

INJOY

INNOVATING THE JOY OF EATING FOR HEALTHY AGEING

Mireia Bosch, RDN MSc

Nutrition Innovation Developer at Biomarkers and Nutritional & Food Metabolomics
Research Group – University of Barcelona

Injoy-eithealth@ub.edu



UNIVERSITAT DE
BARCELONA



EIT Health is supported by the EIT,
a body of the European Union



INJOY

Innovating The Joy of Eating for Healthy Ageing



BIOMARKERS &
NUTRIMETABOLOMICS

UNIVERSITAT DE
BARCELONA

ciberfes isciiii

eit Health

EU Health is supported by the EU
Study of the European Union



An Intensive 10-day full-online course to push your Food and Healthy Ageing Business Idea.

Course dates: June 28th - July 9th 2021

REGISTRATIONS NOW OPEN!

Deadline: 15th May (subject to availability)

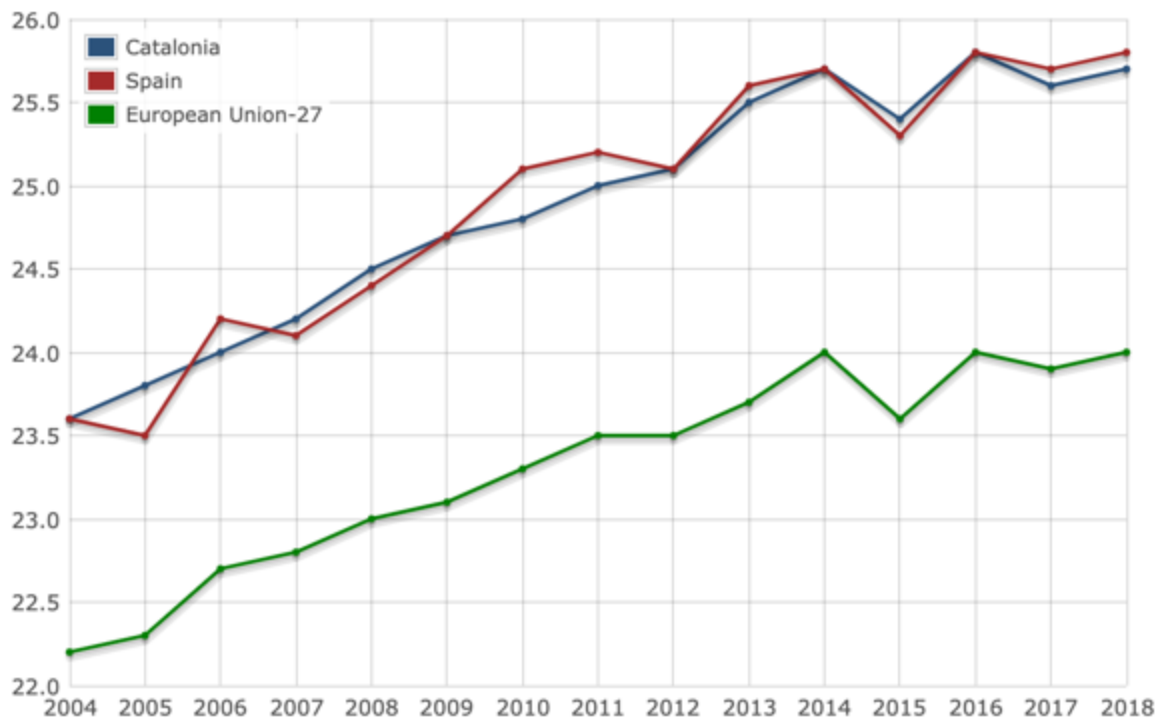
Send applications interest to: injoy-eithealth@ub.edu

www.nutrimetabolomics.com/injoy2020

#INJOY #InioyEITHealth

Life Expectancy vs Healthy Life Expectancy (Spain Example)

