

**ASKFOOD – Alliance for Skills and Knowledge to Widen
Food Sector-related Open Innovation, Optimization and Development**



588375-EPP-1-2017-1-IT-EPPKA2-KA
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Deliverable D4.1 (1)

Start Ups and Accelerated Enterprises Portfolio

Part 1 – concept and development plan

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including Commission services and projects reviewers)	
CO	Confidential, only for members of the consortium (including EACEA and Commission services and projects reviewers)	

Summary:

This deliverable deals with the virtual ad multimedia portfolio developed in order to collect pitches and profiles of enterprises and start-ups involved in the reversed incubation programme. This is the Part 1 of the deliverable, referred to the concept and developed plan with some of the existing documents already collected for the on-line, virtual framework that is going to be implemented in the website of the ASKFOOD project. Part 2 will report the online developed virtual tool.

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2 Work Package 4 : the Reversed Incubator Approach

This work package and its task are aimed to:

- (1) Improve industry-oriented professional skills of students, teachers and industry professionals and integrate science and technology skills into industry by investing in an open ecosystem to connect and contaminate talents, ideas and entrepreneurial initiatives to multiply the value of the entire value chain of the food-related sectors;
- (2) Support an industry-driven generation of innovative start-ups
- (3) Connect the resources and the ideas generated in WP1 and WP2 into an innovative platform that supports the entrepreneurial generativity and new models to re-think and do business;

The ASKFOOD reversed incubator approach inverts the traditional approach to generate business as it designs and develops startups starting from the needs/opportunities of innovation expressed by enterprises. These companies provide certain financial resources, knowledge of the market and the presence of distribution channels, so startups can operate from the beginning within the logic of satisfying the first customer. The “reversed” logic promotes a virtuous and sustainable system that brings the talents and research to the market and move them away from the vicious logic in which they would fall if they followed models that rely mainly on finance to drive the growth of startups.

3 Introduction

The Startups and Accelerated Enterprises Portfolio is a state-of-the-art data platform that captures and monitors the evolution of interconnected ASKFOOD start-up and consolidated companies, that will be involved in the activities of WP4 in order to create an industry-driven generation of innovative startups.

By merging multiple sources of data, the platform will provide insight-rich and up-to-date information about the ASKFOOD companies, allowing stakeholders to discover the most relevant companies for the food business and build customized data intelligence tool to support the reversed incubator and the Garage Labs activities.

This document presents the general layout of the initial portfolio of companies (concept) and the final structure of the virtual and multimedia portfolio that has been designed in order to collect pitches and profiles of startups and companies involved in the reverse incubation.

The electronic version of the information and podcast will be available on the project website, starting from mid-September 2019 and a report of the web-based framework report as “Part 2” of this deliverable.

Annexe 1 contains the form/template that is currently used to collect the information from each start-up/actor and some forms already filled in with the information provided by the companies with whom we started the collaboration within the Pilot test of the Reversed Incubator in Italy.

4 The Template For The “Booklet” Of The Involved Companies

The information about the single company involved in the ASKFOOD Activity will be browsable through an opening page (Fig. 1)

