

## Call for Startups in FoodTech

Intesa Sanpaolo is seeking **new technology startups in the FoodTech industry** for the 2017 edition of its international acceleration platform [StartUp Initiative](#).

A specific focus of this edition will be on **Industry 4.0 enabling technologies** for the Agrifood value chain. Additionally, we will welcome applications from startups active in all FoodTech segments, such as:

- **AGRICULTURE & FARMING** (Precision Ag, Characterization of Soil, Drones, Sensoristics, Harvesting & Destemming, Vertical Farming, Hydro/Aero/Aqua-ponics)
- **MACHINERY & APPLIANCES** (Connected Machines, Automation & Robotics, Smart Cooking, Embedded devices & IoT, 3D Printing)
- **SAFETY & SECURITY** (Diagnostics, Quality, Preservatives & Additives, Traceability, Innovative Active Packaging)
- **NUTRITION & SUSTAINABILITY** (Ingredients, Nutraceuticals, Functional Foods, Eating Disorders & Special Diets, Seeds & Feeds, Waste Management, Biodiversity)
- **USER EXPERIENCE** (Web & Apps, Order & Mobile Payment Services, Big Data, Distribution & Delivery, Marketing, Social Fooding)

Interested startups can apply by submitting a business plan or executive summary of their project via our [online application form](#) no later than **March 19, 2017**. Applications will be reviewed and screened along five key drivers: team and advisors; addressable market; product and development stage; barriers to entry and traction; economics.

Participating startups will go through a **coaching and selection process** made available at no charge by key industry players and qualified coaches. The most promising teams will have a chance to **pitch their project** to a wide audience of **financial and corporate investors**, significantly improving their fund raising and business development reach.

The program is structured as follows:

- **Apr 08-09 – Boot Camp (Turin)**: admitted startups will receive two full days of training delivered by experienced angel investors from California.
- **Apr 20 – Deal Line-Up (Milan)**: trained startups will pitch to a panel of experts (industry players, investors and researchers), who will provide structured feedback and select the finalists, which will move forward with the program.
- **May (TBD) – Investor Arena Meeting (Milan)**: the startups selected at the Deal Line-Up will have 10 minutes to pitch their project to a broad audience of around 150 investors, corporations and players of the innovation ecosystem. We are working to make this happen during [Seeds & Chips](#) (May 8-11, 2017), a reference exhibition for **FoodTech** and **Internet of Food** which attracts the most innovative startups and relevant ecosystem stakeholders from all over Italy.

We remind you that there is **no charge** to participate in the program. Selected companies will need to cover their own travel and accommodation.

Do not hesitate to **contact us** if you have any questions!

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