



CULINARY ACTION!

ON THE ROAD

2024/2025

COPENHAGEN
ROTTERDAM
TOKYO
BAHRAIN
LONDON
BOSTON
DONOSTIA

Culinary Action! On The Road

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

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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



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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.

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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.

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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*

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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 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.

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Fourth Edition – 2024/2025



1-Copenhagen: 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)



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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

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