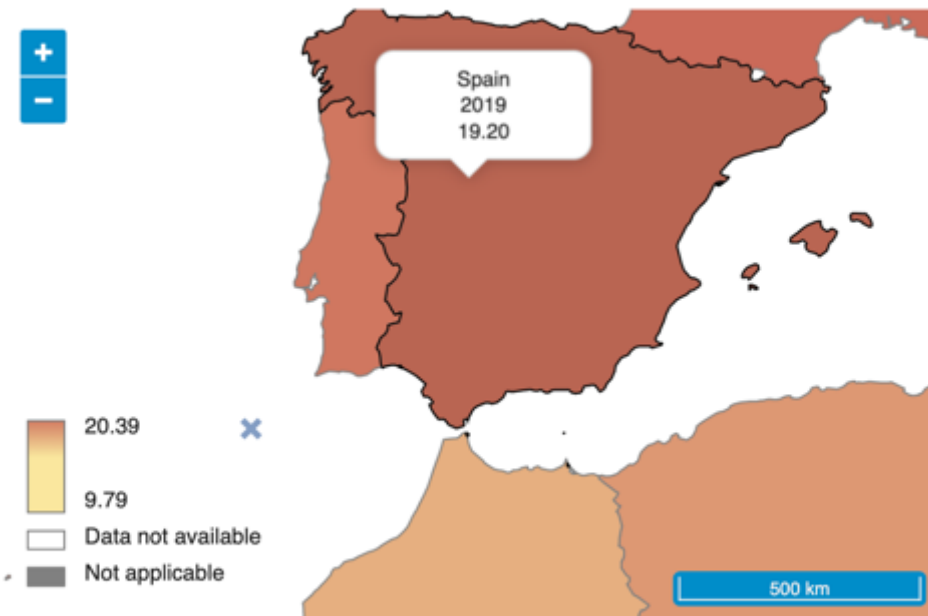
Life expectancy at 60. Total. Catalonia, Spain and European Union-27. 2004-2018



Source Catalonia: Idescat, Ministry of Health. Source Spain, eurozone and European Union: Eurostat.

Healthy life expectancy at age 60
Year: Latest data* / Sex: Both sexes

Please select a country by clicking on the map. To select multiple countries, press ctrl + click.



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted and dashed lines on maps represent approximate border lines for which there may not yet be full agreement.

Europeans are likely to be in ill-health and/or with disability during the last 15 to 20 years of life.

Health is crucial to how we experience older age!

We are living longer, but are we living better?

Demographic changes in Europe are revealing a shift **towards older population**.

By 2060, the elderly population is expected to grow from **17% to nearly 30%** worldwide.

