



COST-EFFECTIVENESS RESEARCH REPORT: BETTER PLATE TRACK

ACCELERATING ALTERNATIVE PROTEINS ISRAELI STARTUPS

Authors: Carole Bibas-Barkan, Ido Listenberg
May 2023



Executive Summary

- Alternative proteins have the potential to solve some of the world's most pressing issues: climate change, world hunger, and animal welfare and Israel has established itself as a global leader in the industry.
- The Modern Agriculture Foundation (MAF) in partnership with MassChallenge Israel (MC), launched the Better Plate Track in 2022 which is the only alternative proteins focused accelerator in Israel.
- This study focuses on four Israeli startups that participated in the 2022 cohort, and aims to examine the benefits of the program on their success.
- The research methodology employed multiple methods, including literature review, surveys, interviews, and data analysis, to capture different perspectives and compensate for the small sample size.
- Startups reported a positive experience with the program, particularly in terms of investor connections, networking, mentoring, and assistance in presenting their startups.
- Investors highlighted the value of experienced personnel, strong networks, and industry focus in accelerators, emphasizing their impact on investment decision-making and ecosystem development.
- The survey of alumni by MassChallenge indicated that 75% of the program's participants are still active, demonstrating sustained business success.
- Overall, participating in the Better Plate Track likely positively impacted the startups' development, including attracting investors, raising funds, advancing product development, and fostering connections within the alternative proteins ecosystem. While the program received positive ratings in areas such as regulation and marketing, there were varying opinions regarding industry connections, indicating potential areas for improvement.
- The program showed cost-effectiveness, with low costs per investor contacted (\$135) and a high ratio of dollars raised per dollar spent (\$701)
- Overall, the Better Plate Track program likely contributed to the success and growth of the Israeli alternative proteins ecosystem. As the first specialized accelerator in the sector, it has showcased demand among startups and influence on investors' decisions.

Table of Content

Executive Summary.....	2
Table of Content	3
1. The Problem	4
a. Why alternative proteins	4
b. The alternative proteins industry in Israel.....	5
2. Organization and Project Descriptions.....	6
a. The Modern Agriculture Foundation	6
b. The Better Plate Track program	6
3. Population and Methodology.....	7
a. Population: the 2022 Better Plate cohort	7
b. Methodology: Reliance on many weak independent arguments.....	7
c. Limitations	7
4. Method 1: Literature Review: Accelerators' Contribution to the Development of Entrepreneurial Ecosystems.....	9
5. Method 2: Pre-post Comparison	10
a. Product.....	10
b. Money raised	11
c. Number of employees.....	11
6. Method 3: Control and Treatment Groups Comparison	12
a. Baseline.....	12
b. Comparison between product stage, money raised, and number of employees	12
c. Comparison between number of investors contacted	13
7. Method 3: Questionnaire to Participants	14
8. Method 4: Participants Interviews.....	15
9. Method 5: Investors' Insights	17
10. Method 6: MassChallenge Israel Data Analysis	18
11. Cost-effectiveness Analysis	19
a. Costs	19
b. Program effectiveness on different metrics	19
c. Cost-effectiveness analysis.....	20
12. Conclusions	21
13. Room for Funding	22
14. References	23
15. Data	23

1. The Problem

a. Why alternative proteins

The growing availability of alternatives to conventional meat, eggs, fish, and dairy products presents a promising solution to some of the world's most [pressing issues](#)² such as climate change, global food security, and animal welfare.

According to a [2023 report by The Breakthrough Institute](#)³, livestock contributes to 11.1-19.6% of the world's greenhouse gas emissions, which is similar to the entire global transportation industry⁴. They estimate that meat production alone could cause 0.2-0.44°C of warming by the end of the century, mainly because the warming impact of certain greenhouse gases released from livestock production, such as methane and nitrous oxide, is greater than that of carbon dioxide.

With the global population projected to reach [9.7 billion](#)⁵ by 2050 from [8 billion today](#), the demand for animal-derived protein continues to escalate, placing an unsustainable burden on finite, diminishing land and water resources. By reducing our reliance on animal agriculture, we can stretch limited resources. Indeed, producing plant-based meat emits up to 30-90% less greenhouse gas emissions, requires 47-99% less land, and uses up to 72-99% less water than conventional meat products ([GFI, 2019](#))⁶.

