

Focus Area: Food & Retail Tech

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Tagline

Within **Food & Retail Tech** Kickstart is looking for disruptive technologies and business models in the Food and Retail Tech area.

Focus Area Description

The world's leading food companies as well as very strong positioned retailers with their own production plants are based in Switzerland. The food industry plays a major role in the swiss economy generating >CHF30 Bio by more than 200 companies representing 5% of GDP.

Kickstart is seeking to unite the globally most innovative startup founders with the most powerful food and retail corporations in Switzerland. These win-win partnerships result in a more sustainable food production, distribution, packaging and consumption, which leads to a positive impact on the climate and health crises we are facing today.

Technologies

The range of technologies is enormous, focus should be:

- Food Technologies (ideally with IP)
- Industry 4.0
- Internet of Things (IoT)
- Distributed Ledger
- Processing methods (waste stream management)
- Virtual reality (VR) and Augmented Reality (AR)
- AI/Machine Learning/Cognitive Intelligence/Blockchain
- Conversational Interfaces (Voice, Chatbots, etc)
- Big Data/Analytics
- Robotics/Autonomous Systems
- New Processing methods (Fermentation)
- Microbiome Research and Technologies


Areas

The complete journey from production until consumption is touched:



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

Collaboration Opportunities


Food Technologies & NPD

- A1 - NPD (New Product Development, new ingredients)
- A2 - Sustainable & Intelligent Smart Packaging Solutions 
- A3 - Sensory Analysis and new Sensoric experiences
- A4 - Food Safety Solutions
- A5 - Consumer and Concept research


Farm to Fork Value Chain

- B1 - Food Processing , e.g. fermentation, precision farming
- B2 - Traceability/Disruptive Distribution Systems/Intelligent Supply Chain
- B3 - Circular Economy, Food Waste Management, Upcycling 
- B4 - Farming technologies, e.g. vertical farming



Smart Retail Technologies

- C1 - Seamless Shopping/Autonomous Shopping/Curated Shopping/Digital POS
- C2 - Data Management
- C3 - In-store management/monitoring (e.g. personalized shopping, AR Configurator (i.e. Furniture shopping), inventory management, theft prevention)
- C4 - Last-mile delivery 
- C5 - Home cooking, smart kitchen
- C6 - Cloud kitchens

Healthy & Personalized Nutrition

- D1 - Healthy snacking
- D2 - Ingredient line reduction , (sugar/salt reduction)
- D3 - Non alcoholic beverages
- D4 - Food for self-optimization (methods/technologies monitoring and analysing personalized nutrition needs and diets, e.g. apps)
- D5 - Gut health, e.g. products (New plant fibres (fibres from waste streams), Prebiotics, Postbiotics, Fermented ingredients and yeast (precision fermentation)) and processing methods, e.g. fermentation

Alternative Protein Space

- E1 - Cellular Agriculture
- E2 - Plant-based proteins as substitutes for e.g. meat, egg, fish 
- E3 - Microbiol proteins/New natural protein sources
- E4 - Clean label enablers/products
- E5 - Processing of plant based meat/extrusion 
- E5 - Dairy replacement