

Food and Retail Vertical

This document is created by Kickstart Innovation and is shared under Creative Commons License Agreement: [CC BY-SA 4.0](#).

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 Swiss food industry generated exports of around EUR 8 billion in 2023, including coffee, tea, mate, spices, cocoa and its preparations, dairy, eggs, and honey as well as vegetables, fruit and nut preparations, and meat products.

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 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.

Partners

- Coop
- City of Zurich
- IKEA Switzerland
- AXA
- PostFinance
- Halba
- Hilcona
- Betty Bossi
- Eisberg

Technologies

- 5G
- Amazon Web Services
- Artificial Intelligence (AI)
- Cognitive Intelligence
- Conversational Interfaces
- Machine Learning (ML)
- Augmented Reality (AR)
- Virtual Reality (VR)
- Big Data and Data Analytics
- Internet of Things (IoT)
- Sensors
- Robotics
- Industrial 3D printing for food

Collaboration Areas

- Food Technologies & New Product Development
- Smart Retail Technologies
- Healthy & Personalized Nutrition
- Farm to Fork Value Chain
- Alternative Protein Space

Collaboration Opportunities

A - Food Technologies and New Product Development

- A1 New Product Development
- A2 Sustainable and Intelligent Packaging Solutions

B - Farm-to-Fork Value Chain

- B1 Food Processing
- B2 Traceability / Disruptive Distribution Systems, Intelligent Supply Chain
- B3 Circular Economy, Food waste management, Upcycling
- B4 Solutions for a sustainable gastronomy industry
- B5 Reverse logistics

C - Smart Retail Technologies

- C1 Seamless Shopping, Autonomous Shopping & Stores, Curated Shopping, Digital POS
- C2 Data Management
- C3 Store Layout Optimization / In-Store Management
- C5 Home-cooking, smart kitchen
- C6 AI Solutions for operational optimization (logistics, recycling, etc.)
- C7 Solutions to incentivize customers' participation in recycling and reusing
- C8 Solutions to recognizing customer events at an early stage (e.g., linking e-mail with field service/Sales Rep processes)

D - Healthy & Personalized Nutrition

- D1 Healthy Snacking
- D2 Ingredient line reduction
- D4 Gut Health
- D5 Functional Nutrition towards Female Health

E - Alternative Protein Space

- E1 Cellular Agriculture
- E2 Plant-based proteins as substitutes
- E3 Microbial Proteins / New Natural Protein Sources
- E4 Clean label enablers/products
- E5 Processing of plant-based meat/extrusion
- E6 Dairy alternatives

Overview of Collaboration Opportunities 2024 - Food & Retail

A - Food Technologies and New Product Development	B - Farm-to-Fork Value Chain	C - Smart Retail Technologies
<ul style="list-style-type: none"> • A1 New Product Development • A2 Sustainable and Intelligent Packaging Solutions 	<ul style="list-style-type: none"> • B1 Food Processing • B2 Traceability / Disruptive Distribution Systems / Intelligent Supply Chain • B3 Circular Economy, Food waste management, Upcycling • B4 Solutions for a sustainable gastronomy industry 	<ul style="list-style-type: none"> • C1 Seamless Shopping/ Autonomous Shopping & Stores / Curated Shopping / Digital POS • C2 Data Management • C3 Store Layout Optimization / In-Store Management • C5 Home-cooking, smart kitchen • C6 AI Solutions for operational optimization (logistics, recycling, etc.) • C7 Solutions to incentivize customers' participation in recycling and reusing • C8 Solutions to recognizing customer events at an early stage (e.g., linking e-mail with field service/Sales Rep processes)
D - Healthy and Personalized Nutrition	E - Alternative Protein Space	
<ul style="list-style-type: none"> • D1 Healthy Snacking • D2 Ingredient line reduction • D5 Gut Health • D6 Functional Nutrition towards Female Health 	<ul style="list-style-type: none"> • E1 Cellular Agriculture • E2 Plant-based proteins as substitutes • E3 Microbial Proteins / New Natural Protein Sources • E4 Clean label enablers/products • E5 Processing of plant-based meat/extrusion • E6 Dairy alternatives 	