As population grows, so does the demand for meat, and billions of animals are slaughtered by the animal agriculture industry every year, causing [enormous amount of suffering](#)⁷. Farmers adopt cruel practices geared towards maximizing output, resulting in even more suffering. The development of [plant-based, fermented, or cultivated alternatives to animal-based foods](#)⁸ reduces the demand for conventional meat, eggs, fish, and dairy products, thereby alleviating animal suffering.

b. The alternative proteins industry in Israel

Israel has become a global leader in the alternative protein industry, with a growing number of companies developing innovative plant-based and cultivated meat products. It places second in terms of investment, after the United States, with \$454 million raised in 2022 (GFI, 2023)⁹. The country's strong tradition of innovation and technology, coupled with a deep cultural appreciation for plant-based diets, has helped to create a supportive ecosystem for the development of alternative protein products.

Plant-based meat is a key focus for many Israeli companies, with a number of startups developing 3D-printed meat substitutes that closely mimic the texture and flavor of real meat. These companies are using a variety of plant-based ingredients and cutting-edge technologies to create products that are more sustainable and ethical than traditional meat products. In addition to plant-based meat, Israel is also home to a growing number of companies working on cultivated meat, which is produced by growing animal cells in a lab. These companies are using bioreactor technology to create meat products without the need for animal slaughter, and are working to improve the scalability and cost-effectiveness of cultivated meat production.

The Israeli government has played an important role in supporting the alternative protein industry, with initiatives aimed at promoting innovation and sustainability. The government has provided funding for research and development in the alternative protein space, as well as tax incentives for companies that invest in sustainable technologies (SNPI, 2023)¹⁰.

Despite the challenges faced by the alternative protein industry, including regulatory hurdles and consumer skepticism¹¹, Israel's alternative protein companies are continuing to innovate and expand. With increasing global demand for sustainable protein sources, the Israeli alternative protein industry seems well-positioned for continued growth and success in the coming years.

2. Organization and Project Descriptions

a. The Modern Agriculture Foundation

The Modern Agriculture Foundation (MAF) is an Israeli non-profit organization set out in 2014 with a vision to transform the global food system by replacing traditional animal-based foods with alternative protein products, such as cultured meat, fermentation products, and plant-based alternatives. MAF envisions a food system in which healthy, sustainable, and affordable food is produced without harming animals or the environment. MAF pursues its mission by fostering high-impact innovation and creating new initiatives to solve gaps in the industry by rallying a community of scientists, entrepreneurs, investors, industry leaders, and government decision-makers in Israel.

b. The Better Plate Track program

Launched in 2022, the Better Plate Track is the first and only alternative protein accelerator track in Israel and in the Middle East. It is set up to accelerate the most promising startups in the Israeli alt. protein sector to ensure their long-term success in producing innovative healthy, sustainable, and affordable food alternatives. It aims to identify the most promising ideas at an early stage and nurture entrepreneurs who have the passion and ability to further the substitution of existing animal-derived products by bringing competitive and diversified alternative options to the market.

The Better Plate Track is run in partnership with MassChallenge Israel (MC), the largest and most diverse non-equity accelerator in Israel. The track is tailored to meet the specific needs of each participant, with general expertise sessions on marketing, operations, and strategy, alongside industry-specific insights and tools. Startups also receive individualized mentorship, allowing them to advance their strategic goals and extend their network. At the end of the program, participating startups can be selected to showcase their innovations at an awards ceremony and international roadshow event, providing exposure to potential investors and partners.

3. Population and Methodology

a. Population: the 2022 Better Plate cohort

The research population consists of the four Israeli startups that participated in the 2022 Better Plate Track cohort, each having a unique focus, including using microalgae for health products, developing plant-based meat ingredients, creating a plant-based egg protein substitute, and using directed metabolic engineering to produce high amounts of plant-based proteins. All share a common goal of creating sustainable and scalable solutions to replace animal-based proteins. One startup from Greece was excluded as the report only pertains to Israel.

b. Methodology: Reliance on many weak independent arguments¹²

Our methodology is based on [Social Change Lab's research on social movements \(2023\)](#)¹³. To ensure a comprehensive study, they approached the same topic from multiple angles and used diverse methods. We adopted this approach because our sample size is too small to draw statistically significant conclusions. By using a variety of methods, we aim to obtain stronger conclusions and a more in-depth understanding of the subject matter.

c. Limitations

Despite utilizing multiple research methods to achieve a comprehensive understanding of the subject matter, the small sample size remains a significant limitation that must be taken into account when interpreting the results. Second, the report assumes that the success of individual startups contributes to the overall growth of the alternative proteins industry, based on the interconnectivity of companies in the same industry, where the success or failure of one can impact others. While this assumption may be reasonable, it is difficult to quantify the contribution of each startup to the industry's growth. Future research is necessary to better understand the individual success of startups in bringing products to market that will reduce the consumption of animal-based products, which is the ultimate goal of the program.