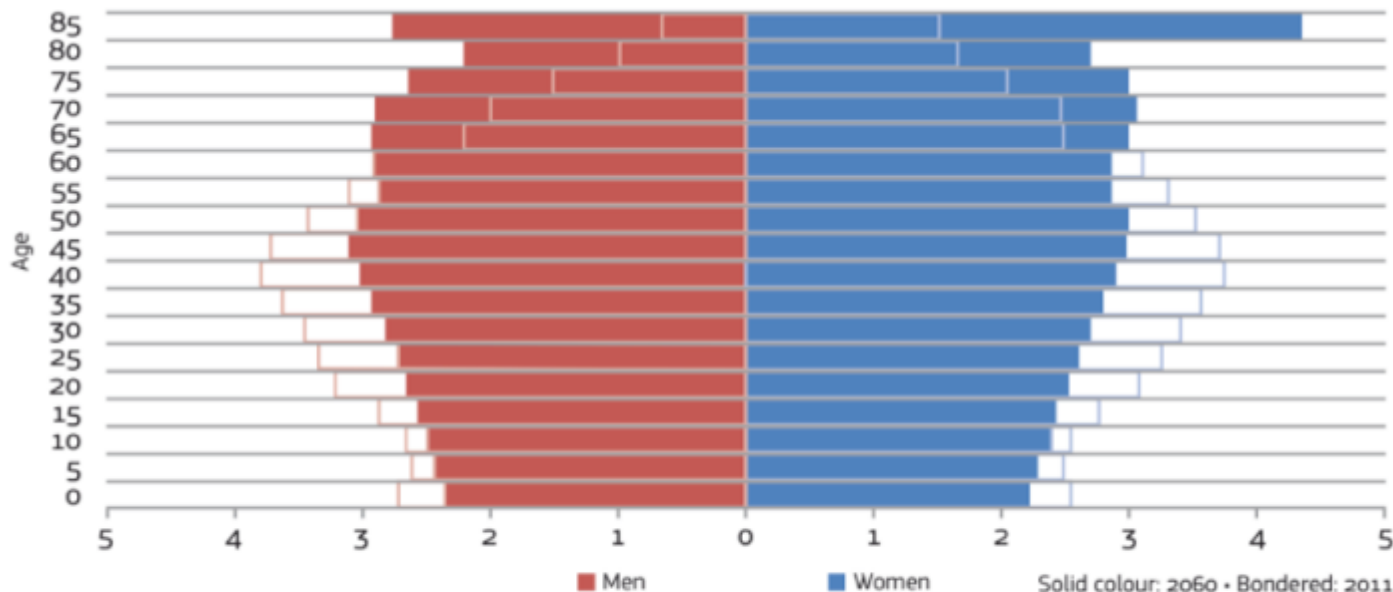
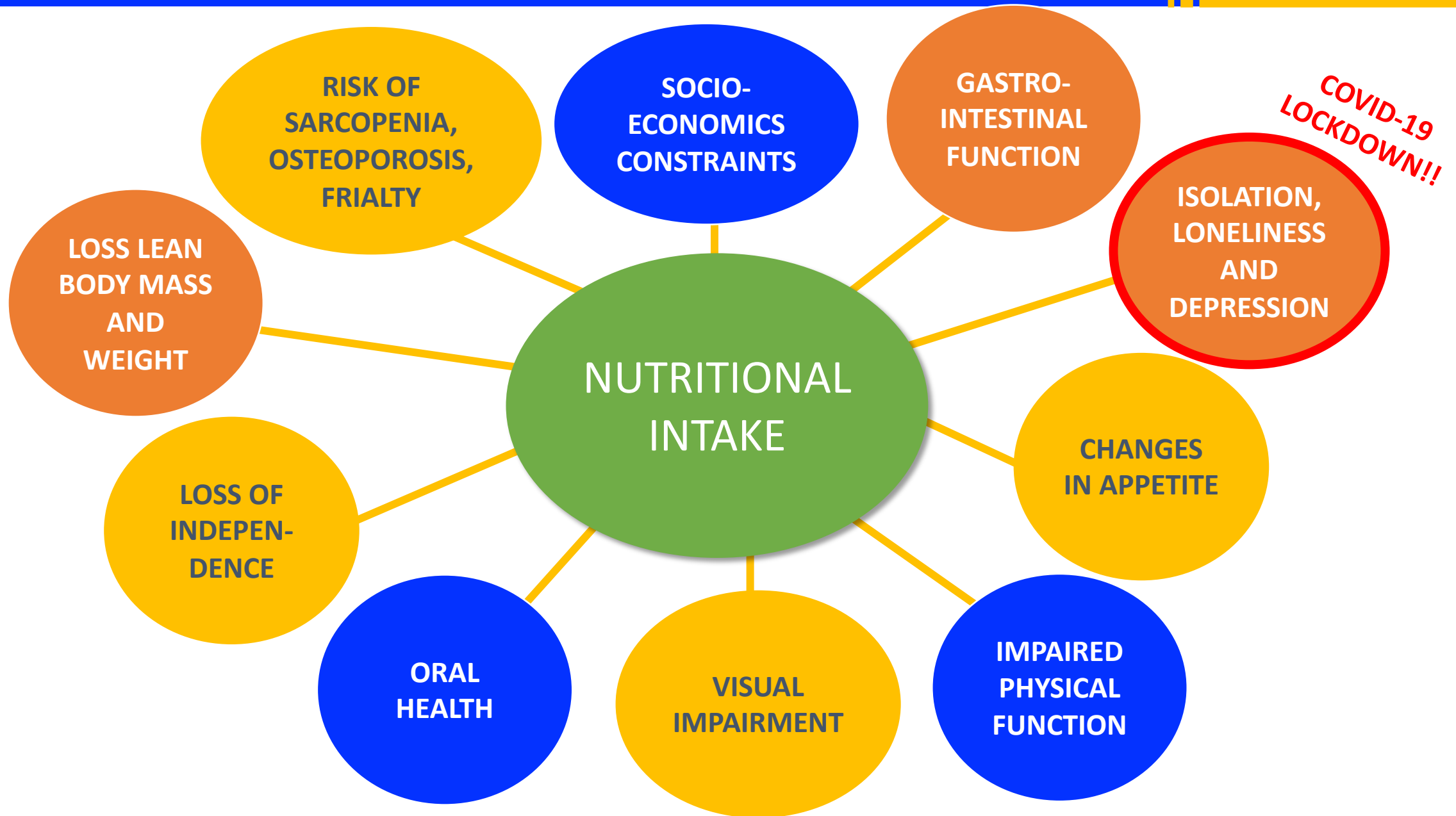


Figure 1.1. Population pyramids in EU-27, comparison between 2011 data and projection in 2060. X-axis: percentage of the total population. Source: Eurostat [3]

Decade of Healthy Ageing 2020-2030



Dietary Challenge with Ageing



What strategies and innovations
can be implemented to
promote healthy ageing and
close the gap between life expectancy and healthy
life years?

