

Food and Retail Vertical

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Tagline

Disruptive solutions tackling challenges in the Food and Retail sector to create a positive impact on the current climate, health, and social crises.

Vertical Description

Some of the world's leading food companies as well as very strongly positioned retailers with their own production plants are based in Switzerland and Europe. The food industry generates a turnover of over € 1 trillion yearly, making it the largest manufacturing industry in the EU. In addition, the retail market size in Switzerland including non-food items was CHF103.4 billion in 2021 and the market is expected to grow at a CAGR of more than 1% from 2021 to 2026.

Kickstart seeks to unite the most innovative startup founders with the most powerful food and retail corporations in Switzerland and beyond. These win-win partnerships aim to anticipate new food trends and result in more sustainable food and consumer goods production, distribution, packaging and consumption, which leads to a positive impact on the climate, health, and social crises we are facing today.

Moreover, Kickstart seeks to facilitate partnerships that materialise in increased customer engagement, behavioral analysis and findings enabling a more personalised shopping experience, as well as improved omni channel distribution.

Partners

Coop (Global)

Swisscom (Global)

SATW (Program)

Technologies

5G	Augmented Reality (AR)
Amazon Web Services	Virtual Reality (VR)
Artificial Intelligence (AI)	Big Data and Data Analytics
Cognitive Intelligence	Internet of Things (IoT)
Conversational Interfaces (Voice, Chatbots, etc)	Sensors
Machine Learning (ML)	Robotic
Production & processing technologies for new/novel food production	3D printing: industrial & at home
	Smart cooking

Collaboration Areas

A. Food Technologies & New Product Development	B. Farm to Fork Value Chain
C. Smart Retail Technologies	E. Alternative Protein Space
D. Healthy & Personalized Nutrition	Other

Collaboration Opportunities

Potential Sustainability Collaboration Opportunities **in bold** (including Circular Economy)

A. Food Technologies and New Product Development

- **New Product Development**
- **Sustainable and Intelligent Packaging Solutions**

B. Farm to Fork Value Chain

- **Food Processing**
- Traceability / Disruptive Distribution Systems / Intelligent Supply Chain
- **Circular Economy, Food waste management / Upcycling**

C. Smart Retail Technologies

- **Seamless Shopping/ Autonomous Shopping & Stores / Curated Shopping / Digital POS**
- Data Management
- Store Layout Optimization / In-Store Management
- **Last-Mile Delivery**
- Home-cooking, smart kitchen
- **Check out free concepts**
- **Dynamic labeling**

D. Healthy & Personalized Nutrition

- **Healthy Snacking**
- **Ingredient line reduction**
- **Food for Self-Optimization / Personalized Nutrition / Alternatives to Allergenic Ingredients**
- Gut Health

- Functional Nutrition towards Female Health

E. Alternative Protein Space

- Cellular Agriculture
- Plant-based proteins as substitutes
- Microbial Proteins / New Natural Protein Sources
- Clean Label enablers / producers
- Processing of plant based meat / extrusion
- Dairy alternatives

Overview of Collaboration Opportunities 2023 - Food & Retail

A. Food Technologies and New Product Development	B. Farm to Fork Value Chain	C. Smart Retail Technologies
<p>*A1 - New Product Development</p> <p>*A2 - Sustainable & Intelligent Smart Packaging Solutions</p>	<p>B1 - Food Processing</p> <p>*B2 - Traceability/Disruptive Distribution Systems/Intelligent Supply Chain</p> <p>*B3 - Circular Economy, Food Waste Management/Upcycling</p>	<p>*C1 - Seamless Shopping/ Autonomous Shopping & Stores / Curated Shopping / Digital POS</p> <p>C2 - Data Management</p> <p>*C3 - Store Layout Optimization / In-Store Management</p> <p>*C4 - Last-Mile Delivery</p> <p>C5 - Home-cooking, smart kitchen</p> <p>C7 - Check out free concepts</p> <p>C8 - Dynamic labelling</p>
D. Healthy and Personalized Nutrition		E. Alternative Protein Space
<p>D1 - Healthy Snacking</p> <p>*D2 - Ingredient line reduction</p> <p>D3 - Food for Self-Optimization / Personalized Nutrition /Alternatives to Allergenic Ingredients</p> <p>D4 - Gut Health</p> <p>D5 - Functional Nutrition towards Female Health</p>		<p>*E1 - Cellular Agriculture</p> <p>*E2 - Plant-based proteins</p> <p>*E3 - Microbial Proteins / New Natural Protein Sources</p> <p>*E4 - Clean label enablers / producers</p> <p>*E5 - Processing of plant based meat / extrusion</p> <p>*E6 - Dairy alternatives</p>

Potential Sustainability Collaboration Opportunities are marked with * (including Circular Economy)