Table 1: Summary of Research Methodology

Research Method	Description	Strength	Weakness
Literature Review	Traditional literature review on the effectiveness of accelerators in a wide range of ecosystems	Getting an overview of academic literature and understanding the gaps and weaknesses of the evidence base.	No articles focus on Israel or alternative proteins, which may pose a generalizability issue
Participants and nonparticipants survey	Survey of 4 participants of the 2022 Better Plate cohort and 4 future participants of the 2023 cohort	Quantitative comparison between similar groups that can be seen as control and treatment groups	Small sample size and the difference in cohort year limit generalizability.
Participants interviews	Interviews with 4 participants of the 2022 Better Plate cohort to understand the impact of the accelerator on their startups	Understanding participants opinions on the most important elements of the accelerator for contributing to their success	Small sample size of only four startups, who may be biased due to effort justification and limits generalizability
Investors Survey	Questionnaire to investors to elicit expert views on our questions around the importance of accelerators	Understanding investors opinions on the importance and need of accelerator to influence the alternative proteins ecosystem.	Experts may have bias (e.g. satisfying the interviewer)
MassChallenge Data Analysis	Data-based conclusions of the impact of MassChallenge Israel accelerators	Accurate data on the effectiveness of similar accelerator programs	No focus on alternative proteins, so generalizability is unclear

4. Method 1: Literature Review: Accelerators' Contribution to the Development of Entrepreneurial Ecosystems

Business accelerators have emerged as popular sources of support for early-stage entrepreneurs over the past two decades. According to a study by Gonzalez-Urbe and Hmaddi (2022)¹⁴, accelerators provide capability-building, networking, mentoring, and sometimes funding to selected participants. Resources provided by accelerators can help participants close the funding and capability gaps they may have and offer a supportive environment for new businesses. With their intense, limited-period educational programs, accelerators aim to stimulate entrepreneurship. Accelerators can also certify growth potential to the market by validating participants. Fowle (2017)¹⁵ notes that accelerators generate positive feedback loops by driving action, which enhances their brand, attracts investors and mentors, and enables more selective intake.

Accelerators also benefit the broader entrepreneurial ecosystem by making it easier for even non-participants to raise capital and grow their businesses. Drori and Wright (2018)¹⁶ note that accelerators affect the economy and society in multiple ways beyond their participants' start-up performance. They are part of a rapidly growing phenomenon, developing new ecosystems and fostering communities of innovation that influence the rate and distribution of innovations and the flow of entrepreneurial knowledge and new ideas within and across industrial sectors and countries. Moreover, accelerators attract venture capital and specialized talent to their respective ecosystems, affecting the performance of non-participating businesses. According to Hochberg (2016)¹⁷, accelerators have a significant impact on attracting venture capital funding for non-accelerated businesses in the US, and Bone et al. (2017)¹⁸ demonstrate similar effects in the UK.

In conclusion, accelerators have become essential building blocks of innovative ecosystems in various fields. They provide essential resources and capability-building to early-stage entrepreneurs, validating promising business innovations. However, optimizing accelerators to achieve the most significant impact on participating and non-participating businesses requires tailored services addressing unique challenges (Gonzalez-Urbe and Hmaddi, 2022).

5. Method 2: Pre-post Comparison

This section aims to evaluate the differences between startups' metrics before and after participating in the Better Plate program.

a. Product

The table below presents the changes in the product stage of startups before and after participating in the program as reported by the startups.

Table 4: Product Stage Before and After Program Participation as Reported by Startups

Product Stage Before the Program	Product Stage After the Program
Pre-seed	Seed (no product yet)
TRL-4	TRL-6
Development	Beyond production and scale-up
Beta	Beta

The following table displays the standardized responses of the startups' product stage based on the Technology Readiness Level (TRL) scale. The color scale used in the table functions similarly to a heatmap and provides a visual indication of the progression. The table includes the difference in TRL level between the two stages.

