

Transforming Society through Gastronomy 360°, Innovation and Talent



2011
2021

—
basque
culinary
center

Culinary Action! On the Road

Roadshow structure

First series of worldwide events in the “roadshow” format aimed for foodtech and Gastronomy 360° startups. The first edition will take place in **September 2021** and in each of the locations, we will do the event through collaboration with **local partners**.

1-What are we looking for?

2-Startup selection

3-Ecosystem events

4-Startup Awards

5-End of the road

6-Competition Day

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1-What are we looking for?

- Seed and Pre-Seed stage, with a **validated MVP** or proof of concept
- Focused on Gastronomy 360° and foodtech, developing technologies to promote **the future of gastronomy**
- With a **product or service proposal** that fosters the transformation of the agents of its entire value chain: *chefs, waiters, managers, producers, distributors, diners ...*
- With a **committed** multidisciplinary team and the company established
- With market **metrics and validation** with real clients

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2-Startup selection:

- Calls for the events will be published in **July 2021**, with the aim that startups that wish to participate can register.
- The registration period will be open **2 months**, from July to September.
- The **team of experts**, made up of BCC and the local partner(s), will analyze the registered projects and will select the **5 finalist** for each event.
- The **5 finalist** projects will be selected to participate in each event will be announced **2 weeks before** the event is held.

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3-Ecosystem events:

- The day of the event, the **5 startups will present their project** to the team of experts and possible attendees. The elevator pitch can be done in the following languages: *English, Spanish, French, Basque*.
- In addition, in each of the events there will be **talks** from the BCC team and / or local partners, addressed to all attendees.
- Finally, the team of experts will select one **winning startup** for each event.
- And the day will end with time for **networking** for all attendees, in a cocktail format.

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4-Startup Awards:

The prize for the winning startups of each of the events will be, **for 3 months**:

- Residency at **LABe – Digital Gastronomy Lab startup incubator**, located in San Sebastián and managed by BCC.
- The advanced plan of the **GOe Community** digital platform, thanks to which they will be able to join our network of experts and mentors.
- Hours voucher for research projects in our **technology center**, BCC Innovation.
- Cash to cover costs during their stay in San Sebastián: **3000 €**.
- **Other types of perks** in addition to the forementioned prizes (*Investor network, Assistance landing in local ecosystem, Corporate network...*)

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4-Startup Awards:

- All the startups finalists of each of the events will receive the award of residency at **LABe** – **Digital Gastronomy Lab startup incubator**, located in San Sebastián and managed by BCC, for 3 months.
- In addition, some of the **local partners** will give additional prizes.
 - **Madrid:** *Impact Hub Madrid will award the 5 winners of the stop with a 3-month [Virtual Office membership](#), which allows you to domicile your company in a premium location in Madrid and serve clients or collaborators there. In addition, it offers 5 days of coworking space per month and 5 free hours per month of meeting rooms.*
- All the prizes can be spent **throughout 2022** when it suits the startups best.

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5-End of the road:

- The “tour” of the roadshow will end in **San Sebastián**, with an event in which the winning startups of all events will compete.
- The **network of mentors** from Culinary Action will also attend this event, in addition to partners and collaborators, with whom they will be able to interact in the post-competition meal and networking.
- This winning startup will be offered as a prize the extension of **one month** of the previous awards mentioned **plus 2000 €**.

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6-Competition Day:

- Opening doors and arrival attendees
- Welcome and presentation of the schedule (*Local Partner*)
- Presentation Basque Culinary Center (*BCC Team*)
- Round table ecosystem with 4 local agents: *Startup, Investor, Institutional and Corporate*

Coffee Break

- Startups Elevator Pitches and Jury's Q&A (*4x10'*)
- Round table local "Foodtech" trends (*BCC Team + Local agent*)
- Winner Announcement, Award ceremony, Speakers Photo on Stage, Closing

Networking

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First Edition

1-Madrid: 29 September 2021

IMPACT
HUB

2-Biarritz: 19 October 2021



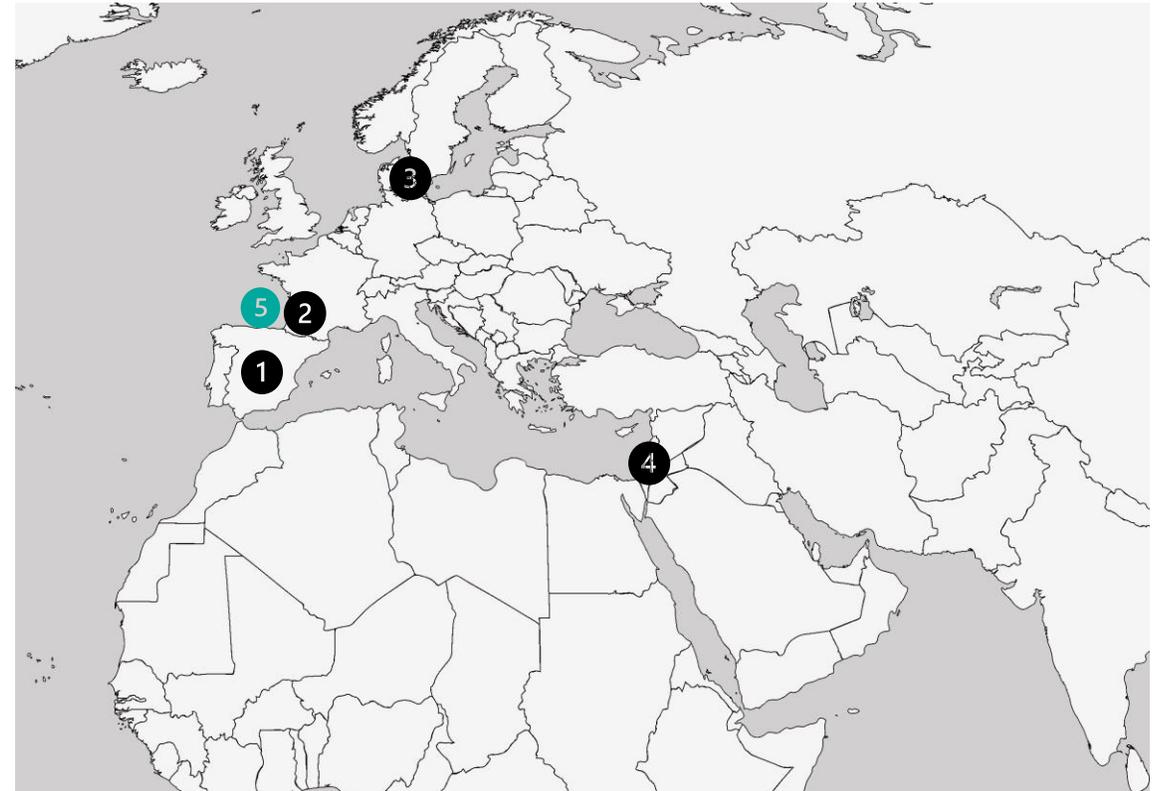
3-Copenhagen: 11 November 2021



4-Tel Aviv: 1-5 December 2021

CARDUMEN
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5-San Sebastián: February 2022



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