

Bases – IV Digital Gastronomy Startup Forum

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 2022 – Horeca Professional Expo | March 7th - 9th 2022 | Madrid – IFEMA will host the **4^o 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 **5 best applicants** will be selected to participate in the startup forum on March 9th 2022, 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 the 2022 HIP Expo, to be held at IFEMA, March 7th - 9th, 2022.

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 [Horea New Business Models Awards](#).

- Three months of residence in our startup incubator LABe - Digital Gastronomy Lab, located in Donostia-San Sebastián and managed by the Basque Culinary Center.
- The “advanced” plan of the GOe Community digital platform, thanks to which they will be able to join and access our network of experts and mentors, as well as be part of the exclusive group for resident startups.
- Other types of additional benefits such as: Help in landing in the local ecosystem, access to the investor network and the possibility of applying to the Investors Club, Network of companies, etc.
- Get a VIP pass to HIP Expo 2022 (valued at €300).

7. Timeline

- The deadline to submit project proposals is **February 16th, 2022** (23:59 CET)
- Selected projects will receive notification as of **February 18th, 2022**
- Selected projects will participate in the **Digital Gastronomy Startup Forum** -by LABe Digital Gastronomy Lab- on **March 9th, 2022**

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 the HIP Expo event. Nevertheless, any data submitted must not be incompatible with Section 8 of these rules.

10. Organizers

NEBEXT is organizing the 2022 Expo HIP. **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 the 2022 HIP Expo.

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: 0034919551551
- Contact: exhibit@expohip.com

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