We age, we care, we innovate

INJOY is a 10-day online guidance to push a healthy ageing business idea.

INJOY is an interdisciplinary collaboration merging the sectors of **food innovation, technology, nutrition science, public health, business, economics and gerontology.**



EIT Health is supported by the EIT, a body of the European Union

Bring your Ideas to Life!

- If not now, **WHEN?**

If you have a potential **business idea related to FOOD, NUTRITION or PHYSICAL ACTIVITY** to contribute to **healthy ageing** and need some guidance to refine it...

JOIN US!

INJOY

Course dates: Sept 21st -30th 2020
FULL ON-LINE PROGRAM



EIT Health is supported by the EIT, a body of the European Union

#INJOY #InJoyEITHealth



UNIVERSITAT DE BARCELONA



Merging science, education, creativity, and community to empower innovators and entrepreneurs of the future.

FROM SCIENCE TO BUSINESS

Nutrition & Healthy Ageing

Innovation & Entrepreneurship

HEALTHY AGEING

CHALLENGES IN HEALTHY AGEING



ENVIRONMENT: CONCEPTS & TRENDS



FOODS FOR HEALTHY AGEING



ENTREPRENEURSHIP & INNOVATION



MODIFYING BEHAVIOUR

DIETARY PATTERNS: THE GOLD STANDARD



TURNING IDEAS INTO BUSINESS MODELS



INNOVATING FOOD

INNOVATING EATING



THE ROAD TO MARKET & VALUE PROPOSITION



INNOVATING FOOD



FINANCIAL PLANNING FOR START-UPS



INJOY 2020 Students background

Nº of Students	Academic background
12	Nutrition and Dietetics
1	Software Engineering
1	Industrial Design
4	Pharmaceutical Sciences
2	Biomedicine
4	Organic Chemistry
4	Biotechnology
1	Psychology and Neurosciences
1	Humanities and Social Sciences
1	Biology
13	Food Innovation
1	Business Management

INJOY 2020 Speakers Background

Institutions



Corporations and start-ups



30 Speakers from across EUROPE (2020 edition)

SCIENTISTS

INDUSTRY and SCALE-UPS

INNOVATION AND BUSINESS EXPERTS

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Prof. José M. Ordovás**
Senior Scientist and Leader of the Nutrition and Genomics Team at the Joan Mayer USDA Human Nutrition Research Center on Aging
Talk/The Era of Personalized Nutrition
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Ignacio Garamendi**
E.O. Europe Executive Director
CaseStudy/Science and Industry. A winning strategy for Europe's future.
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Daria Tataj**
Founder & CEO Taty Innovations
Talk/NETWORK IQ FOR DIGITAL LEADERS.
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Jean-Jacques Bernardini**
Head of European affairs department of Grand E-nov
CaseStudy/The ecosystem of Innovation in Grand Est – From the idea to the market
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Lu Yuan**
Associate Professor of Design for Healthy and Active Ageing, Member of the Faculty Graduate School Admission Committee and a Visiting Associate Professor at Zhejiang University in China
CaseStudy/Food and Behavioural Change. A Tech Transfer Case Study
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Maria Camprubi**
Senior Scientist, Abbott Nutrition (USA)
CaseStudy/Innovation at a Multinational. The Abbott case
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Xavier Marcet**
Founder and president at Barcelona Grainer Society
Ph Lead to Change, Ph SAC, Ph Eumor and Founder & Wine
Talk/THE UNKNOWN IS COMING....
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Marta Grañó**
Innovation & Entrepreneurship Consultant and Professor at ESADE Business School
Masterclass/Business Models and Sustainability
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Leocadio Rodríguez**
Head of the Department of Geriatrics, Hospital Universitario de Getafe (Madrid), Scientific Director of CIBER on Healthy and Healthy Ageing-CIBERES
Talk/Face up the Challenges in Healthy Ageing from the Front-line
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Markus Wilhelms**
PhD in Microbiology, Entrepreneur in Healthcare, CEO & Co-Founder of MOWOOT
Talk/The Healthcare Entrepreneur's journey
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Pere Condom**
Research & Technology Transfer at Universitat de Girona
Masterclass/How to use innovation ecosystems in your favor.
#INJOY #injoyEITHealth

INJOY  **REGISTRATIONS OPEN!**
Innovating the JOY of Eating for Healthy Living nutrimetabolomics.com/injoy2020
 **Guillem Crosas**
Business Angel, Entrepreneur, Launching projects since more than 10 years.
Masterclass/Evaluate your Entrepreneurial idea and Calculating the value of a start-up
#INJOY #injoyEITHealth