Table 5: Standardized Product Stage Before and After Program Participation

Product Stage Before the Program	Product Stage After the Program	Difference in TRL Level
TRL-2	TRL-3	1
TRL-4	TRL-6	2
TRL-5	TRL-7	2
TRL-6	TRL-6	0

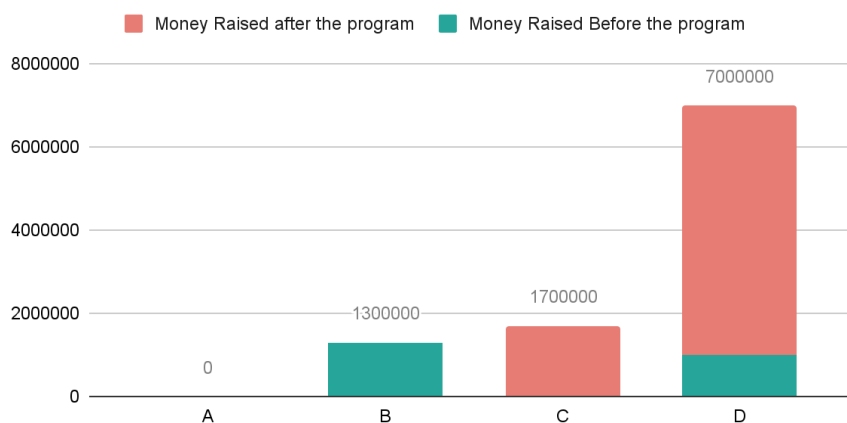
The findings show that the Better Plate program had a favorable influence on the product development of 75% of the participating startups, indicating that Better Plate is effective in promoting their progress.

b. Money Raised

The presented data depicts the amount of capital raised by the four startups before and after participating in the Better Plate program. The results demonstrate that the impact of the program on each startup's fundraising abilities was variable.

One startup had raised \$1.3 million prior to the program but did not raise any additional funds upon completion. Another startup did not secure any funding either before or after the program. In contrast, one startup significantly increased its funding from \$1 million prior to the program to \$6 million after completing the accelerator. Another did not have any funding before the program but was able to raise \$1.7 million following its conclusion. This particular startup attributed its fundraising success to the Better Plate program, as mentioned in the “Participants Interviews” section.

Figure 1: Comparing Amount of Funds Raised Before and After the Program (in USD)



c. Number of employees

Three of the startups experienced a rise in employee numbers after the program, while one experienced a decline. The average increase in employee numbers across all participants is 1, which indicates an overall positive impact of the program on employment.

6. Method 3: Control and Treatment Groups Comparison

a. Baseline

Our approach involves comparing startups that have participated in the Better Plate Track in 2022 (treatment group) with those that have been accepted into the 2023 cohort but have not yet participated (control group). Although those startups did not apply for the Better Plate program in the same year, it is likely that these groups are comparable because they have both undergone MassChallenge judging rounds to be accepted into the program, indicating that their products and teams are similarly promising. We examined the baseline characteristics of the Treatment and Control groups, focusing on the amount of money raised, the product stage, and the number of employees prior to the program. Overall, it is reasonable to compare these two groups, but the conclusions derived from this method are less strong compared to those based on the pre-post comparison.

b. Comparison between product stage, money raised, and number of employees

In terms of money raised, the treatment group showed a significantly higher average of \$1,925,000 compared to the control group's average of \$150,000, suggesting a positive impact of the program. Concerning workforce, the treatment group had an average of 3.75 employees, with all startups having at least one employee, while the control group had an average of 2 employees, with two startups having no employees. This difference in averages of 1.75 indicates a positive effect. Regarding product development, the difference in averages between the treatment and control groups is 0.75, also indicating a positive effect.

