

Ypsicon

member of the RisingFoodStars



Since 2016, Ypsicon Advanced Technologies is part of The [RisingFoodStars](#), an association which serves as an umbrella organisation for up to 50 relevant high potential start-ups, and is a core member of [EIT Food](#), a consortium of over 50 partners from leading businesses (including global companies like PepsiCo, Nestlé, Bosch, Siemens, among many other key players in the food & beverage and industrial fields), research centres and universities across 13 countries.

The members of the RisingFoodStars club are outstanding European start-ups from the agri-food-tech area who participate in EIT Food's innovation, education and business creation activities.

The RisingFoodStars is a unique innovation vehicle that offers us access to new knowledge, networks and the opportunity to actively engage in EIT Food's activities and help realise its goals. Our complementary competences bring unprecedented value to the partnership in terms of cutting-edge technologies and innovative business models but also in terms of diversity of innovation culture and entrepreneurial mindset. We are benefitting from the access to the EIT Food partners, their expert network, programmes, technological infrastructure, business creation support, as well as potential customers and distribution channels, which will significantly accelerate our growth. It gives us the opportunity to participate in the EIT Food's funding for innovation investments, to network with EIT Food's members, and to co-drive the agenda.

What is the added Value for us as start-up? We benefit from the following services:

The association

- fosters networking between its members and with the members of EIT Food

- assists its members generate innovation projects in general and in cooperation with the members of EIT Food specially
- encourages its members to perform bi- or multilateral projects with other members and/or with members of EIT Food
- actively supports its members in technological, technical, marketing and business issues
- wants to be a valuable source of information and expertise regarding state of the art technology in the field, and to facilitate access to laboratories and equipment at research institutions to develop products or technologies
- maintains close contacts with international research programs and innovation funding organisations on behalf of its members
- builds strong communities and communicates about all our activities via their social media channels. Engage with them!



Discover all the RisingFoodStars [here](#)



EIT Food

European Institute of Innovation and Technology (EIT) Food is a consortium of over 50 partners from leading businesses, research centres and universities across 13 countries. EIT Food includes global multinationals like Nestlé, PepsiCo, Bosch, Siemens or Givaudan, Research & Technology centres like AZTI-Tecnalia, Fraunhofer Institute or Technion-Israel Institute of Technology, universities like the University of Cambridge and the University of Reading, and high potential start-ups like Ypsicon through the RisingFoodStars startup club. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health.

EIT Food members have a strong belief that the food sector needs to be transformed and that this can only be achieved by reconnecting partners within the food sector and by giving the consumer a more central role. The main issues the food sector is facing are that it is complex, fragmented, slow to adopt new technologies, not attractive to new talent, and not resource efficient. An effective food sector is needed to address major societal issues and challenges: feeding 9-10 billion people in 2050; 3 billion overweight people; 2 billion undernourished people; more than 30% of food wasted.



EIT Food's **vision** is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. EIT Food will engage consumers in the change process, improve nutrition and make the food system more resource-efficient, secure, transparent and trusted.

EIT Food has six strategic objectives:

- (1) Overcome low consumer trust:** support Europeans in the transition towards a smart food system that is inclusive and trusted;
- (2) Create consumer valued food for healthier nutrition:** enable individuals to make informed and affordable personal nutrition choices;
- (3) Build a consumer-centric connected food system:** develop a digital food supply network with consumers and industry as equal partners;
- (4) Enhance sustainability:** develop solutions to transform the traditional 'produce-use-dispose' model into a circular bio-economy;
- (5) Educate to engage, innovate and advance:** provide 'food system' skills for students, entrepreneurs and professionals through advanced training programmes and open online courses, and
- (6) Catalyse food entrepreneurship and innovation:** foster innovation at all stages of business creation.

EIT Food is based on four pillars:

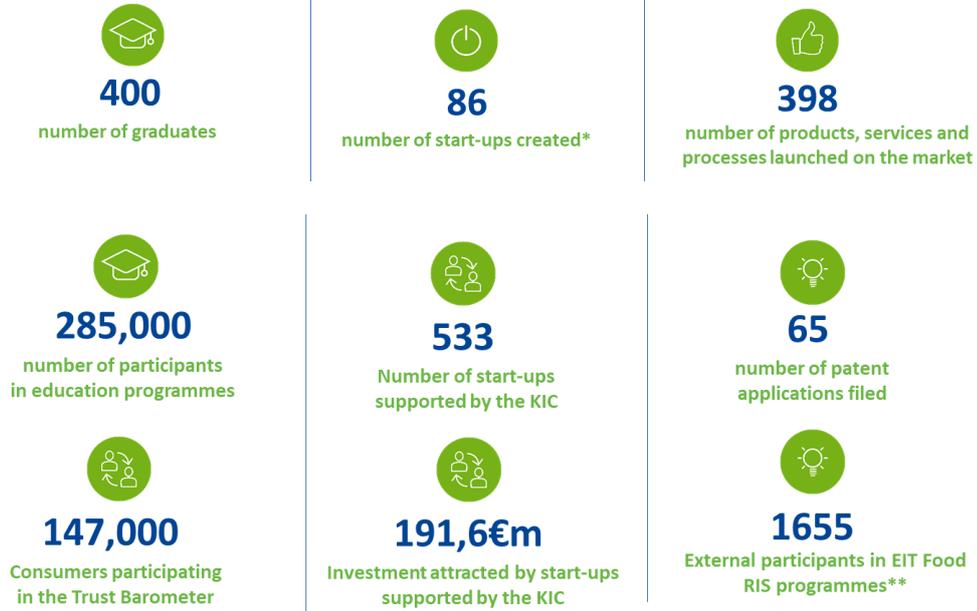


EIT Food boosts the skills and entrepreneurial spirit in the sector and unlocks the potential of small and medium sized enterprises (SMEs), which in turn will accelerate innovation, create jobs, benefit businesses and increase Europe's competitiveness.

EIT Food future ambitions

Over the next seven years, the partners will invest close to 1200 million € matched with up to 400 million € financed by the EIT. **Resulting in a total funding budget of over 1.5 billion €.**

Some of EIT Food's KPI's over the coming seven years:



*20 by students graduates and 66 as a result of innovation projects

**Regional innovation scheme

Source: EIT Food Strategic Agenda 2018-2024

All info here: www.eitfood.eu