

18-20 FEBRERO 2019

Welcome to Horeca
Digital Era

ARE
YOU
IN?

WWW.EXPOHIP.COM

MADRID - IFEMA

DIGITAL GASTRONOMY & HOSPITALITY
STARTUP FORUM

WE ARE ON THE LOOKOUT FOR STARTUPS THAT ARE REVOLUTIONIZING THE GASTRONOMY AND HORECA SECTORS!



OBJECTIVE

HIP 2019 - Horeca Professional Expo is a gathering at IFEMA in Madrid (February 18th – 20th 2019) 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 & Hospitality Startup Forum: 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.

MAIN AREAS/ SECTORS

- 1 VIRTUAL AND AUGMENTED REALITY
- 2 INDOOR FARMING
- 3 3D FOOD PRINTING
- 4 IOT
- 5 CUSTOMER EXPERIENCE
Accessories, music, services, personalized gastronomy
- 6 DISTRIBUTION, LOGISTICS AND TRACEABILITY
- 7 FOOD DELIVERY & ON DEMAND
- 8 GASTRO-TOURISM
- 9 SMART RESTAURANTS
management, operations, inventory, suppliers, waste management, business intelligence, energy efficiency, personnel training, marketing, finance, customer knowledge & management
- 10 MOBILE & CONNECTIVITY
platforms, browsing, orders, reservations, payments, loyalty
- 11 INNOVATIVE KITCHEN AND DINING ROOM MACHINERY AND EQUIPMENT

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 & Hospitality Startup Forum by LABe - Digital Gastronomy Lab.

10 - 15 of the best applications will be selected to participate.

HOW TO PARTICIPATE?

- All projects must be submitted through this online form.
<https://goo.gl/forms/3hkzM8vXqnlO0bbh1>
- 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 & Hospitality Startup Forum by LABe - Digital Gastronomy Lab at the 2019 HIP Expo, to be held at IFEMA, February 18 - 20, 2019.

TIMELINE

- The deadline to submit project proposals is **January 31, 2019 (23:59 CET)**
- Project submissions will be evaluated **February 1 - 4, 2019**
- Selected projects will receive notification as of **February 4, 2019**
- Selected projects will participate in the Digital Gastronomy & Hospitality Startup Forum by LABe - Digital Gastronomy Lab on **February 20, 2019**





BENEFITS

The Digital Gastronomy & Hospitality 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 Business Awards.
- Become a candidate for the LABe - Digital Gastronomy Lab accelerator program in 2019.
- Become a candidate for the Gastronomy Tourism Tech Adventures 2019 by World Tourism Organization (UNTWO) & Basque Culinary Center.
- Get a VIP pass to HIP Expo 2019 (valued at €300).
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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 stages (series A stage)
- 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

DERECHOS DE PROPIEDAD INTELECTUAL E INDUSTRIAL

1. 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.
2. 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.
3. 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.

ORGANIZERS

NEBEXT is organizing the 2019 HIP - Horeca Professional Expo.

LABe - Digital Gastronomy Lab, an initiative from Basque Culinary Center in collaboration with the Gipuzkoa Provincial Council, is organizing the Digital Gastronomy & Hospitality Startup Forum, in the context of the HIP 2019.



CONTACT INFORMATION

Please direct any questions or requests for additional information to Jose Pelaez

Phone: 00 34 943 574 554 Email: jpelaez@bculinary.com

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

- T: 00 34 917 942 830

- E: exhibit@expohip.com

HOSPITALITY INNOVATION PLANET

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Opened to innovative and sustainable companies

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