



Food Startup  
Incubator  
Weihenstephan



# The Food Startup Incubator Weihenstephan (FSIWS)

- How students learn to create sustainable and innovative food & beverages

# Why now?



## Personalization

Increasing fragmentation of the food market  
(e.g. vegan, lactose free, low carb...)

Personalized nutrition with exact adaptation to  
personal nutrient requirements based on  
physiological data  
(e.g.. bloodsugar, intestinal bacteria)



## Digitalization

Social media (e.g. Facebook, Instagram) enables  
successful marketing and lower financial  
resources bypassing retail through online sales



## Sustainability

Sustainable food processing via the use of by-products,  
Biodegradable packaging  
Plant based proteins as meat substitute, CO<sub>2</sub> ↓



# Who we are



HSWT supports the development of innovative food products

- providing expert advices
- giving access to pilot plants
- enables a scale up to small-scale industrial serial production.



The international distance learning university advises food startups

- on legal requirements for launching a food startup
- is an expert in e-learning



The Strascheg Center for Entrepreneurship

- promotes innovation among food startups
- motivates and empowers entrepreneurial thinking and acting



StartinFOOD has expertise in (online) marketing strategies and advises in

- building business models
- sales strategies
- Financing such as crowdfunding

# How we support food startups



[www.fsiws.com](http://www.fsiws.com)

Teaching and training  
in the field of food,  
entrepreneurship,  
business  
administration and  
finance

Production facilities  
and pilot production  
lines for food products

Financing  
instruments for the  
startup, growth  
and scaling phase

# Main challenge for food startups is our USP



- » At Home
- » No financial resources required



- » Food production facility
- » Pilot plants
- » Know-how in food production, Safety, Legal, Marketing, Sales



- » Own production facility
- » Contract production



**Food Startup Incubator Weihenstephan**  
Catalyst for a quicker market launch without  
financial resources (Lean Startup)

# Infrastructure for the development of sustainable & innovative foods

- » 1000 m<sup>2</sup> for laboratory and pilot scale production facilities
- » Processing of liquid, powder or solid foods are possible
- » Storage possibility: Room temperature, refrigerator, freezer
- » New in 2021: Implementing Co-working spaces, digital lecture lab and show kitchen



# How to access the Incubator

## Students from the HSWT

- » Course „Founding a food startup“ from the Bachelor „Food technology“
- » Also open to the other courses from the HSWT

## Certificate Programm „Founding a Food Startup“

- » For external founding teams
- » Requirement: admission to higher educational programm
- » 2 Semesters with individual coachings
- » Knowledge transfer in food technology and entrepreneurship



## External founded Food Startups

- » Usage agreement between the startup and the HSWT
- » Every day the facilities are used is billed by the Incubator



# Promoting the development of sustainable & innovative food products



## Workshops and lectures

- » Especially among the students from the course „Founding a food startups“ and our certificate participants
- » Teaching what sustainability in food & beverages mean

## Helping to apply for an Exist founding scholarship (provided by the government)

- » The product has to be innovative
- » Relevant for the market



## Events

- » **Food Startup Campus**
- » Online conference: presentations on current food trends and various plenary discussions with experts from food industry, trade and logistics
- » FoodNextGen Pitches: Only startups who developed innovative and sustainable foods can win prizes from the sponsors



**Food Startup  
Campus**



# Further Events and Workshops



## Initiative for farmers 2021

- Started in March 2021
- **Aim: Motivation and knowledge transfer for farmers to produce their own food products from their raw materials → More sustainable and regional**
- Online-Live Workshops and regular monthly meetings
- Usage of pilot plants from HSWT

## How to become a female founder?

- Start April 2021
- Online-Program for women interested in Entrepreneurship



# Over 20 Food Startups are working at the Incubator



- Vegan date pralines
- No added sugar, conservatives, flavour, colour
- External startup



- Manufacturing of bavarian chutney
- Use of regional and seasonal growing vegetables
- Student founding team

# Over 20 Food Startups are working at the Incubator



- production of vegetable spread from rescued vegetables → **fight food waste**
- Student founding team



- Cider with less alcohol, sugar, no additives (sulfur etc.)
- Use of regional growing black-currants
- Supporting charity programs → **social sustainability**





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# Questions?