

Who is MDC?

MLA Donor Company Limited (MDC) is a fully-owned subsidiary of Meat & Livestock Australia.

MDC accelerates innovation across the value chain so the Australian red meat and livestock industry can remain competitive on the world stage.

It does this by attracting commercial investment from individual enterprises and others that share a mutual interest to co-invest in innovation that will benefit the industry.

To find out more about MDC visit www.mla.com.au/mdc

More information:

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I+E CONNECT

an innovation and entrepreneurship connection platform that provides a unique 'landing pad' in Australia for local and global AgTech and FoodTech entrepreneurs, start-ups and investors who want to work with the Australian red meat industry.



The pressure for industries to become more agile to deal with increased market volatility and complexity requires a greater focus on global innovation, entrepreneurship and the adoption of disruptive ideas and technologies.

To support the Australian red meat industry in making this important transition, MDC has developed I+E CONNECT.

I+E CONNECT

An innovation and entrepreneurship connection platform, I+E CONNECT delivers transformational change and helps prepare the Australian red meat industry for the future by:

- attracting and supporting entrepreneurs, start-ups and scale-ups to develop and commercialise new and disruptive ideas
- articulating industry pain points and identifying investable opportunities
- providing industry expertise, insight and co-investment funding
- connecting investors with exciting, qualified opportunities
- helping our partners become more agile by building their internal capability to disrupt and fast-track innovation.

MDC IS THE PERFECT PARTNER

MDC is a fully-owned subsidiary of Meat & Livestock Australia, a **recognised leader** in delivering world-class research, development and marketing outcomes that benefit the Australian red meat industry.

MDC accelerates innovation across the value chain so the Australian red meat and livestock industry can remain competitive on the world stage. It does this by attracting commercial investment from individual enterprises and others that share a mutual interest to co-invest in innovation that will benefit the industry.

Established in 1998, MDC has a **proven track record** of co-investing in and accelerating innovation across the red meat value chain.

With more than 200 innovation projects valued at more than \$180M currently underway, MDC has **well-established global strategic partnerships** with industry, research institutions, government, as well as with the AgTech, FoodTech and food innovation community.

MDC's intimate knowledge of the industry, combined with **direct access to valuable data and market insights**, means we can help partners identify and validate innovation opportunities and determine appropriate routes-to-market.

In addition, Australia's reputation as an organised, stable and early-adopter market makes it attractive to both innovators and investors, as well as creating the **perfect test environment**.

I+E CONNECT OFFERINGS

Innovation Scouting Services



Fast-tracking the generation and attraction of 'big ideas'

We partner with global innovation scouting services to attract high quality start-ups and identify emerging innovations with applications relevant to the red meat industry. Our experience in accelerating innovation and knowledge of industry pain points enables us to assess the viability of the opportunity, and identify appropriate acceleration and commercialisation support.

Entrepreneurs, Start-ups & Scale-ups



Tailored accelerator and support services for entrepreneurs, start-ups and scale-ups

Our intimate understanding of the sector-specific routes-to-market enables us to customise packages that provide the expertise, funding and networks to support your success.

Our programs are tailored towards wherever you are in your journey - from producers exploring new venture opportunities through to existing ventures looking to scale-up.

We can also provide pathways into existing accelerators and incubators as well as exposure to international markets and expertise.

Corporate Accelerators & Venture Funds

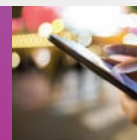


Helping industry partners build internal capability to innovate, disrupt and support internal entrepreneurship

We can help organisations realise the benefits from developing corporate venture activity and working with start-ups and entrepreneurs:

- solving specific business challenges in novel ways
- sourcing capabilities that may not exist in the parent company
- exploring products and technologies to fill or transform product pipelines
- embarking on a new direction without having to invest heavily in internal development or being distracted from core operations.

Accelerators & Incubators



Strategic global partnerships with accelerators and incubators to expedite AgTech and FoodTech innovations

I+E CONNECT offers global accelerators and incubators access to deep industry insights as well as qualified co-investment opportunities in order to attract and support AgTech, FoodTech and food innovators.

Investors



Connecting investors to exciting, qualified opportunities

Our deep understanding of the industry enables us to successfully connect venture capital and private equity communities, as well as angel investors and non-traditional early stage venture capital funding partners, with opportunities in the AgTech, FoodTech and food innovation space.

Universities & Research Institutions



Identifying and supporting new technologies and research outcomes for commercialisation

Through I+E Connect, we can partner with universities, research institutions, entrepreneurship and commercialisation arms to identify and validate new innovation opportunities. We can also help determine the most appropriate route-to-market and provide the support needed for accelerated commercialisation.

The I+E CONNECT platform offers direct access to:

- leading industry and entrepreneurial ecosystem participants
- industry expertise and market and consumer insights, including sector-specific pain points and opportunity spaces
- intensive development services to support new ventures including mentorship and co-working space
- design-thinking and lean entrepreneurship approaches to support commercial success
- co-funding mechanisms and early-stage capital
- qualified co-investment opportunities
- customised capability-building packages.