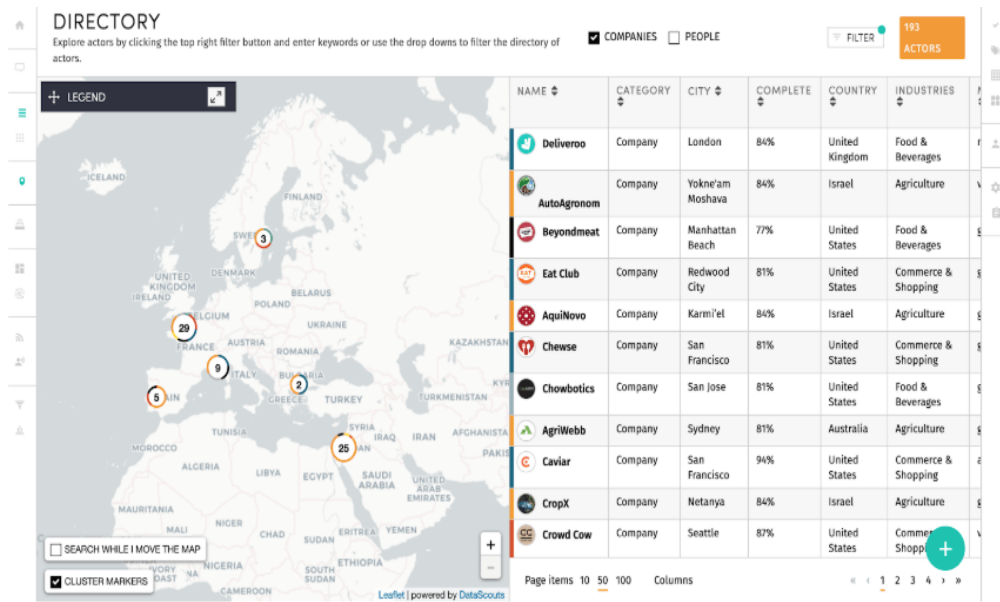


Fig. 1 – Opening page with single companies listed – draft/reference design under design

For each start-up company/actor we provide:

- Company name
- Description & one-liner
- Category & market tags
- Company website
- Company full address & country
- Business model
- No. of employees
- Founding date
- Amount of funds raised
- Investors and VC funds
- Companies' patents (where available)
- Social media handles
- Innovation challenges
- Links to video, podcast and additional material

In order to allow stakeholders and users to navigate the Portfolio and the ASKFOOD ecosystem, each start-up company/actor will be categorised according to the following macro-categories:

- Ag-Tech
- Consumer Apps & Services
- Food Delivery
- Food Processing
- Food Safety & Traceability
- Next-Gen Food & Drinks
- Smart Appliances & Kitchen Management
- Surplus & Waste Management

These will be represented on the page as eye-catching and colourful icons (Fig. 2)



Fig. 2 – Icons for quick browsing and category searching – draft/reference design under design

The portfolio will be browsable also using specific key-words

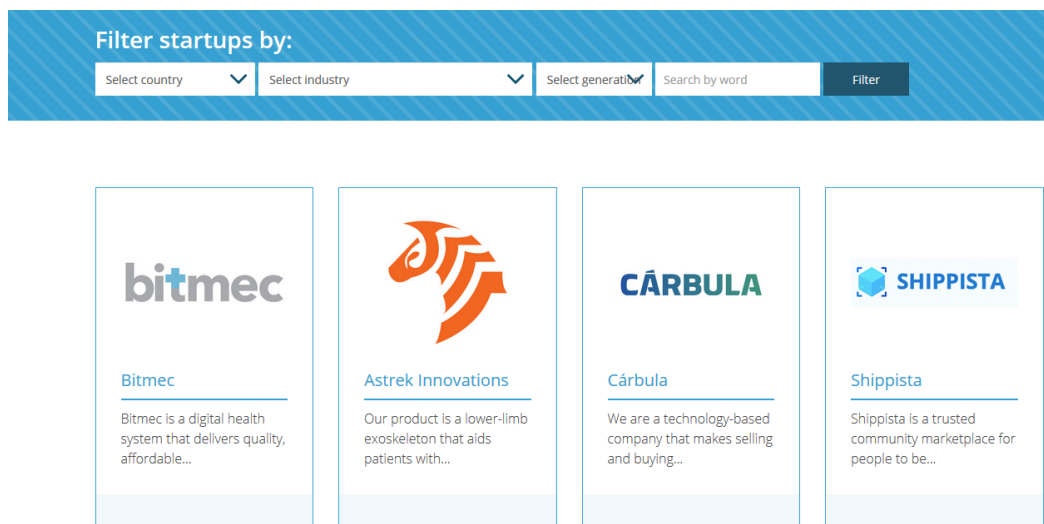


Fig. 3 – Template for grid – draft/reference design under design

The template for the grid used to collect info is included in the supporting materials (Fig. 3).





5 Acknowledgments and contributions

This deliverable was completed in the framework of the implementation of the project ERASMUS+ KA ASKFOOD “Alliance for Skills and Knowledge to Widen Food Sector-related Open Innovation, Optimization and Development” | Project Number 588375-EPP-1-2017-1-IT-EPPKA2-KA.

This assignment was completed by CASSIOPEA sas under the lead of Germana Di Falco, the support of University of Teramo (who finalized the deliverable), LVA and all the other partners of the project. The production of this report would not have been possible without the efforts of the many stakeholders and associated partners that we have interviewed and surveyed. The authors would like to express their gratitude to all of them. Lastly, the evaluation team would like to thank all the steering group who have been helpful and cooperative in providing guidance, information and feedback during this assignment.