PANEL SESSIONS WITH ENTREPRENEURS

INJOY



EIT Health is supported by the EIT,
a body of the European Union

nutrimetabolomics.com/injoy2020

INJOY #InjoyEITHealth

INnovating the JOY of Eating for Healthy Living

PANEL SESSION/ NEW FOOD SOLUTIONS



Lynette Kucsma

Co-Founder & CMO at Natural
Machines (VC backed)



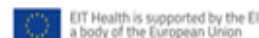
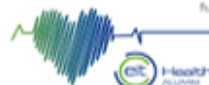
Sergi Playà

CEO & Co-founder of BeCrit



Bernat Añaños

Social Movement & Co-Founder
of Heura® - Foods for Tomorrow



BeCrit – Insect protein



Heura® Foods



Natural Machines

INJOY Transversal skills



To develop the programme, we have divided the masterclasses according to their purpose:

1. **Healthy Ageing Science**
2. **Case studies from Industry and Innovation Ecosystems.**
3. **Basics of Innovation and Entrepreneurship**
4. **Inspirational talks by Key Opinion Leaders**
5. **Meet the Entrepreneurs**

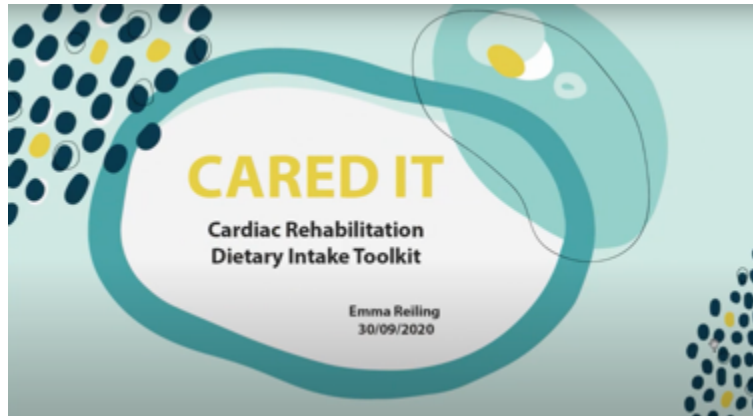


DAILY PERSONALIZED MENTORING THANKS TO EIT HEALTH ALUMNI NETWORK



Innovating the Joy of Eating for Healthy Ageing

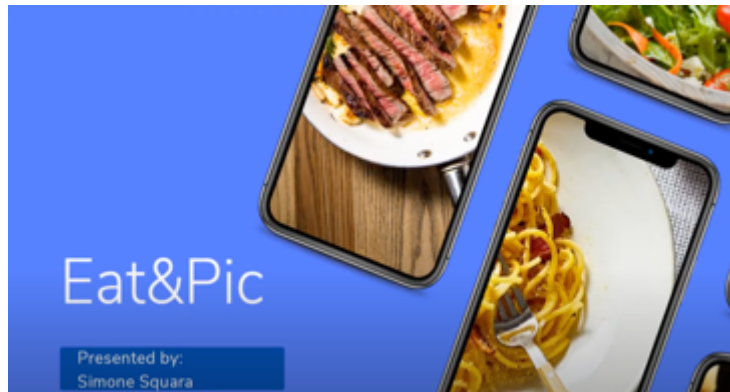
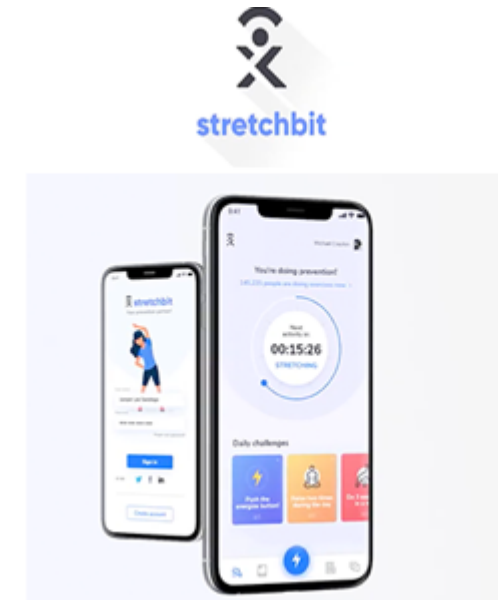
MORE THAN 30 PROJECTS DEVELOPED (2020 Edition)