Table 3: Comparison between the Treatment and the Control Groups

	Average in Treatment group	Average in Control group
Money Raised	\$1,925,000	\$150,000
Product Stage	TRL-5.5	TRL-4.75
Number of Employees	3.75	2

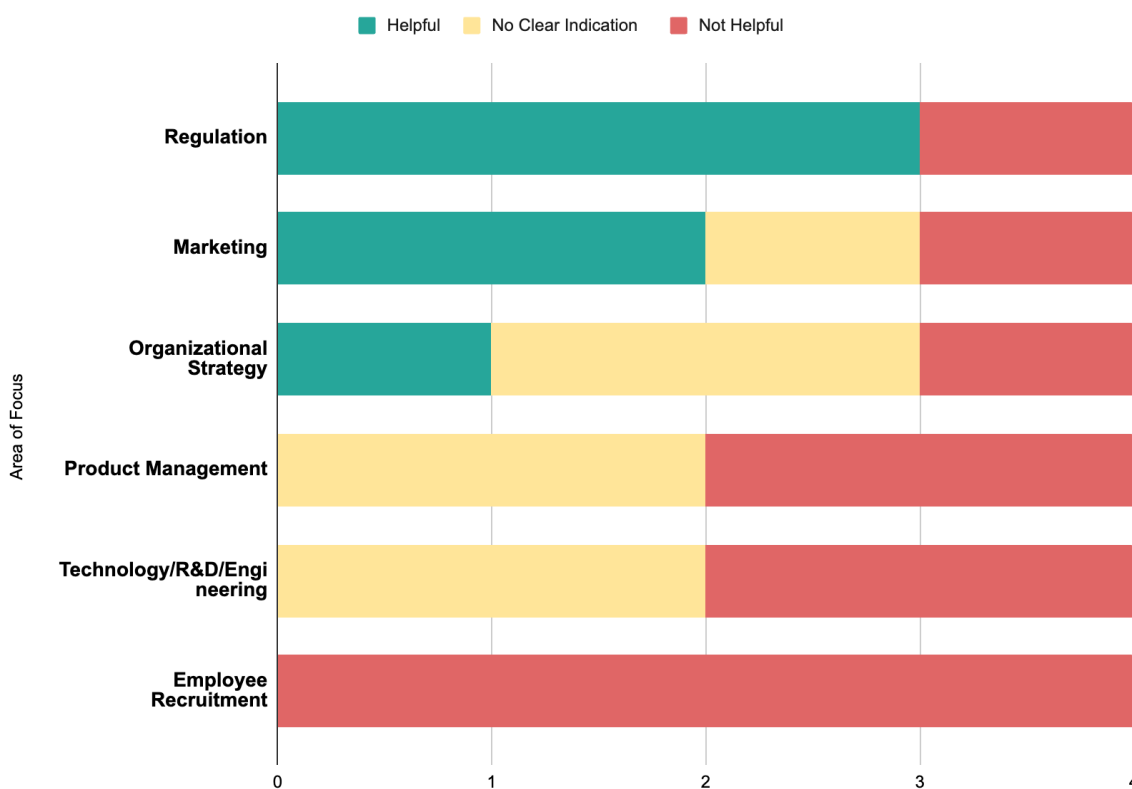
c. Comparison between number of investors contacted

The Treatment group contacted a significantly higher number of investors than the Control group, with a mean of 81.25 investors compared to 1.75. This could be due to a number of factors, such as a wider network or greater knowledge of investor outreach strategies. Given that both groups were at similar stages of development and likely had similar funding needs, it is highly likely that the Better Plate program played a significant role in helping startups reach

7. Method 4: Questionnaire to Participants

Startups were asked to assess the benefits of the Better Plate program in helping them in different specific areas. The program was rated on a scale of 0-5, with 0 indicating no help and 5 indicating very helpful. However, the use of a numerical scale to measure benefits can be problematic, as the distance between consecutive numbers on the scale may not be equal. Therefore, the responses were categorized qualitatively into three categories: helpful, no clear indication of impact, and not helpful. The stacked bar chart below visually represents the varying perceived impact of the program across the six areas of focus.

Figure 2: Perceived Benefits of the Better Plate Program in Various Areas of Focus



In general, the program was rated as beneficial for regulation and marketing, but not for employee recruitment. However, opinions were divided on the effectiveness of the program in other areas such as marketing and organizational strategy.

8. Method 5: Participants Interviews

We conducted interviews with the four startups participating in the Better Plate program, assessing six key components of the program, including their interaction with investors, mentorship, networking with fellow startups, support with presenting their startups, industry contacts, and strategic adjustments.

Connecting with investors: two out of four startups noted that the program helped them establish strong connections. One startup reported that the program helped them meet current investors, while the other credited the program with helping them raise all of their seed funding.