This report (Part 1) is going to be supported by a dynamic web interface that can be explored through the project website [www. www.askfood.eu](http://www.askfood.eu)

6 Annexe 1

[COMPANY NAME]	[COMPANY LOGO]
[COMPANY SHORT DESCRIPTION/VISION]	[PRODUCT CATEGORY]
	[SHORT PRODUCT DESCRIPTION]
WHAT/WHO YOU ARE LOOKING FOR	CONTACT DETAILS
	[Name, Surname]
	 [Contact Number]
	 [Contact Email]
	 [Company Website]
	 [Company Address]
TYPE OF INNOVATION	
<p>Please specify between: Scientific Technologic Commercial Organizational And describe how</p>	
	

<p>GASTRONOMIA TOSCANA</p>	
<p>The reference market for products manufactured by Solaris today, is the development of functional foods for the medical and sports market.</p>	<p>INNOVATIVE FOOD PRODUCTS High Protein, High Fibre, Low Carb Pasta</p>
<p>WHAT/WHO YOU ARE LOOKING FOR</p>	<p>CONTACT DETAILS</p>
<p>We are looking for proactive input for an outside outlook on the market, freedom from internal constraints or old ideas and points of view. Some main skills include business development, expertise, project management. We want to also improve our own ability to use the aforementioned skills using external input. We are open to anyone, without gender or age constraints.</p>	<p>Gabriele Tempestini, Andrea Tempestini</p> <p>+39 574730381 gabriele@gastronomiatoscana.it andrea@gastronomiatoscana.it www.gastronomiatoscana.it</p> <p>Via Gora del Pero, 24 59100 Prato (PO)</p>
<p>TYPE OF INNOVATION</p>	
<p>Commercial Organizational</p>	

<p>NUTRINSECT</p>	
<p>Nutrinspect is a biotechnological startup based in Spain and Italy and is specialized in alternative protein and nutrients production by breeding and industrial insect transformation, applicable as raw material for the processing of animal and human feed.</p>	<p>ECOLOGICAL / SUSTAINABLE</p> <p>Animal and Human Feed using Insects</p>
<p>WHAT/WHO YOU ARE LOOKING FOR</p>	<p>CONTACT DETAILS</p>
<p>We are searching for cooperative and professional individuals with a desire to improve. Some skills we are seeking are: resourcefulness, speed, and problem solving skills. We would like to internally improve by opening our doors to external talents in a practical and intellectual way at the distinct production phase level. We would prefer someone over 20 years old, Italian and English speaking, no gender preference, with a degree in biotechnology, biology, or agriculture.</p>	<p>JOSÈ CIANNI</p> <p>+39 3407056345</p> <p>nutrinspect@gmail.com</p> <p>www.nutrinspect.it</p> <p>Via Alcide De Gasperi, 143 87020 Sangineto (CS)</p>
<p>TYPE OF INNOVATION</p>	
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Technologic</p> <p>Commercial</p> <p>Organizational</p> </div> <div style="text-align: center;">  </div> </div>	

<p>SOLARIS SRL</p>	 SOLARIS _{srl} <i>innovative food</i>
<p>The reference market for products manufactured by Solaris today, is the development of functional foods for the medical and sports market.</p>	<p>INNOVATIVE FOOD PRODUCTS</p> <p>High Protein, High Fibre, Low Carb Pasta</p>
<p>WHAT/WHO YOU ARE LOOKING FOR</p>	<p>CONTACT DETAILS</p>
<p>Technical skills and open mindedness to work in a team of people open to innovation. Technological knowledge of machines and/or ingredients and food preservation systems (pasteurization, sterilization, modified atmosphere packaging). Talents should have the ability to dialogue with the rest of the group and ability to complete the projects entrusted quickly. We aim to improve our ability to plan and to process the internal innovative activities currently underway by involving external talents. We are looking for a talent older than 24, English and Italian speaking, with experience in management engineering, food science and technology, biotechnology, biology, chemistry, pharmacy or marketing.</p>	<p>Primo lezzi (GM)</p> <p>+39 3713563520 +39 085 8561791</p> <p>primo@solarissrl.com</p> <p>www.solarissrl.com</p> <p>Viale Stefano Tinozzi, 11 – Manoppello Scalo (PE)</p>
<p>TYPE OF INNOVATION</p>	
<p>Technologic Commercial Organizational</p>	