SOLUTION

NUTRITIONAL COMPOSITION	
Energy	157,20 kcal
Carbohydrate	41,24 g
Sugars	32,72 g
Fat	0,41 g
Saturated fat	0,04 g
Protein	0,64 g
Fiber	5,89 g
Sodium	37,01 mg
Water	54,94 g

- ↓ Risk of cardiovascular diseases
- ↓ Risk of cancer
- ↑ Microbiota
- ↑ Naturally found in animal food
- ↓ Deficiency in vegetarians



“FoodConnect”
Application to Read and Understand Food Labels

Germany

By: Fidele Almasri
Mentor: Ms. Anastacia Drebót



Innovating the Joy of Eating for Healthy Ageing

AN ACTIVE AND LARGE COMMUNITY OF HEALTH-INNOVATORS

More than 100 participants from across the world!

Emma Reiling · 1er
Human-centered Researcher & Designer | Specialized in Food & Healthcare
4 meses · 🌐

During the past 10 days I participated in the online **#INJOY2020** program of **EIT Health**, organized by **University of Barcelona**. This program guides food, nutrition and health innovators to bring their business ideas related t ... ver más

Ver traducción



nutrimetabolomics.com/injoy2020
#INJOY #injoyEITHealth

Thahira Shireen Mustafa · 1er
Strategy & Policy Advocacy Leader | Building effectiv
4 meses · 🌐

I was pleased to speak with the **#INJOY2020** cohort p
new generation of **#entrepreneurs**, **#intrapreneurs**, ar
trained in translating the science of nutrition into citize

Ver traducción

Marta Canzobre Silva · 1er
Becaria Técnico de Calidad en Adam Foods
4 meses · 🌐

Hace un año, **Nieves Clavero** y yo nos estábamos conociendo sin saber que sería de nuestros caminos al terminar el **#Master**. Un año después, seguimos juntas hasta conseguir aquello que nos propusimos, llegar a hacer q ... ver más



Nieves Clavero
Nutritionist spe
food develop
innovat

Joan Grasas
Healthtech
4 meses · 🌐

#INJOY2020 ha
involved as the
Network.

First, I had the p
Phytoph
319 seguidores
4 meses · Edit
The INJOY 2020 program co
INJOY stands for
Ver traducción

- 1. Skinnova
- 2. Stretchbit
- 3. Cared It

44 · 16 comentarios

Recomendar Comentar

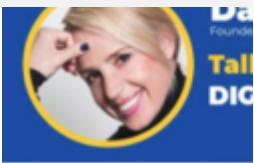
Gabriela Hernandez Romo · 1er
Clinical dietitian and Lifestyle Medicine Practitioner
4 meses · 🌐

Very grateful to **EIT Health** for this opportunity and very happy learned and the people I contacted these last 10 days. Great lecture **DARIA TATAJ, PhD!**... Thank you for sharing your experience. You are really inspiring. Thanks to my dream team **Alejandra Ponce Garza** we can do more! Thank you **Mireia Bosch** for being there! and also **Joan Grasas** Congratulations to all, especially to the winners: **Preslav Hadz Velikov** **Marta Canzobre Silva** **Nieves Clavero** **Emma Reiling**. See you all around this entrepreneur world! **#injoy #injoyeithealth #eithealth #community #grateful #th #opportunity #entrepreneurship #inspiration**

Adrià Gómez Olivella (Adri GO) · 1er
Health tech VC | Ophthalmology Startup Space
4 meses · 🌐

Thank you **Joan Grasas** for being always a catalyst in this sector, I'm always learning from you! Una abraçada!! Thank you **Mireia Bosch** for this opportunity and glad that the event has been so successful!

Ver traducción



Bring to Life

ciberfes isciii Centro de Investigación Biomédica en Red Fragilidad y Envejecimiento Saludable

QUÉ NOS SOMOS · GRUPOS · PROGRAMAS DE INVESTIGACIÓN · PROGRAMAS TRANSVERSALES · SALA DE PRENSA

Sala de Prensa · Noticias · Nueva cita INJOY: innovación, creatividad y pasión por la alimentación saludable y la salud

Nueva cita INJOY: innovación, creatividad y pasión por la alimentación saludable y la salud

INJOY INNOVATING THE JOY OF EATING FOR HEALTHY LIVING

- 10-day training to push your food, nutrition & healthy ageing business idea
- Full online program
- From September 21st to 30th

Últimas Noticias

- PowerFrat, una app para evaluar y mejorar la fragilidad y la potencia muscular en personas mayores
- El bienestar psicológico del confinamiento en personas en estadios previos a la demencia se prolongó durante la desescalada de la COVID-19
- La OMS cita un estudio del CIBERFES como referencia en la Guía de manejo clínica de COVID-19
- Análisis como la patencia muscular tiene mayor relevancia clínica que la sarcopenia en personas mayores
- El CIBER dentro del 2020 con sus mejores citas en financiación externa

your Identity

- If not now

potential business
TION or PHYSI
tribute to health
guidance to refin

centered solutions
to talk business
to evaluate your idea
elements of real successful businesses
by your business model
fit-fit evaluation
ce sustainability

EIT Health
EIT Health is supported by the EIT, a body of the European Union

W OPEN!

