

Call for Startups in Food Tech

Intesa Sanpaolo is seeking **new technology startups in the Food Tech industry** for the 2016 edition of its international acceleration platform [StartUp Initiative](#).



Examples of **target applications** include: Innovative technologies for agriculture and food production, environmental sustainability, quality / safety / traceability of food, health / wellness and special diets, nutraceuticals, innovative packaging, digital distribution, marketing, HoReCa.

Interested startups can apply by submitting a **business plan** or executive summary of their project via our [online application form](#) no later than **March 13, 2016**. 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 09-10 – Boot Camp (Turin):** admitted startups will receive two full days of training delivered by [INcube](#), a startup advisory company founded by experienced angel investors from California.
- **Apr 28 – 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 12 – 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 a hundred investors, corporations and players of the innovation ecosystem. We are working to make this happen during **Seeds & Chips**, a reference exhibition for Food Tech and Internet of Food industries which attracts the most innovative startups and relevant ecosystem stakeholders from all over Italy. This year edition gathered the heritage of Expo as a starting basis for a new development paradigm.

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!

The StartUp Initiative Team

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The **Intesa Sanpaolo StartUp Initiative** is an international acceleration platform which selects promising high-tech startups, coaches them and connects them with financial and corporate investors. Since its inception in 2009, the program has developed a strong track record: 86 investment forums in 6 countries (IT, UK, US, FR, DE, IL) across 9 technologies and industries (Digital & Mobile; Cleantech; Biotech & Healthcare; Nanotech & Materials; Social Ventures; Agri-Food; Fashion & Design; Automotive & Transportation; Building & Construction), matching over 650 startups and growing companies with thousands of investors, corporations and players of the innovation ecosystem. StartUp Initiative alumni have collectively raised over 65 M€.