



# 2020 Mexico AgTech Competition

Join us in León, Guanajuato



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# About the Mexico AgTech Competition

Kirchner Group, the state government of Guanajuato and the city government of Leon are co-organizing the Mexico AgTech Competition on May 23th, 2020 in León, Guanajuato.

With this event, these leading organizations in food and agriculture innovation and investment are creating a platform for Mexican entrepreneurs and startups tackling food security to gain funding, mentoring, and international recognition.



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**The Mexico AgTech Competition features exhilarating keynotes by renowned international speakers and a startup pitch competition with more than \$25,000.00 USD in prizes up for grabs. Including the \$5,000USD Kirchner Grand Prize**

The event will bring together an global audience of entrepreneurs, mentors, industry leaders and investors.



# León, Guanajuato

León is the biggest city in the state of Guanajuato, Mexico known for its economic development and importance in the food and agricultural industries.

The event is supported by the Innovation Direction of the Municipality of León, Guanajuato and the Ministry of AgriFood and Rural Development of the State of Guanajuato.

\*Finalist teams will be responsible for covering their travel expenses to arrive to Leon.



# The Pitch Competition

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The event will feature high-energy pitches from top Mexican startups, presenting their solutions for agriculture's major challenges.

Projects can range from prototypes up to early-stage all the way to established companies, and will be judged on the basis of social impact and investment readiness.

Selected finalists will also get a free advisory from graduates from the "Kirchner Investment Academy" that will help them get ready for their final presentation.



# The Prizes

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## 1st Winner

\$5,000.USD + 5 hours of consultancy from Kirchner Group

## 2nd Winner

5 hours of consultancy from Kirchner Group

*In addition, more prizes and awards will be announced soon.*

## Judging Criteria

### Investment readiness

- Regional/ local relevance
- Innovative solutions
- Implementation & scalability
- Uniqueness
- Management team

We look forward to  
hearing from you!

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To participate please send  
us an email

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