16 · 3 comentarios

15 · 3 comentarios

23 · 2 comentarios

Innovating the Joy of Eating for Healthy Ageing

BARCELONA, A VIBRANT INNOVATION ECOSYSTEM

BioRegion of Catalonia 2020 Report
© Overview and Key Indicators

A Rich Ecosystem within Walking Distance

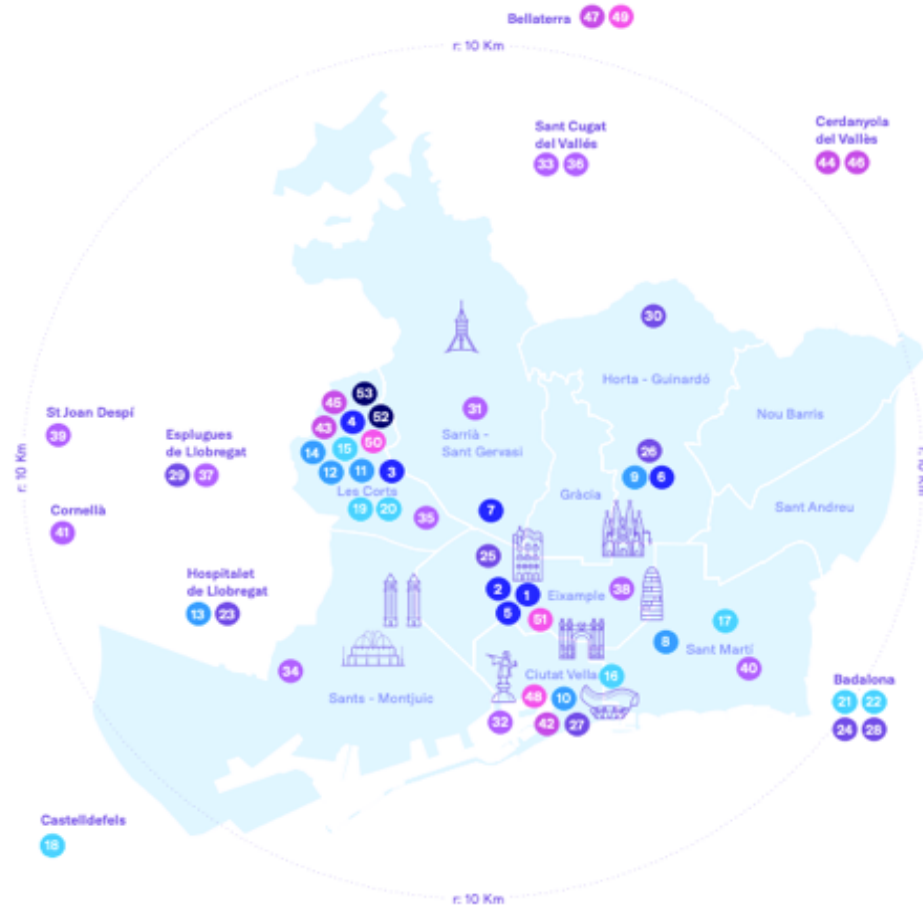
The Barcelona Metropolitan Area is the most well-established ecosystem in Catalonia, with 98% of the life sciences and healthcare industry.

Barcelona, One of the Top Life Sciences Hubs in Europe



Mapping Key Players in the Greater-Barcelona Ecosystem

- Investors
- Hubs & Ecosystem Supporters
- Research Centers
- Hospitals & Institutes
- Multinationals
- Science & Technology Parks
- Universities
- Business Schools



Investors

1. Alta Life Sciences
2. Asabys Partners
3. Caixa Capital Risc
4. Inveready
5. Invivo Ventures
6. Nina Capital
7. Ysios Capital Partners

Hubs & Ecosystem Supporters

8. AQuAS
9. Barcelona Health Hub
10. Barcelona Tech City
11. Biocat
12. CataloniaBio & HealthTech
13. Mobile World Capital Barcelona
14. WeLab

