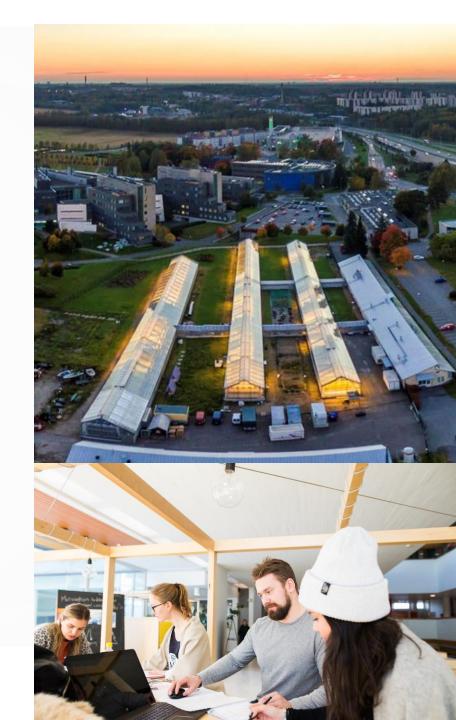






# Why Viikki Food Design Factory?

- → Viikki Campus is a hub of Life Sciences where cutting edge research bring solutions to grand challenges 6000 students, 3000 staff members, Research Institutes, Labs
- → Deep understanding of food and food systems needed for the early identification of innovation opportunities
- → Acting side-by-side with the innovators on-site part of the Viikki research and education community, and thus a trusted party with coaches 'in-residence' for the innovators in the delicate first phase of their journey





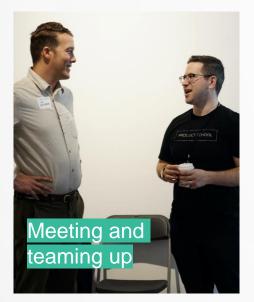
### Viikki Food DF Idättämö / "Germinator"

A coaching and developing programme for productising and commercialising food system solutions

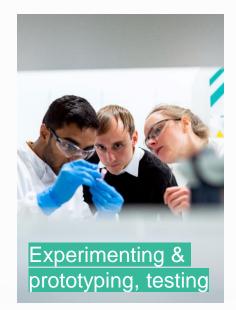
FOR WHOM: Innovators, i.e. researchers, students, free agents with inventions for food system transformation

**WHAT**: a bottom-up innovation programme including laboratories for experimentation and testing, coaching support for productisation and commercialisation, team building, match-making with mentors and financing

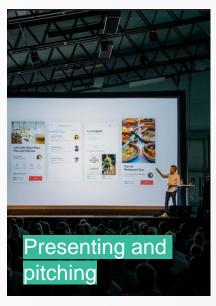
#### **CORE ACTIVITIES:**











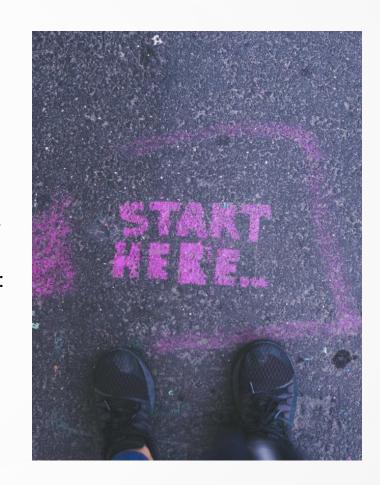


# Viikki Food DF Germinator programme

A coaching and developing programme for productising and commercialising food system solutions

#### Targeted support for the pre-startup phase in the food and agri industry

- → Screening, the most promising ideas and teams
- → Coaching from food business professionals (coaches-in-residence), for ensuring true development towards a feasible business case in practice
- → Tailored support and mentoring, for assisting teams in the needed spots: coaches-in-residence with relevant networks for mentor scouting
- → Access to critical infrastructures, for experimenting and testing without major investments
- → Support for user testing, for fast pivoting





# Viikki Food Design Factory's 1st CALL for innovators with food system transforming inventions!

Got a solution for a better food system?! - Want to make it happen for real?! We are looking for motivated innovators and teams with potential food system transforming solutions.