Mentoring: Mentoring was another positive aspect of the program, with three out of four startups rating their experience positively. One startup found the mentoring to be very successful and significant, while another expressed satisfaction and is still in contact with their mentors. The one negative review was attributed to the startup's own lack of proactivity.

Networking with fellow startups: Networking between startups was also positively received, with all participating startups sharing a positive experience in connecting with one another through the program. One startup described it as a "support group." They all reported the establishment of strong connections and the benefits of mutual cooperation.

Presenting and pitching: All the participants reported that the program helped them in pitching and presenting their startups. One gained clarity on communicating their story after attending a program workshop, while another found the mentoring to be helpful in this regard.

Connection with industry leaders: While three out of four startups did not find the program particularly helpful in connecting with industry leaders, one startup reported an extremely positive outcome, going from being unknown in the industry to becoming well-known.

Support with strategic change: the startups had a generally positive experience. They noted that it helped them shift their focus and make important decisions, and that it prompted them to question themselves.

Overall, the startups had a positive experience with the accelerator program, particularly in terms of connecting with investors and networking with other startups in their industry. They also appreciated the mentoring they received and the assistance in presenting their startup.

However, there were varying opinions about the effectiveness of the program in establishing industry connections, with no clear consensus.

Some quotes from the interviews supporting these findings:

"Without a doubt, thanks to the program, we also raised all of our seed funding. More significant than that, I don't think there is."

"First of all, during the program I got to know some of my current investors, some investors from Israel that I didn't know before joined a fundraising dinner thanks to Levana from MAF."

"We had difficulties in finding focus and communicating our story effectively. In one of the workshops on the first day, I had a moment of realization and thought 'Oh, this is how I need to tell it.' It was really a eureka moment. And since then, we have incorporated it."

"They [MAF] didn't just stick to the syllabus and the agenda, but went above and beyond. This shows genuine care, appreciation, and a strong desire to drive the industry forward, which is impressive."

"At first no one knew us and after the end of the program, everyone knew who we were."

9. Method 6: Investors' Insights

To gain a better understanding of the impact of accelerators, a questionnaire was sent to six venture capitalists operating in Israel asking for their opinions on various aspects of accelerators, including their general impact on startups' success, their influence on investment decision-making, the degree to which ecosystem success can be attributed to their presence, and the characteristics that make some accelerators more influential than others.

Respondents generally agreed that accelerators with experienced personnel and strong networks can provide value, particularly in heavily regulated or difficult to penetrate markets. They also noted that good accelerators can be seen as a validation process and can create a larger ecosystem and investment opportunities. Accelerators' impact on investment decision-making was generally considered high, particularly in terms of feasibility, risk, and business potential. One respondent mentioned the value of events, trainings, access to mentors, and market collaborations. All agreed that industry-focused accelerators can be beneficial for startups operating in the alternative proteins sector.

Accelerator Impact on Ecosystem Success	Need for Industry-Focused Accelerator in Israeli Alternative Proteins Ecosystem
6.83	7.5

Some quotes from the interviews supporting these findings:

“The alternative protein space is one where there can be significant synergistic learnings between companies. Also, it is a very difficult market to penetrate that is heavily regulated and nuanced, I believe an accelerator in that space can be beneficial if run appropriately and is very selective.”

“[Accelerators] give some sort of initial screening that helps us evaluate them better”

“Great way to start and enter the ecosystem, to connect and network and learn from mentors”

10. Method 7: MassChallenge Israel Data Analysis

The Better Plate Track is run in partnership with MassChallenge Israel (MC), the largest and most diverse non-equity accelerator in Israel. MAF has signed an agreement with MC that provides a “basic package” including the general sessions, access to a pool of mentors, and logistics operations. In parallel, MAF together with the MC team offers participants extra content and is responsible for the sector-specific mentorship and sessions (such as foodtech regulation with a specialized partnering law firm). Some of MAF’s corporate partners agreed to provide in-kind services throughout the entire program, including workspaces for events and meetings. MAF also provides participants with guidance throughout the program and accompanies them to build beneficial connections.

In August 2022, MassChallenge Israel sent a survey to all 330 alumni, including the 2022 cohort. A total of 187 alumni responded to the survey, representing a response rate of approximately 57%. In addition, information on 113 alumni was obtained from Pitchbook, a private market research database, and 30 alumni were identified as no longer active or could not be located.

