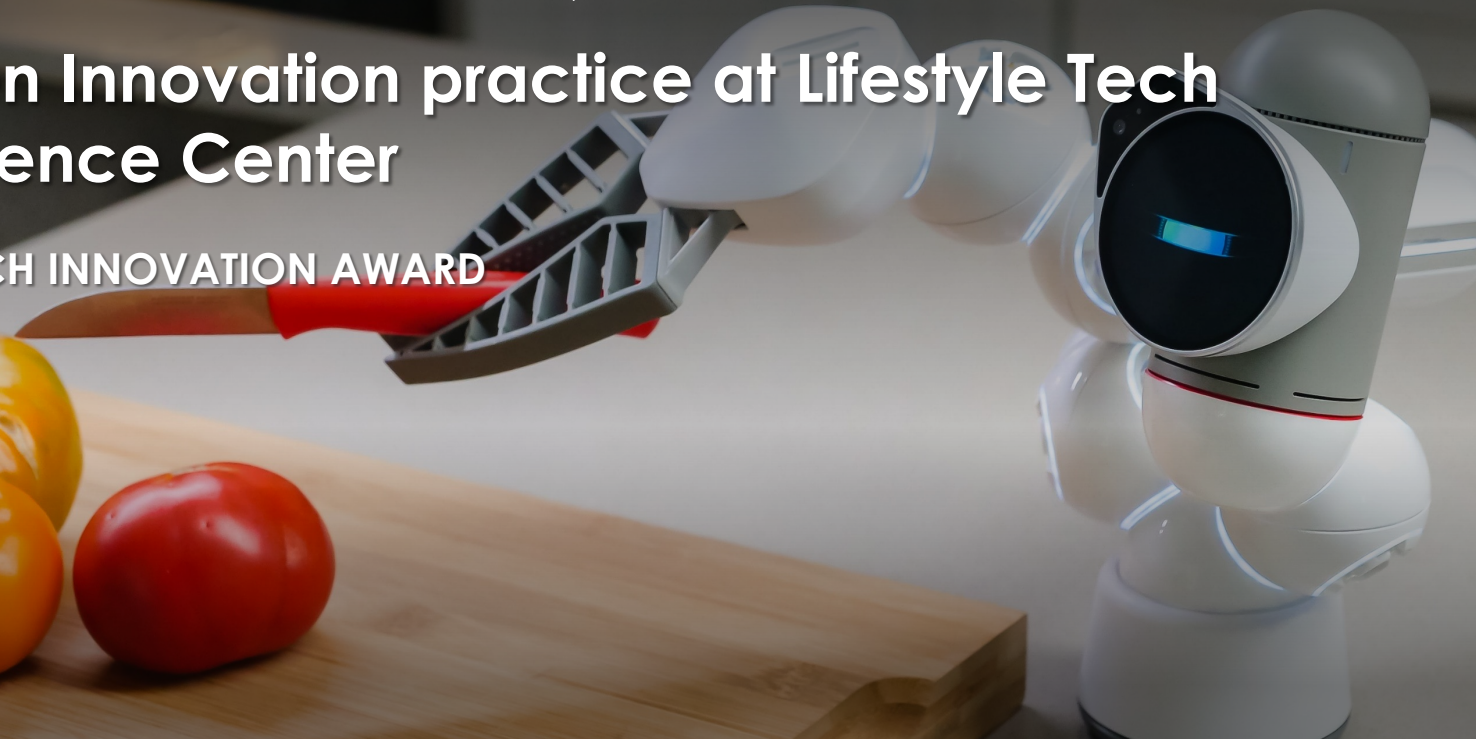




# The Open Innovation practice at Lifestyle Tech Competence Center

## THE FOODTECH INNOVATION AWARD

March 28, 2023





**Andrea Lentini**  
Senior Innovation  
Manager



**LTCC is an association part of Switzerland Innovation Park – Ticino, aiming to strengthen territorial positioning and attract investments to generate local value**



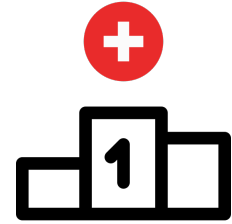
# Switzerland Innovation at a glance...



