



EIT Food Founders Day

Connecting startups
with the agrifood future

#FoodFounders2024

20
June

Open
Event

Bilbao

EIT FOOD

EIT Food is Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted. The initiative is made up of a consortium of key industry players, startups, research centres and universities from across Europe. It is one of nine Innovation Communities established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

EIT Food collaborates closely with consumers to develop new knowledge and technology-based products and services that will ultimately deliver a healthier and more sustainable lifestyle for all European citizens.

With the collaboration of:



EIT FOOD FOUNDERS DAY

EIT Food **Founders Day**, EIT Food South's flagship event for the entrepreneurial ecosystem. From the last 5 years, we've been gathering the startup community in Bilbao.

Come and meet the **latest trends** in the sector from the most **renowned speakers**. Get connected with over **150 entrepreneurs** from across Europe who will come to Bilbao to **network**, share **knowledge** and **create synergies**.

Join us to learn how to grow your startup from the people who actually did it! Understand what investors and corporates are looking for when connecting with startups and how you as a founder can navigate this complexity.

Some of the remarkable speakers that will join us are:

- Elsa Punset, best-selling author and renowned international speaker.
- Heiner Lehr, Founder Faromatics (startup acquired by the multinational AGCO).
- Xana Belastegui, General Partner at Swanlaab AgriFood-Tech Fund
- Carlos Leon, Cofounder Restaurant Aponiente, 3 Michelin stars, awarded as the world's most sustainable restaurant.

Presenter

20 of June | **Esther Cid Rodríguez**, CEO & Founder of Talent Passport

20th of June

08.45 -
09.15

Registration & Coffee

09.15 -
09.30

Welcome & Opening Presentation

EIT Food South has been improving and revolutionising the food sector in Southern Europe for six years. Come and learn during the day about the entrepreneurship projects and the challenges that we face across the value chain of the agrifood sector.

- **Begoña Pérez Villarreal**, Director at EIT Food South
- **Bittor Oroz Izagirre**, Deputy Minister of Agriculture, Fisheries and Food Policy at Basque Government
- **Ainara Basurko Urkiri**, Provincial Deputy for Economic Promotion in Provincial Council of Bizkaia-Bizkaiko Foru Aldundia

09.30 -
10.15

From Startup to Scaleup: What Does It Take?

In this insightful roundtable we will explore the key challenges and strategies for transforming a startup into a successful scale-up. You will have the opportunity to learn from the practical experiences of those who have successfully managed the challenging journey to scale-up.

- **Marta Laorden**, Investor at McWin Capital Partners and Member at European Women in VC
- **Heiner Lehr**, CEO at Faromatics
- **Moderator: Mathieu Carengo**, Investor & Lecturer at IESE Business School

10.15 -
11.00

Driving Positive Change: The Power of Impact Investing

This roundtable explores the transformative potential of impact investing in driving positive change. Experts will delve into strategies for maximizing social and environmental impact while achieving financial returns.

- **Gerard Valverde**, Investor and General Partner at Additio Ventures
- **Jaume Argerich**, Family Office Director at ANIOL SL
- **Xana Belastegui**, General Partner at Swanlaab AgriFood-Tech Fund
- **Moderator: Juan Ignacio Zaffora**, Regional Programme Manager at EIT Food

11.00 -
11.45

I Networking Corner

Let's get to know each other and interact. We have developed a 'digital map' with all the startups belonging to each of the programmes (EWA, Seedbed, and FAN). Each person who wants to participate must meet at least 3 startups from each programme. If you meet all the requirements, you will receive a great reward!

11.45 -
12.30

Exploring Success Stories: Corporate Venturing Case Studies

Discover with their protagonists the outstanding examples of the most inspiring business success stories, and how they have managed to create collaboration projects between startups and corporates. Eroski, Bio2Coat, Innogando and Spacecrop will tell us about it in this exciting dialogue.

- **Pablo López**, Chief Innovation Officer at Innogando
- **Farayde Matta**, Chief Scientific Officer (CRO) at Bio2Coat
- **Mary Grace Gasco**, Founder & CEO at SpaceCrop Technologies
- **Unai Sardon**, Open Innovation Manager at Eroski
- **Moderator: Belen Moscoso**, Corporate Venturing Manager at EIT Food

12.30 -
12.40

The Entrepreneurship and Innovation Ecosystem of Bizkaia

- **José Maria Montiel Varea**, Business Project Manager at BEAZ

12.40 -
12.45

Unveiling Innovation: EIT Food Bilbao Campus Experience

- **Amparo de San José**, Regional Business Creation Portfolio Manager at EIT Food

12.45 -
13.25

II Networking Corner

This is the second round to interact and meet our startups. Use the 'digital map' with all the startups belonging to each of the programmes (EWA, Seedbed and FAN). Each person who wants to participate must meet at least 3 startups from each programme. If you meet all requirements, you will receive a great reward

13.25 -
13.45

Aponiente - Innovation and Sustainability in its DNA

Sustainability at the heart of the business will be the subject of Carlos León's talk. He will illustrate the successful example of the Aponiente restaurant.