They found that 75% of the program's alumni are still active, which implies that startups participating in MassChallenge accelerators have been successful in sustaining and growing their businesses over time, which is a critical measure of success for any startup accelerator program.

The high active alumni rate of 75% achieved by the program is a significant achievement, especially given the relatively low startup survival rates in Israel. This is according to data from the Startup Nation Finder²⁰ and a study by the Israel Venture Center/ReversExit²¹, which suggest that startup survival rates in Israel can range from 4% to 20%. The ability of MassChallenge programs to achieve such a high active alumni rate indicates that it has provided its participants with the necessary resources and support to succeed in the long term.

11. Cost-effectiveness Analysis

a. Costs

The program's total cost is \$53,742.7 USD, covering program administration, targeting, and implementation costs. The largest expense is for implementation, with \$50,000 USD being paid to MassChallenge Israel for a "basic accelerator package" that includes general sessions, access to a pool of mentors, and operations.

b. Program effectiveness on different metrics

The table below presents a summary of our findings using a weighted scoring system to assess program benefits across various quantitative and qualitative metrics. The weights assigned to the different methods were based on their perceived importance and reliability. For example, we gave more weight to data from in-depth interviews with participants, which could provide rich qualitative insights, over data from the literature review, which might be less specific to the program. The method also prioritized comparison between treatment and control groups, and pre-post comparisons.

In addition, it is important to note that for each metric, we used at least two methods to assess the program's effectiveness, except for the "Number of Investors Contacted" metric which was considered objective enough to rely on only one method. Using multiple methods to evaluate each metric can help increase the reliability and validity of the results obtained, by providing multiple sources of data and perspectives.

"YES" values indicate that the program is likely to have had a positive impact on the evaluated metric. "NO" values suggest that the program is unlikely to have had a significant effect. The "MITIGATED" value indicates that there is no clear conclusion.

Table 6: Summary of Program Effectiveness Evaluation Using Weighted Scoring System

		OVERALL	Comparison Treatment Control	In-depth interviews with participants	Questionnaire to participants	MassChallenge Data	Experts Insights	Litterature Review	Pre-Post
		WEIGHT	5	5	4	4	3	3	2
Quantitative	Number of Investors Contacted	YES	YES						
	Money Raised	YES	YES	YES			YES		MITIGATED
	Product Development	YES	YES		NO				YES
	HR	MITIGATED	YES		NO				YES
Qualitative	Developing an entrepreneurial ecosystem	YES					YES	YES	
	Regulation	YES		YES	YES		YES		
	Marketing / Pitching	YES		YES	YES				
	Organizational Strategy	YES		YES	MITIGATED				
	Survival	YES				YES			
	Connection with industry	MITIGATED		MITIGATED					
	Collaboration/Network with peers	MITIGATED	NO	YES					
	Product Management	NO			NO				
	Technology/R&D/Engineering	NO			NO				
	Ecosystem Knowledge	NO	NO						
	Relationship with Academia	NO	NO						

c. Cost-effectiveness analysis

The table below summarizes the findings of the cost-effectiveness analysis, which focuses on assessing whether the program's benefits outweigh its costs in terms of the quantitative metrics evaluated. The last row shows that the average dollars raised per dollar spent was \$701, with a significant increase from pre- to post-program, which at least one startup directly attributed to the program. These results suggest that the program was cost-effective, particularly in terms of the cost of contacting investors (\$135) and dollars raised per dollar spent.

Table 7: Cost-Effectiveness Analysis: Program Benefits and Quantitative Metrics Evaluation

Method	Treatment control comparison	Pre-post comparison		WEIGHTED AVERAGE
		Lower Bound	Upper Bound	
Weight	2		5	
Dollars spent per investor contacted	135		N/A	\$135
Dollars spent per product stage advancement	14,331	8,599	7166	\$1,504
Dollars spent per employee hired	6,142	2,687	10,748	\$15,899
Dollars raised per dollar spent	165	126	502	\$701

12. Conclusions

In conclusion, this research suggests that participating in the Better Plate Track program has positively impacted the entrepreneurial development of the participating startups. Key outcomes include attracting investors, raising funds, advancing product development, and fostering connections within the alternative proteins ecosystem. The program has shown cost-effectiveness with low costs per investor contacted (\$135) and a high ratio of dollars raised per dollar spent (\$701). The program has shown potential to significantly benefit participating startups by facilitating substantial growth, particularly when startups actively engage with the program contents. However, it is important to acknowledge the limitations of the study, especially the small sample size. Additionally, further research is needed to better understand the impact of individual startup success on reducing the consumption of animal-based products.

