

Bases – III Digital Gastronomy Startup Forum

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1. What is the Digital Gastronomy Startup Forum?

We are on the lookout for startups and projects that are revolutionizing the gastronomy and HORECA sectors!

HIP 2021 – Horeca Professional Expo is a gathering at IFEMA in Madrid (February 15th – 17th 2021) dedicated to innovation, digital transformation and emerging trends in the hospitality and food service industries (HORECA) where LABe - Digital Gastronomy Lab, an initiative by Basque Culinary Center will host the **Digital Gastronomy Startup Forum –by LABe Digital Gastronomy Lab-**: a showcase for synergizing and networking with a global, yet specialized, audience, including business leaders, potential partners and investors, and young entrepreneurs.

This forum is looking for disruptive and emerging projects that will impact both the back and front-offices of gastronomy and hospitality in the future: technology like big data, data analysis, artificial intelligence, IoT, robotics and other new equipment, automation, 3D-printing of food and other products, blockchain, mixed reality, etc.

If you've got innovative solutions, here is your opportunity to present your project to the sector's leading companies, potential partners and specialized investors.

2. Main Areas/Sectors

- Innovative kitchen and dining room machinery and equipment
- Virtual and augmented reality
- Indoor farming
- 3D food printing
- IoT - Internet of Things
- Enhanced customer experiences (accessories, music, services, personalized gastronomy)
- Distribution, logistics and traceability (transparency, information)
- Food delivery & On Demand
- Gastro-Tourism
- Smart restaurants and establishments (management, operations, inventory, suppliers, waste management, business intelligence, energy efficiency, personnel training, marketing, finance, customer knowledge & management, personalization)
- Connectivity (platforms, browsing, orders, reservations, payments, loyalty)

3. Who can participate?

If you are a **startup**, an **entrepreneur** or a **technology center** and you have innovative solutions for one of the above-mentioned sectors and/or technologies, you can participate in the **Digital Gastronomy Startup Forum** by LABe - Digital Gastronomy Lab.

The **4 best applicants** will be selected to participate in the startup forum on February 15th 2021, in Madrid.

4. How to participate?

- All projects must be submitted through this [online form](#).
- Once your project proposal has been submitted, you will be notified if your proposal was submitted correctly and if your application has been accepted to participate in the forum.
- Our Expert Committee will evaluate all submitted projects and select those that meet our requirements.
- Only selected projects can participate in the Digital Gastronomy Startup Forum by LABe Digital Gastronomy Lab at HIP2021, to be held at IFEMA, February 15th – 17th, 2021.

5. Selection criteria

Our Expert Committee, which consists of collaborators and experts from Basque Culinary Center, will evaluate the projects presented based on the following criteria:

- Potential to solve future challenges in gastronomy, the HORECA sector and for society in general

- Technological-digital component
- Scalable, sustainable and international projection
- Seed stage and early stage series A
- Business model and Minimum Viable Product has been validated or tested
- B2B, B2C or B2B2C solutions
- Innovative and disruptive nature (of the product/service, processes, business model, etc.)
- Leadership capacity, competent and committed promotional team
- Sustainable value proposal and business model

6. Benefits

The **Digital Gastronomy Startup Forum** -by LABe Digital Gastronomy- Lab offers selected projects an opportunity to:

- Introduce and increase visibility of your company, your products or services before an international audience in the elevator pitch format (in English or Spanish).
- Connect with the global innovation ecosystem of gastronomy and hospitality.
- Find partners to develop your project.
- Become a candidate for the [HORECA New Business Models Awards 2021](#).
- Become a candidate for the Culinary Action accelerator program in 2021, which will take place at **LABe - Digital Gastronomy Lab**.
- The "Best Startup", to be chosen at the forum, will be able to participate directly in the program
- Become a candidate for the next *Gastronomy Tourism Tech Adventures* by [World Tourism Organization](#) (UNTWO) & [Basque Culinary Center](#).
- Get a Premium VIP Pass to HIP 2021 (valued at €300 each one).

7. Timeline

- The deadline to submit project proposals is **January 17th, 2021** (23:59 CET)
- Selected projects will receive notification as of **January 20th, 2021**
- Selected projects will participate in the **Digital Gastronomy Startup Forum** -by LABe Digital Gastronomy Lab- on **February 15th, 2021**

8. Industrial and intellectual property rights

- If your proposal is selected to participate in the Industrial Start-up Forum, you grant authorization to the organization to publish any data considered public: name of company, brief description of the project, professional contact information.
- You also declare that the information submitted online for project registration is not in breach of any contract with or rights of third parties, including patents, copyright, industry secrets, trademarks or other confidential information.

9. Data Protection

Project data submitted via the online registration form which are not of a general nature (company name, project description and professional contact information) will remain confidential to HIP2021. Nevertheless, any data submitted must not be incompatible with Section 8 of these rules.

10. Organizers

NEBEXT is organizing Hip 2021. **LABe - Digital Gastronomy Lab**, an initiative from **Basque Culinary Center** in collaboration with the **Gipuzkoa Provincial Council**, is organizing the Digital Gastronomy Startup Forum, in the context of HIP 2021.

11. Contact information

Please direct any questions or requests for additional information to **Jose Pelaez**: hello@labe-dgl.com

If you are also interested in exhibiting or learning about different participation options at **Expo HIP**, please contact our team:

- Telephone: +34919551551
- Contact: exhibit@expohip.com

* Participation in this contest implies full acceptance of the rules and conditions described herein.