- **Carlos Leon**, General Manager at Grupo Aponiente

13.45 -
14.35

Inspirational Closing

The renowned Elsa Punset will end the day with an empowering talk. Discover insights and strategies to thrive in this dynamic industry, fueling innovation and sustainable growth. Let Elsa Punset guide you towards unlocking your potential and making a meaningful impact in agrifood entrepreneurship.

- **Elsa Punset, Writer**



Born in London, Elsa has a degree in Philosophy and Arts, MA in Humanities from Oxford University from Oxford University and in Journalism from the Universidad Autónoma de Madrid. Elsa is today one of the main figures in the Spanish-speaking world for the dissemination of emotional intelligence as a tool for intelligent optimism.

14.35 -
14.45

Awards Ceremony and Closing

The connections you've forged during the Networking Corner are about to pay off in a big way. Out of all our participants, only one will have the chance to savor the sweet reward of a trip to Rome. Stay with us to discover who the lucky winner will be and enjoy a delightful lunch to follow.

14.45 -
16.00

Lunch and Networking Time

SPEAKERS & MODERATORS

Speakers

Begoña Pérez Villarreal, Director at EIT Food South



EIT Food South Director, drives innovation, boosts entrepreneurship, and engages Mediterranean stakeholders to develop products and services for a healthy lifestyle and sustainable bioeconomy. A trained pharmacist specializing in food microbiology and business management of food companies, she has +30 years of experience with food SMEs in food safety, product development, traceability, authenticity, and sustainability.

Carlos Leon, General Manager at Grupo Aponiente



Carlos graduated from Glion, Switzerland, with a degree in business administration and a master's in hotel and hospitality management. He has more than 20 years of experience in the tourism and gastronomic sector, where he currently directs the Aponiente group, recently awarded as the most sustainable restaurant in the world by the 50 Best and 3 stars of the Michelin guide, as well as being the first restaurant to be awarded, with a green star from the guide itself

Elsa Punset, Writer



Born in London, Elsa has a degree in Philosophy and Arts, MA in Humanities from Oxford University from Oxford University and in Journalism from the Universidad Autónoma de Madrid. Elsa is today one of the main figures in the Spanish-speaking world for the dissemination of emotional intelligence as a tool for intelligent optimism.

Farayde Matta, Chief Scientific Officer (CRO) at Bio2Coat



Food engineer dedicated to reducing food waste and minimizing plastic use in packaging to help preserve the environment. She focuses on innovative solutions for sustainable food preservation and eco-friendly industry practices.

Gerard Valverde - Investor and General Partner at Additio Ventures



More than 12 years in the investment and financial industry, he has promoted a deeptech VC fund with RyG, managed a PE Fund of Funds at Sandman Capital Partners, and led a VC vehicle in healthtech, cleantech, and social tech. He has advised HNWIs on investments, managed a network of business angels, and overseen investment readiness programs for startups and investors, including APTE and CZFB. His business management education at ESADE and Tsinghua University further strengthens his expertise.

Heiner Lehr - CEO at Faromatics



Dr. Heiner Lehr was the CEO of Faromatics, a Precision Livestock Farming startup that became an R&D Centre after being acquired by AGCO. He is a prominent figure in European Precision Livestock Farming, having led several research projects and authored a well-received book on the subject. An expert in food traceability, he regularly collaborates with UN agencies to implement traceability in developing countries. Heiner also co-founded Syntesa, an innovation-to-market consultancy firm, and holds a PhD in Quantum Mechanics from the Technical University of Berlin.

Jaume Argerich, Family Office Director at ANIOL SL



Jaume has 20 years of experience mentoring entrepreneurs, advising on financing and growth strategies. He has a corporate background with Panasonic, IBM, and Caixabank, and is now a family office director. As a professor at the University of Barcelona, he teaches entrepreneurial finance and ecosystems. He holds a PhD focused on business angels' investment criteria.

José Maria Montiel Varea, Business Project Manager at BEAZ



With 10 years in international market development and project management, he specializes in opening new markets, preparing commercial offers, and negotiating with partners and clients. He plans and executes commercial strategies, tracks KPIs, and identifies opportunities through public-private funding. He also has 5 years in public administration, managing innovative projects and attracting investments to Bizkaia.

Marta Laorden - Investor at McWin Capital Partners and Member at European Women in VC



Marta, an Investor at McWin Capital Partners, manages a diverse portfolio of 1500+ restaurants, specializing in the food ecosystem. She directs investments through the McWin Food Tech Fund, focusing on Ag tech, Alternative proteins, clean nutrition, waste, circular economy, and restaurant tech. With over 15 years of finance experience, Marta strategically led venture capital efforts at an insurance company and served as an investor at a multi-billion-dollar European family office. She holds a Major in Law and Business Administration from Universidad Pontificia de Comillas (ICADE) and drives innovation and sustainable growth in the food industry through strategic investments.