Research Centers

15. Barcelona Supercomputing Center (BSC-CNS)
16. Centre for Genomic Regulation (CRG)
17. EURECAT Technology Centre of Catalonia
18. ICFO
19. Institute for Bioengineering of Catalonia (IBEC)
20. Institute for Research in Biomedicine (IRB Barcelona)
21. InsiCaixa AIDS Research Institute

Hospitals & Research Institutes

22. Josep Carreras Leukaemia Research Institute (LJC)
23. Bellvitge University Hospital (including IDIBELL and ICO L'Hospitalet)
24. Germans Trias i Pujol University Hospital (including IGTP)
25. Hospital Clinic de Barcelona (including IDIBAPS)
26. Hospital de la Santa Creu i Sant Pau (including IIB and IR Sant Pau)
27. Hospital del Mar (including IMIM)
28. Institut Guttmann
29. SJD Barcelona Children's Hospital (SJD)
30. Vall d'Hebron Barcelona Hospital Campus (including VHIO, VHIR)

Universities

31. Almirall
32. Amgen
33. Boehringer Ingelheim
34. Esteve
35. Ferrer
36. Grifols
37. Nestlé Health Science Innovation Center
38. Novartis
39. Reig Jofré
40. Sanofi
41. Siemens Innovation Center
42. Barcelona Biomedical Research Park (PRBB)
43. Barcelona Science Park (PCB)
44. Barcelona Synchrotron Park
45. Parc de Recerca i Innovació de la UPC (Parc UPC)
46. Parc Tecnològic del Vallès (PTV)
47. UAB Research Park (PRUAB)
48. Pompeu Fabra University (UPF)
49. Universitat Autònoma de Barcelona (UAB)
50. Universitat Politècnica de Catalunya (UPC)
51. University of Barcelona (UB)

Multinationals

52. ESADE
53. IESE

Barcelona, a hub with growth potential

Barcelona & Catalonia Startup Hub

1,500 startups

10% scale-ups



3rd

most popular European city among startup founders

5th

Already the 5th best European hub

The **Financial Times** recently declared Barcelona to be one Europe's most successful start-up centres. The latest data shows that **19% start-up employees are from abroad**, while among start-up founders, this ratio is **15%**.

Our Team

candres@ub.edu

www.nutrimetabolomics.com

  @NutriMetabolon



Group Leader:

Cristina Andrés-Lacueva (Full Prof.)

Scientists (PhD):

- Mireia Urpi-Sarda (Associate Professor)
- Rafael Llorach (Associate Professor)
- Raúl Gonzalez- Dominguez (JdCIIn-2020)
- Nicola Kielland (CIBER-UB)
- Tomás Meroño (JdCIIn-2018)

Pre-docs:

- Fabián Lanuza
- Nicole Hidalgo (Assistant Prof.)
- Pol Castellano
- Núria Estanyol

Innovation Developer:

- Mireia Bosch

Statitians collaborators:

- Alejandro Sánchez-Pla (PTU)
- Antonio Miñarro-Alonso (PTU)
- Esteban Vegas (PTU)
- Francesc Carmona (PTU)
- Colaboradores: Raul Zamora-Ros (UB-IDIBELL); Olga Jáuregui (CCiT-UB); Antonio Cherubini (INRCA-CiberFES)



ciberfes
Centro de Investigación Biomédica en Red
Fragilidad y Envejecimiento Saludable



BIOMARKERS & NUTRIMETABOLOMICS

INJOY

Innovating The Joy of Eating for Healthy Ageing



BIOMARKERS &
NUTRIMETABOLOMICS

UNIVERSITAT DE
BARCELONA

ciberfes isciiii

eit Health

EU Health is supported by the EU
body of the European Union



An Intensive 10-day full-online course to push your Food and Healthy Ageing Business Idea.

Course dates: June 28th - July 9th 2021

REGISTRATIONS NOW OPEN!

Deadline: 15th May (subject to availability)

Send applications interest to: injoy-eithealth@ub.edu

www.nutrimetabolomics.com/injoy2020

#INJOY #InioyEITHealth

INJOY

INNOVATING THE JOY OF EATING
FOR HEALTHY AGEING

Mireia Bosch, RDN MSc

Nutrition Innovation Developer at Biomarkers and Nutritional & Food Metabolomics
Research Group – University of Barcelona

Injoy-eithealth@ub.edu



UNIVERSITAT DE
BARCELONA



EIT Health is supported by the EIT,
a body of the European Union

