

Food & 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 and very strongly positioned retailers with their own production plants are based in Switzerland and Europe. The Food Product Manufacturing in Switzerland ranks 11st in Europe with regards to its 2024 revenue (€41.8bn). Switzerland's combination of world-class research, corporate leadership, and an innovation-driven startup ecosystem makes it a powerhouse in Food & RetailTech.

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
- PostFinance
- Swisscom

Technologies

- AI/Machine Learning
- Cognitive Intelligence (CI)
- Conversational Interfaces
- Augmented Reality (AR)
- Virtual Reality (VR)
- Big Data and Data Analytics
- Internet of Things (IoT)
- Sensors
- Robotic
- Industrial 3D printing for food

Collaboration Areas

- Packaging
- Farm-to-Fork Value Chain
- Retail & Shopping
- New Product Development (Nutrition)
- New Product Development (Alternative Proteins)

Collaboration Opportunities

Packaging

- Sustainable and Intelligent Packaging Solutions
- Paper Packaging for Coffee Capsules

Farm-to-Fork Value Chain

- Food Processing
- Traceability, Disruptive Distribution Systems, Intelligent Supply Chain
- Circular Economy, Food Waste Management, Upcycling
- Solutions for a Sustainable Gastronomy Industry
- Reverse Logistics

Retail & Shopping

- Seamless Shopping, Autonomous Shopping & Stores, Curated Shopping, Digital POS, Super Personalization
- Data Management
- Store Layout Optimization, In-Store Management
- Home-Cooking, Smart Kitchen, Smart Restaurants
- Solutions to Recognizing Customer Events At An Early Stage
- AI Solutions for Operational Optimization (Logistics, Recycling, etc.)
- Solutions to Incentivize Customers' Participation in Recycling And Reusing

New Product Development (Nutrition)

- Healthy Convenience
- Ingredient Line Reduction
- Gut Health
- Functional Nutrition Towards Female Health

New Product Development (Alternative Proteins)

- Cellular Agriculture
- Plant-Based Proteins As Substitutes
- Microbial Proteins, New Natural Protein Sources
- Clean Label Enablers And Products
- Processing of Plant-Based Meat/Extrusion
- Dairy Alternatives

Overview of Collaboration Opportunities 2025 - Food & Retail

Packaging	Farm-to-Fork Value Chain	Retail & Shopping
<ul style="list-style-type: none"> • Sustainable and Intelligent Packaging Solutions • Paper Packaging for Coffee Capsules 	<ul style="list-style-type: none"> • Food Processing • Traceability, Disruptive Distribution Systems, Intelligent Supply Chain • Circular Economy, Food Waste Management, Upcycling • Solutions for a Sustainable Gastronomy Industry • Reverse Logistics 	<ul style="list-style-type: none"> • Seamless Shopping, Autonomous Shopping & Stores, Curated Shopping, Digital POS, Super Personalization • Data Management • Store Layout Optimization, In-Store Management • Home-Cooking, Smart Kitchen, Smart Restaurants • Solutions to Recognizing Customer Events At An Early Stage • AI Solutions for Operational Optimization (Logistics, Recycling, etc.) • Solutions to Incentivize Customers' Participation in Recycling And Reusing
New Product Development (Nutrition)	New Product Development (Alternative Proteins)	
<ul style="list-style-type: none"> • Healthy Convenience • Ingredient Line Reduction • Gut Health • Functional Nutrition Towards Female Health 	<ul style="list-style-type: none"> • Cellular Agriculture • Plant-Based Proteins As Substitutes • Microbial Proteins, New Natural Protein Sources • Clean Label Enablers And Products • Processing of Plant-Based Meat/Extrusion • Dairy Alternatives 	