

KYOTO FOODTECH EXPO 2024

National Startup Pitch Contest Outline

{Organizer: Kyoto Prefecture}

1 Purpose

The purpose of this event is to foster foodtech businesses from Japan, support their overseas expansion, and increase their visibility by holding a pitch contest for national startups aiming to develop and commercialize technologies and solutions that will lead to solving food issues and new developments.

In addition, the event will create opportunities for agriculture, forestry, fisheries, and food businesses in Kyoto Prefecture to utilize foodtech, and will also gather information on foodtech for Kyoto Prefecture to become a hub for foodtech businesses in Japan in the future.

2 Date and Time

Thu. Oct. 3, 2024 12:00-13:30

※To be held in KYOTO FOODTECH EXPO 2024 (within KYOTO SMART CITY EXPO 2024)

3 Venue

Keihanna Open Innovation Center @Kyoto (KICK)

※Venue dedicated to KYOTO FOODTECH EXPO (within KYOTO SMART CITY EXPO)

4 Themes

Initiatives utilizing new technologies, materials, and systems related to the food value chain from production, processing, distribution, and consumption.

【Examples of possible themes】

Smart agriculture, forestry, and fisheries technology, food production technology that responds to climate change, food processing technology, fermentation technology, health functionality, new and alternative food materials, preservation and distribution technology, utilization of Kyoto's food culture, response to SDGs, etc.

5 Qualifications

Startups that are involved in innovation in the food value chain and are considering or currently developing business or R&D in Kyoto Prefecture

6 How to Apply

- Application period: August 7, 2024 (Wed.) 9:00 - September 11, 2024 (Wed.) 17:00
- Participation fee: No entry fee (travel and accommodation expenses are to be borne by the

applicant).

- Please send the entry form by e-mail to the contact address listed in Section 11 of the present document.

※Please specify "Application for Kyoto Foodtech Expo 2024 Pitch Contest" in the e-mail subject.

7 Screening Criteria

Projects will be judged comprehensively based on the following criteria (1) through (7).

(1) Theme (conformity with the theme of the competition), (2) Novelty (no similar business), (3) Originality (novel point of view), (4) Potential (business growth potential), (5) Marketability (business needs and profitability potential), (6) Presenter's enthusiasm (presentation, Q&A session, etc.), and (7) Contribution to Kyoto Prefecture (potential to contribute to food-related industries in Kyoto Prefecture).

8 Screening

(a) Preliminary Screening

Approximately 10 teams will be selected to participate in the next Pitch Contest based on a document review of the plans submitted via the entry form.

Please download the entry forms below on the website:

- Entry Form (word)

- Entry Form (5) Annex (free format) (word)

Judging period: Thursday, September 12 - Wednesday, September 18

Announcement of judging results: Thursday, September 19. ※ Applicants will be notified individually.

(b) Pitch Contest: Thursday, October 3

Judging of 6-minute presentations (4-minute explanation of initiatives, 2-minute Q&A).

The language of presentation for the Pitch Contest should be either Japanese or English.

If you present in English, Japanese subtitles will be displayed on the screen.

Please prepare explanatory materials for the day of your presentation. For details, please refer to Section 9 of the present document.

【Schedule】 (tentative)

12:00 Opening

- Explanation of judging procedures
- Introduction of judges
- Notice about Presentations

12:15 Presentations

13:15 Judging

13:25 Award Ceremony

13:30 Closure

【Judges】

- Advanced Telecommunications Research Institute International (ATR) - Hiroyuki Suzuki, Vice President and CEO※
 - UnlocX Inc. – Hirotaka Tanaka, CEO
 - bacterico Inc. – Natsuki Suganuma, CEO
and others
- ※Chief judge

【Moderator】

Embassy of Spain - Mizuko Uchida, Industrial Investment Cooperation Analyst

【Awards】

- Grand Prize: 1 company/organization (200,000yen)
- Excellence Award: 1 company/organization (150,000yen)
- Distinction Award: 1 company/organization (100,000yen)

Additional prize:

- One company/organization will be awarded the right to participate in the FOOD 4 FUTURE 2025^{※1} Awards, plus a portion of the travel expenses (200,000yen).

※1 Foodtech Festival in Bilbao, Spain

- Other prizes are being prepared.

The supplementary prizes will be selected in the order of Grand Prize, Excellence Award, and Distinction Award winners.

9 How to Submit Pitch Contest Presentation Materials

Deadline: Friday, September 27, 2024 at 17:00

- Please prepare your presentation materials in accordance with your 4-minute presentation.
- Please prepare your presentation materials in Japanese or English.
- Please send your PowerPoint presentation (16:9) via e-mail to the contact listed in Section 11 of the present document.

※Please specify "Kyoto Foodtech Expo 2024 Pitch Contest Data" in the e-mail subject.

10 Points to keep in mind

- Please submit plan proposals that do not violate any laws or regulations. Proposals that are deemed inappropriate for the theme or intent of this contest or deemed inappropriate by the management may be excluded from the judging process.
- All rights pertaining to the submitted plans belong to the entrant. However, the organizer will

disclose the entrant's information, plan outline, and presentation content through online or archived distribution in order to achieve the purpose of this contest.

- The personal information provided at the time of application will be used solely for the purposes of the contest and will not be provided to any other third party without the applicant's consent.
- We cannot answer any individual inquiries regarding the screening process, selection results, etc.

11 Contact for application and submission of materials

Foodtech Research Promotion Section, Distribution and Brand Strategy Division, Agriculture, Forestry and Fisheries Department, Kyoto Prefecture (Contact: Togamori)

TEL: 075-414-4968

E-mail: ryutsu-brand@pref.kyoto.lg.jp