



# 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.

# 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).
- Ainara Llorca, Innovation Director EROSKI, the most relevant supermarkets chain in the Basque Country.
- Carlos Leon, Cofounder Restaurant Aponiente, 3 Michelin stars, awarded as the world's most sustainable restaurant.

## Presenter

20 of June | Esther Cid Rodríguez

## 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 (tbc)
- **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 Carenzo**

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 most important examples of the most inspiring business success stories, and how they have managed to attract the attention of large corporations. Eroski, Jakion, Covap and Innogando tell us all 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' 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 a 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.

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14.35 -  
14.45

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**Closure and Awards Ceremony**

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14.45 -  
16.00

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**Lunch and Networking Time**

## About 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

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UNIVERSIDADES E INVESTIGACIÓN