This research also underscores the importance of continuing the Better Plate Track program and contributes to the understanding of the advantages offered by a specialized accelerator in promoting innovation and growth within the alternative proteins sector. By itself, the establishment of the Better Plate Track as the sole alternative proteins focused accelerator in Israel has demonstrated the demand among startups for such a program and its influence on investors' decision-making processes. Looking forward, it is worth noting that following the success of the first cohort, investors have already expressed interest in the 2023 cohort, reaching out to participants immediately after announcing them. This early investor engagement highlights the growing recognition and anticipation surrounding the program, indicating its potential for continued success in attracting investors and fostering entrepreneurial development.

13. Room for Funding

Based on the insights provided by this report, we have identified three key areas that require additional funding to yield substantial benefits for both the participating startups and the Israeli alternative proteins ecosystem.

Firstly, there is a need to establish a food-tech hub that serves as a dedicated space for entrepreneurs, stakeholders, including industry players and regulators, to foster dialogue, collaboration, and knowledge sharing (FAO, 2023). By facilitating early-stage meetings and discussions, this hub would create a supportive environment for the development of alternative protein products, ensuring that regulatory considerations are addressed from the outset. This initiative aligns with the participants' feedback, indicating the necessity for enhanced access to industry leaders.

Secondly, based on the feedback from startups, it has been emphasized that ongoing support beyond the program duration would greatly benefit their growth and success. An alumni network would offer valuable opportunities for knowledge exchange, mentorship, and collaboration, further strengthening the ecosystem and fostering continued growth and innovation.

Lastly, the Modern Agriculture Foundation (MAF) would benefit from additional funds to sustain future cohorts of the Better Plate program. By allocating additional funding towards these initiatives, MAF can enhance its impact by creating a sustainable and supportive environment to advance alternative protein solutions, and by promoting knowledge-sharing over competition within the industry.

14. References

2. [Global Issues | United Nations](#)
3. Livestock Don't Contribute 14.5% of Global Greenhouse Gas Emissions, The Breakthrough Institute, 2023
4. [Emissions by sector - Our World in Data](#)
5. [Population | United Nations](#)
6. Plant-based meat for a growing world, The Good Food Institute, 2019
7. From humans in Canada to battery-caged chickens in the United States, which animals have the hardest lives: results, Karolina Sarek, 2018
8. [Factory farming - 80,000 Hours](#)
9. Israel - State of Alternative Proteins, The Good Food Institute, 2023. <https://shorturl.at/gLY29>
10. Alternative Protein Report, Start-Up Nation Policy Institute, 2023. <https://shorturl.at/kwCEP>
11. FAO & WHO. 2023. Food safety aspects of cell-based food. Rome. <https://doi.org/10.4060/cc4855en>
12. [Many Weak Arguments vs. One Relatively Strong Argument - LessWrong](#)
13. Ozden, J., & Glover, S. (2023, January). What makes a protest movement successful? Social Change Lab.
14. Juanita Gonzalez-Urbe and Ouafaa Hmaddi (2022) "The multi-dimensional
15. Critical Success Factors for Business Accelerators: A Theoretical Context, Michael Fowle, 2027
16. Accelerators: characteristics, trends and the new entrepreneurial ecosystem, Israel Drori and Mike Wright, 2018
17. Accelerating entrepreneurs and ecosystems: the seed accelerator model. Innovation Policy and the Economy, Hochberg, Y. 2016.
18. Business incubators and accelerators: the national picture., Bone, J., Allen, O. and Haley, C. 2017.
19. "[Technology Readiness Level Definitions](#)" (PDF). nasa.gov. Retrieved 6 September 2019.
20. [Start-Up Nation Finder](#)
21. SNI team after IVC/ReversExit, Israeli Startup Success Report 1999-2014. Tel Aviv: Jan. 28, 201

15. Data

Access our data repository by following [this link](#).



JOIN BETTER PLATE TRACK

Your donation will help us changing food for good

SUPPORT MAF



THANK YOU

The Modern Agriculture Foundation is an Israeli non-profit organization, registered and approved by the Israeli Corporations Authority of the Israeli Ministry of Justice (Registry number 580589224, US 501c3 Equivalent)