#### What we mean by...

#### Motivated:

- You and your team (2-5 people) are dedicated to putting in the effort needed for advancing your solution towards what it takes to become a viable and lucrative case for business creation
- You and your team are able to dedicate minimum 20h of work in November 2021 for preparing your pitch for the Slush 2021 Y Science side event
- You are able to deliver the pitch for the Y Science Slush 2021 official side event on the 1<sup>st</sup> of Dec. 2021 at Slush (no need for Slush tickets at Y Science 2021 event)

#### Food system transforming solutions:

- Innovative, new to the market solutions that clearly solve a current issue in a viable manner in the food system without compromising the diverse key requirements of food system sustainability
- The key requirements of food system sustainability are:
  - UN's Sustainable Development Goals (SDGs) https://sdgs.un.org/goals
  - EU's Food2030 Agenda: 1) Nutrition for sustainable and healthy diets; 2) Climate-smart and environmentally sustainable food; 3) Circularity and resource efficient food systems; 4) Innovation and empowerment of communities

https://ec.europa.eu/info/research-and-innovation/research-area/environment/bioeconomy/food-systems/food-2030 en

#### What do we offer you as a selected team

### Coaching by dedicated food innovation professionals with expansive experience in the field:

- Viikki Food Design Factory: Reetta Kivelä (food technology, R&D, pitching, enterpreneurship, IPR)
- Viikki Food Design Factory: Laura Forsman (user insight & testing, market evaluation, product & service concepting, brand building, pitching)
- Professors: e.g. bioproduction chemistry, food safety, taste experience, agrotechnology
- Expert(s) and professionals related to your specific need (pitching, financing instruments, agritech, foodtech)

#### Laboratory experimentation and testing facilities at the Viikki campus

- Pilot size process facilities for wide range of conventional food processes and techniques
- Facilities for specific chemical, physicochemical or physical equipment when special needs

### Pitching and networking opportunity at the Y Science, an official Slush side event

- A €5000 prize will be given to the team with the best pitch
- One day ticket to Slush per team
- Audience of possible investors, business professionals and relevant partners for your solution
- Networking with potential partners and experts in the fields relevant to your solution

Max. 4 teams will be selected, the winner will get 5000 eur.









# Viikki Food Design Factory Germinator Programme 2021

## for innovators with food system transforming inventions!

August

20.9.

27.9. -3.10.

11.10. - 30.11.

1.12.2021

2.12.2021 -

Call opens

Call closes Pitchings of selected teams

Final selection of teams

5.10.

Coaching and pitch training

Pitching at the Y Science @ Slush

1.2.2022 **Further** 

concept development & **Prototyping** 

Submit your application latest by the 20th of September at www.y-science.org!

Selected teams pitch their proposal for the for entering the Germinator programme

Final selection of teams for the Germinator programme and Y professional panel Science @ Slush by the professional panel consisting of Industry professionals and food system related researchers

> Announcements by the 6<sup>th</sup> of October (max. 4 teams)

Pitch facilitation through workshops and training, Mentoring, **Professionals** coaching in needed aspects (Dress rehearsal for pitching at Y Science @ Slush on the 30th of Nov.)

Pitching and networking at Y Science @ Slush the winner will get 5000 eur.

+ feedback from investors and business professionals

**Tailored** coaching for developing the solution based on feedback from investors and business professionals

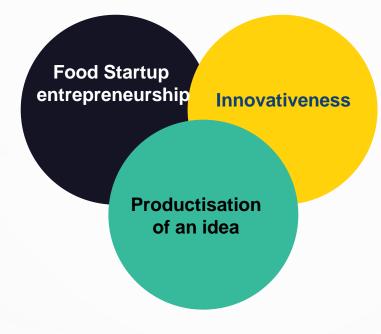


# Viikki Food Design Factory coach-in-residence

# Reetta Kivelä

**Professor of Practice, Food Innovations** 





### **Statistics**

- Doctor in Food Technology (Oat processing)
- 10 years in Food Corporations at the intreface of research and product development
- 5 years as a founder in startups

### **Core competences**

- To carry the idea to a commercial product
- Building the pilot production, organisation and company
- Innovation, IPR and product strategies



# Viikki Food Design Factory coach-in-residence



### **Statistics**

- 15 years in alcohol beverage and functional food businesses
- 5 years in consumer centric and science based innovation development
- P&L responsibilities of business with value of over 50 Mio. €
- Team lead responsibilities
- Product launches x >100
- Category responsibilities x 5
- Brand ownership and responsibilities x 12
- Member in international category development team x 3

### **Core competences**

- Innovation and business development through leading multidisciplinary teams
- Brand building
- Consumer marketing
- Co-creation methodologies for concept creation and business development
- Consumer research & insight generation
- Product concepting and management
- Project management



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