Mary Grace Gasco, Founder & CEO at SpaceCrop Technologies



Mary Grace Gasco is the Founder and CEO of SpaceCrop Technologies, an agricultural software company that uses satellite data and AI to help farms manage irrigation, weather forecasting, and overall farm management. She holds a master's degree in Environmental Sciences and Policy from the Central European University in Budapest, Hungary, and a bachelor's degree in Geography from the University of the Philippines Diliman, where her interest in space science and technology began. Mary Grace advocates for SDGs (2, 3, 6, 11, 12) and collaborates with private, academic, and non-government organizations in the EU.

Pablo López, Chief Innovation Officer at Innogando



He is chief of operations at Innogando, an innovative company committed to revolutionizing livestock monitoring and management through advanced technology. With a solid foundation in industrial electronics engineering and automation, Pablo has consistently demonstrated his passion for technology and its applications in improving traditional industries.

Unai Sardon, Open Innovation Manager at Eroski



With over 14 years of experience, Unai Sardon specializes in developing growth strategies for NGOs, startups, and corporations globally. He leads EROSKI Group's participation in international innovation programs, enhancing their consumer and food distribution sectors. Sardon leverages open innovation to advance EROSKI's mission of providing high-quality, affordable, and sustainable goods and services. His work focuses on improving consumers' quality of life, health, and well-being.

Xana Belastegui, General Partner at Swanlaab AgriFood-Tech Fund



Xana, Partner and Chief Investment Officer at Swanlaab Agri-food Tech team, boasts over 20 years in biotech and Agri-Food. Her Ph.D. in Sciences and biologist background underpin her leadership. Xana's expertise spans R&D, financing, IP, regulatory affairs, and business operations, evident in her pivotal roles at Iden Biotechnology and DnA Advisory Services. A stalwart in fostering innovation, she excels in product development, market analysis, and funding acquisition. Committed to diversity in STEM, Xana's entrepreneurial spirit drives impactful contributions to the agrifood industry.

Presenter & Moderators

Esther Cid Rodríguez, CEO & Founder of Talent Passport, International Speaker



Psychologist and talent connector with 16+ years in HR, specializing in career mentoring and strategic consulting for entrepreneurs. Founder and former CEO of Tipscool (exit 2022) and entrepreneur at TALENT PASSPORT. Passionate singer, mom to Nora and Claudia, and avid sports and food lover. Dynamic speaker and trainer in soft skills, emotional intelligence, personal branding, and networking. University lecturer in People Management and Social Psychology.

Belen Moscoso, Corporate Venturing Manager at EIT Food



Moscoso is the EIT Food Corporate Venturing Manager, bridging the worlds of corporations and startups. With expertise in both, she drives innovation and fosters strategic partnerships. She has successfully led initiatives promoting collaboration and growth, identifying emerging opportunities, and implementing transformative solutions. Her track record includes managing corporate venturing programs, nurturing startup ecosystems, and facilitating impactful connections, dedicated to driving innovation and unlocking growth potential.

Juan Ignacio Zaffora, Regional Programme Manager at EIT Food



He is an economist (UNS, Argentina) with postgraduate degrees in Social Economy (UAH, Chile) and a Master's in Entrepreneurship and Innovation (UB, Spain). Over the past 10 years, he has led NGO teams and volunteered in Costa Rica and Panama. He was a consulting partner at Ematris Consulting (Chile) and managed the Tech4Climate program at Ship2B (Spain). He currently serves on the advisory boards of two startups and teaches entrepreneurship at various universities and programs, including U. Pompeu Fabra, Toulouse Business School, GBSB, and Learning by Helping.

Mathieu Careno, Investor & Lecturer at IESE Business School



An experienced entrepreneur and active Business Angel with investments in scale-ups like Glovo and Bizaway, as well as promising start-ups. Maintaining a portfolio of 20/25 start-up investments, he focuses on SAAS and Marketplaces with B2B and B2B2C models. Also teaching at IESE Business School, he's involved in programs across 3 languages and 4 continents since 2004. His background includes leading the growth of IESE Business School's Entrepreneurship Center and co-founding Venture Hub. As a managing partner in a boutique VC Fund, he invested in technology services companies.

CONVERSATION STARTER



Browse participants and send **meeting invitations in advance** with Conversation Starter! The platform will be available **during networking hours** and in the **afternoon (from 14.40 to 18.00), after the event has ended.**

- The cutting-edge Conversation Starter recommendation engine screens all networking profiles of participants to find the most relevant ones.
- With a single click, participants invite each other to meet during the event.
- When an invitation is accepted, Conversation Starter finds the ideal location and time to meet.
- At the start of the event, participants receive their personal schedule of meetings via SMS.
- During the event, participants meet at numbered meeting point tables.
- After the event, participants have an overview of all the people they met.

[Join Conversation Starter](#)

EIT Food South

Calle Serrano Anguita, nº 13 28004 Madrid.
Spain.

Parque Tecnológico de Bizkaia Lekandene.
Laida Bidea 214. 48170
Zamudio (Bizkaia). Spain.

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With the collaboration of:



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