

Eligible technologies include those listed in the **Technology Streams (slide 4)** section above: Supply Chain Security, Optimizing Logistics or Traceability, Waste Management, and Labour Cost Efficiency. However, we know innovation doesn't always fit neatly into categories—MaRS welcomes applications from companies with technologies that can help reduce emissions, improve efficiency, and build resilience in Canada's food and agriculture supply chains even if the technologies are not being used in the food and agriculture sector today. Please contact mfm@marsdd.com with any questions about your venture's eligibility.

What is a beyond-farm-gate solution?

A beyond farm gate solution refers to innovations or services that improve efficiency, sustainability, and value creation after crops or livestock leave the farm, such as in processing, distribution, or retail. These solutions strengthen the broader agri-food supply chain by reducing waste, increasing transparency, and delivering better outcomes for farmers, consumers, and the environment.

What are your selection criteria?

Please refer to the **Evaluation Methodology (slide 10)** section in the Application Guide.

How will the information I submit be used?

Privacy is very important to us. All information collected through our online application form will only be viewed by our selection committee, the MaRS program team, and key partners involved in the program. While we encourage you to be open in your application, please avoid including highly sensitive proprietary details. If you are not selected for the cohort, your application will be permanently deleted unless you request otherwise. MaRS will treat your application as confidential and protect it in accordance with our [Privacy Policy](#).

If I am selected for the final cohort, will information (intellectual property, financial information, etc.) about my venture be kept confidential?

Yes. If selected, you will be asked to sign an agreement outlining how your information will be handled, in line with our Official Rules. Your information will remain confidential and will not be shared without your permission, except as agreed (for example, with investors or potential partners).

Do you take any equity in the projects?

No, MaRS does not take equity.

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