





CULINARY ACTION!

ONTHE

2024/2025

COPENHAGEN
ROTTERDAM
TOKYO
BAHRAIN
LONDON
BOSTON

DONOSTIA

Roadshow structure



First series of worldwide events in the "roadshow" format aimed for foodtech and Gastronomy 360° startups.

1-What are we looking for?

2-Startup selection

3-Ecosystem day

4-Startup Awards

5-End of the road

Roadshow structure



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: Agritech, Food Science, Consumer Tech, Supply Chain, Delivery, Restaurant Tech...
- 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



Roadshow structure



2-STARTUP SELECTION:

- Calls for the program will be published in July 2024, with the aim that startups that wish to participate can register.
- The registration period will be open until 1 month before each of the stops.
- The team of experts, made up of Culinary Action! 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.

Roadshow structure



3-ECOSYSTEM DAY:

- The day of the competition, the 5 startups will present their project to the team of experts and possible attendees
- In addition, in each of the events there will be talks from the Basque Culinary Center 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.

Roadshow structure



4-STARTUP AWARDS:

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

- The advanced plan of the GOe Community digital platform, thanks to which they will be able to join our network of experts, mentors, students, startup alumni, investors...
- Hours voucher (20h) for research projects in our technology center, BCC Innovation.
- Other types of perks in addition to the forementioned prizes (Investor network, Assistance landing in local ecosystem, Corporate network...)

All the prizes can be spent throughout 2025 when it suits the startups best

Roadshow structure



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 Basque Culinary Center & GOe-Gastronomy Open
 Ecosystem will also attend this event, in addition to partners, our Investors Network
 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 20 Hours voucher for research projects in our technology center, BCC Innovation.

Fourth Edition – 2024/2025



1-Copenhague: September 12 (2024)







2-Rotterdam: October 24 (2024)



3-Tokyo: November 6 (2024)







4-Bahrein: November 18-19 (2024)



5-London: February 5th (2025)



6-Boston: March TBC (2025)

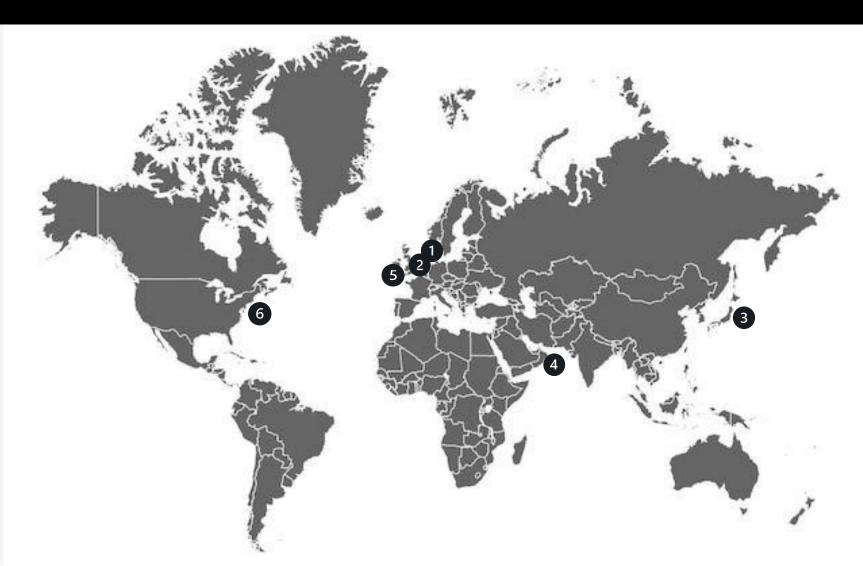


Final San Sebastián: April / May (2025)









Ecosystem Day Structure



The day of the Competition in each of the hubs, the agenda will be the following:

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

Coffee Break

- Startups Elevator Pitches and Jury's Q&A (5x10')
- Round table local "Foodtech" trends (Basque Culinary Center Team + Local agent)
- Winner Announcement, Award ceremony, Speakers Photo on Stage, Closing

Networking