



Food Startup
Inkubator
Weihenstephan



Introduction to the Food Startup Incubator Weihenstephan (FSIWS)

 **WEIHENSTEPHAN · TRIESDORF**
University of Applied Sciences

iu
INTERNATIONALE
HOCHSCHULE

**Startin
FOOD**

 **SCE**
STRASCIEG CENTER FOR ENTREPRENEURSHIP

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

eXIST
Existenzgründungen
aus der Wissenschaft

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, CO₂ ↓



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

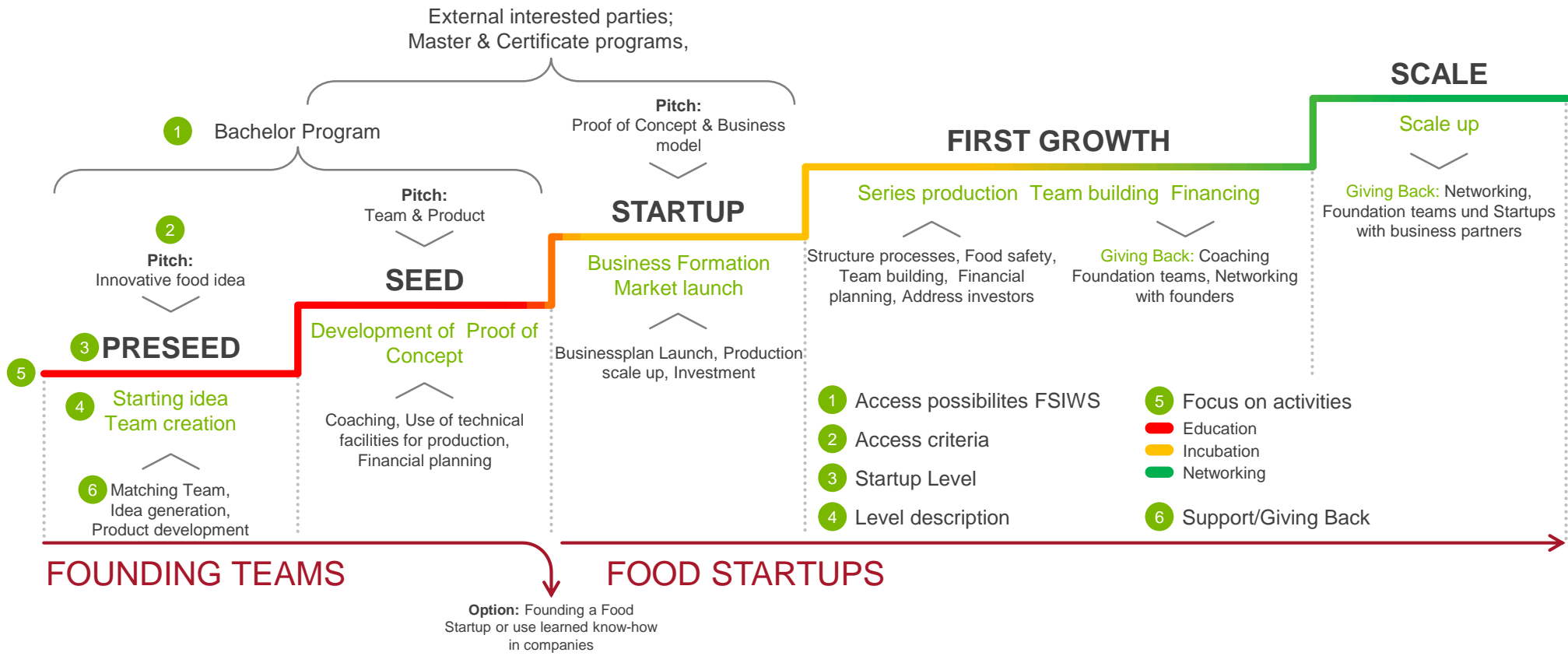
Teaching and training
in the field of food,
entrepreneurship,
business
administration and
finance

Production facilities
and pilot production
lines for food products

Financing
instruments for the
startup, growth
and scaling phase



How we support food startups



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



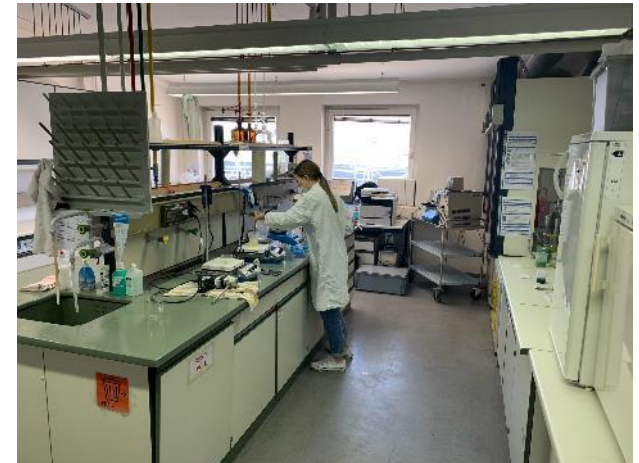
- » Own production facility
- » Contract production



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

Infrastructure

- » 1000 m² 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“
- » Also open to all the other courses

Certificate Programm „Founding a Food Startup“

- » For external founding teams
- » Requirement: admission to higher educational programmes
- » 2 Semesters

External founded Food Startups

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



Certificate Founding a Food Startup:

- Supporting external founding teams
- 12 Month (2 Semesters): Knowledge transfer in food technology and entrepreneurship
- Individual coaching
- **Goal:** Founding a startup or applying for a founder's scholarship

Food Startup Campus:

- Online Food Startup Conference
- 8 Live Food Startup Pitches
- Online-Live Tasting of innovative food products
- presentations on current food trends and various plenary discussions with experts from food industry, trade and logistics



**Food Startup
Campus**

Hospitality Initiative 2020

- Launched in the first Corona lockdown
- **Aim:** Development of a third income source for the gastronomy
- Support with free Online-Seminars about product development, preservation, packaging, labeling, pricing, online store
- Production of durable premium product
- > 400 registered for Online-Seminars



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
- Online-Live Workshops and regular monthly meetings
- Usage of pilot plants from HSWT

How to become a female founder?

- Start April 2021
- Online-Kurzprogramm gerichtet an gründungsinteressierte Frauen
- **Ziel:** Wecken von Gründungsinteresse und zum entrepreneurial Mindset motivieren



Over 20 Food Startups working in the Incubator



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



- Manufacturing of bavarian chutney
- Use of regional and seasonal growing vegetables

20 Food Startups working in the Incubator



SONNENGLÄSCHEN
no waste – it's taste



- production of vegetable spread from rescued vegetables



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



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Thank you for your
attention

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