

Call for FoodTech Startups

Intesa Sanpaolo is seeking **new technology startups in the Food & Beverage industry** for the 2018 edition of its international acceleration platform **StartUp Initiative**.

Examples of **target applications**, better still through **Circular Economy** business models or **Industry 4.0** technologies:

- **AGRICULTURE & FARMING** (Precision Ag, Regenerative Ag, Characterization of soil, Drones, Sensoristics, Harvesting & Destemming, Vertical/Urban farming, Hydro/Aero/Aqua-ponics)
- **MACHINERY & APPLIANCES** (Connected machines, Automation & Robotics, Smart cooking, Embedded devices & IoT, 3D printing)
- **SAFETY & SECURITY** (Inspection & Diagnostics, Natural Preservatives & Additives, Traceability, Quality control, Big Data, Bio-based packaging, Re-usable packaging, Active packaging)
- **NUTRITION & HEALTH** (Next-wave protein sources, Functional foods, Novel foods, Superfoods, Eating Disorders & Special Diets, Natural Alternative Sweeteners and *Salternatives*, Seeds & Feeds, Closing Nutrient Loops, Zero-waste solutions, Waste management, Biodiversity)
- **USER EXPERIENCE** (Mobile services, AR/VR, Distribution & Delivery, Marketing, Social fooding).

Interested startups can apply by submitting a business plan or executive summary of their project via our [online application form](#) no later than **30 March 2018**. Applications will be reviewed and screened along five key drivers: team and advisors; addressable market; product and development stage; barriers to entry and traction; economics.

Participating startups will go through a **coaching and selection process** made available at no charge by key industry players and qualified coaches. The most promising teams will have a chance to **pitch their project** to a wide audience of **financial and corporate investors**, significantly improving their fund raising and business development reach.

The program is structured as follows:

- **Apr 14-15 – Boot Camp (Turin)**: admitted startups will receive two full days of training delivered by experienced angel investors from California.
- **May 3 – Deal Line-Up (Milan)**: trained startups will pitch to a panel of experts (industry players, investors and researchers), who will provide structured feedback and select the finalists, which will move forward with the program.
- **May 10 (TBC) – Investor Arena Meeting (Milan)**: the startups selected at the Deal Line-Up will have 10 minutes to pitch their project to a broad audience of around 150 investors, corporations and players of the innovation ecosystem. We are working to make this happen during **Seeds&Chips**, a reference exhibition for **FoodTech** and **Internet of Food** which attracts the most innovative startups and relevant ecosystem stakeholders from all over Italy and abroad.

We remind you that there is **no charge** to participate in the program. Selected companies will need to cover their own travel and accommodation. Do not hesitate to **contact us** if you have any questions!

In collaboration with



Leading food innovation worldwide

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