

# Vertical Description: Food & Retail Tech

Contact: [www.kickstart-innovation.com/program/#food](http://www.kickstart-innovation.com/program/#food)

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## About

The **Food & Retail Tech Vertical** is looking for disruptive technologies and business models in the Food and Retail Tech area.

## Description

With Switzerland's history as a food innovation nation, it's today the domicile of some of the world's leading food companies as well as strong positioned Retailers.

Kickstart is seeking to reignite the radical food and retail innovation culture in a market with high growth potential.

Innovation bridges, Proof of Concepts and other collaborations, are being built during the Kickstart program between primarily later-stage startups and corporations. These projects will more often than not result in steps towards a more sustainable food production and distribution, i.e. positive impact on the Climate and Health Crises we are facing today, as well as the global economy

## Partners

Coop (Global)

Migros (Global)

Mövenpick (Fellow)

## PoC/Partnership Areas

1. Food Technologies & NPD
2. Smart Retail Technologies
3. Healthy & Personalized Nutrition
4. Farm to Fork Value Chain
5. Alternative Protein Space

## Collaboration opportunities 2020

### 1. Food Technologies & NPD:

- NPD (New Product Development)
- Food Processing
- Sustainable & Intelligent Packaging Solutions (e.g. refill)
- Sensory Analysis
- Food Safety Solutions (monitoring shelf life, track and trace, digitalization, a.o.)
- New Sensoric experiences (e.g. aroma tech, textures, colors)
- Consumer and Concept research (e.g. new tools, platforms and methodologies)

### 2. Smart Retail Technologies:

- Disruptive Distribution Systems/Intelligent Supply Chain
- Seamless Shopping
- Data Management
- In-store management/monitoring (e.g. product finder, inventory management, theft prevention)
- Consumer Interface (e.g. in-store solutions, online)
- e-commerce
- Last-mile

### 3. Healthy & Personalized Nutrition:

- Healthy snacking
- Sugar reduction/replacers
- Salt reduction
- Ingredient line reduction
- Fermentation, Gut health, Microbiomes

### 4. Farm to Fork Value Chain:

- Traceability
- Circular Economy
- (Food) Waste management

5. Alternative Protein Space:
- Plant-based Proteins
  - Cellular Agriculture
  - Insect Proteins
  - Algae Proteins

## **Technology Enablers 2020**

- Food Technologies (ideally with IP)
- Industry 4.0
- Internet of Things (IoT)
- Distributed Ledger
- Blockchain
- Cognitive Intelligence
- Virtual reality (VR) and Augmented Reality (AR)
- AI/Machine Learning
- Conversational Interfaces (Voice, Chatbots, etc)
- Big Data/Analytics
- Robotics
- Microbiome

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