**Federal program** co-financing projects that **address socially relevant, cross-industry issues** leveraging top-notch **R&D**

6

Research-thematic **innovation hubs** forming an **ecosystem** of **universities** and innovative **companies**



Breeding ground to develop **new solutions**, attract **investments** and **strengthen Switzerland positioning in the world**

# LTCC is part of Swiss Innovation Park Ticino and can rely on several members



## PARTNERS OF THE LIFESTYLE TECH COMPETENCE CENTER



### INSTITUTIONS & UNIVERSITIES

### FASHION BRANDS & RETAILERS

### FOOD

### TECHNOLOGICAL PARTNERS

### INFRASTRUCTURE & FINANCIAL PARTNERS



**BALLY**



**accenture**



Scuola universitaria professionale della Svizzera italiana

**SUPSI**

**GUESS**





# LTCC stimulates R&D activities, scouting and innovative labs set-up, promoting knowledge and competence sharing



KNOWLEDGE SHARING, MARKETING, NETWORKING, CO-INVESTMENTS OPPORTUNITIES



TRAINING AND COLLABORATIONS WITH ACADEMIC INSTITUTIONS

## MARKET RESEARCH & FOCUS GROUPS



- e.g., Research, GenzLab

## OPEN INNOVATION & TECH SCOUTING



- e.g., FoodTech Award

## APPLIED RESEARCH & DEVELOPMENT



- e.g., 3D project

## LABS: INNOVATIVE SOFTWARE & HARDWARE



- e.g., content lab

WHAT ARE OPEN INNOVATION AND SCOUTING ABOUT?



## What is Open Innovation about?

### WHAT

**Open innovation** is a **mindset** that supports companies in **finding ideas** and **opportunities** in the **market** through **external cooperation**

### WHY

Firms can **respond more effectively** to **market needs**, creating **new ideas**, facilitating **innovation** and **reducing internal R&D costs**

### HOW

Thanks to **structured processes** and **ecosystems**, firms can **optimize value chain** and **maximize value** for **clients**



# What is the FoodTech Award?

Launched in **collaboration** with **Barilla, Lavazza, FoodTech** is a **start-up call** looking for **innovative solutions** in the **food retail industry**

The initiative **stimulates open innovation** and represents a great **collaboration** with **brands, retailers, investors, startups** and **universities**



## SOME STATISTICS

1100+ STARTUPS CONTACTED

110+ STARTUPS APPLICATIONS

20+ DIFFERENT COUNTRIES

# Our proven approach for a successful startup scouting

5 / 7 MONTHS



## ONBOARDING JURY MEMBERS

Definition of the **jury** (Barilla, Lavazza, Selex, retailers...)



## BRIEFING WORKSHOP

Definition of **scouting requirements**



## LAUNCHING SCOUTING

Website preparation & **communication**



## SCOUTING SOLUTIONS

LTCC specialists investigate the market  
(supported by students)



## SHORTLISTING & VOTING

Voting session and finalists' **identification**



## FINALISTS ANNOUNCEMENT

The **10/12 finalists** will be **announced**



## PITCH DAY & AWARD

Finalists will pitch, jury vote and **announce winners**



## MENTORING & POC DISCUSSION

**One-to-ones** with solutions & **chance for pilot project**

**Barilla**

BRANDS

**LAVAZZA**  
TORINO, ITALIA, 1895



Università  
della  
Svizzera  
italiana

ACCADEMIC  
PARTNERS  
SUPSI

**ANTLER**

INVESTORS



**accenture**

PROJECT PARTNERS



loomish.

**LT  
CC** LIFESTYLE TECH  
COMPETENCE CENTER

**FOODTECH 2022  
ECOSYSTEM**

**SELEX**  
GRUPPO COMMERCIALE

RETAILERS

**MIGROS**

**CONAD**

adVENTR

salesBeat



intouch.com



+ 1000 STARTUPS

nexoya



THE NEMESIS  
METaverse

WECHERIO

b2metric

...



INFRA & FINANCIAL  
PARTNERS

DAGORÀ

After the **success** of the **past editions** in **2021** and **2022**,  
**Barilla** and **Lavazza** decided to **launch** the **FoodTech**  
**Innovation Award 2023**



# ANY IDEAS FOR JOINT RESEARCH AND OPEN INNOVATION PROJECTS?

LET'S SPEAK

