



Seeds&Chips - The Global Food Innovation Summit- 2018  
**WaterFirst!**  
Call for water solutions

**Introduction:**

**Seeds&Chips - The Global Food Innovation Summit** is the largest international event solely dedicated to Food Innovation where startups, corporations, investors, chefs, HO.RE.CA. industry management, organizations and policy makers can share and demo their latest ground-breaking food solutions, from farm to fork and beyond. The 4th edition of Seeds&Chips, May 7-10 2018, will take place in Milano at MiCo - Milano Congressi.

**WaterFirst!** Is one of this year's special focuses, looking to bring the best solutions responding to the water challenges we face today. This year Seeds&Chips is in fact launching a global call for ideas to scout and promote innovations and invite them to Milano to join an international competition. This offers the possibility to the selected applicants to present their own innovative projects to institutions, companies and investors represented at the event.

**The applications should be submitted no later than December 30, 2017.**

Seeds&Chips will select 30 projects and offer them the possibility to present and showcase their idea at the summit. Our jury will select 5 winners to receive also travel & accommodation. Selected companies will also enter our awards and have the possibility to win a grant of **€ 10,000**.

**Art.1 – SCOPE OF THE CALL**

Innovative solutions for water challenges that help in these terms:

- Climate Change
- Food & agriculture
- Nutrients
- Packaging
- Waste

The proposed projects should fit in one or two of these categories:

- Urban
- Suburban/rural areas
- Developing countries

## **Art. 2 – ELIGIBILITY**

- Startup (companies that have been incorporated for 3 years or less and with earnings of less than €1 Million)
- Universities & research centers
- Individuals

The competition is looking for **water-related business projects** that are at least in the prototype phase or business models in the startup phase with a high innovative component that demonstrate a significant impact in the water sector.

Participation to this call is free of charge.

## **Art. 3 – SUBMISSION OF APPLICATIONS**

- Candidates must present their project for review by completing and submitting the application form available on the website [www.seedsandchips.com/waterfirst](http://www.seedsandchips.com/waterfirst) no later than December 30, 2017.
- With the application form, candidates have the option of submitting additional documents that they consider relevant and /or a video (3 minutes max) in which they can explain their business project.
- Limit of one (1) entry per person/group.
- Applications and all additional documents must be submitted in English.

## **Art. 4 – ADMISSION CRITERIA**

The applications will be submitted to an initial screening phase and will be considered only if complete in all its parts and coherent with the call's objectives and topics.

Only the admissible proposals, following verification of the application, will enter the evaluation process.

## **Art.5 – EVALUATION AND AWARDS**

All admitted proposals will be evaluated by a selected jury composed between representatives of WF sponsor companies' representatives, S&C Scientific advisors, S&C partners and prominent experts in Food Innovation.

The evaluation process will be based on the following criteria: Originality of the idea, Impact on existing innovations, Impact on social & economic systems, general impact, sustainability, scalability.

Points (1-10) will be cumulative and in line with the highest ethical standards

Key elements in determining the winners will also include: absence of conflict of interest of participants, transparency, any certification issued by recognized organizations.

The selection of the Jury is final and not subject to appeal

All candidates will be informed about the jury's decisions by the following dates:

**Phase 1- Selection: 30 projects** will be able to exhibit at Seeds&Chips 2018 for **free**, the selected companies will be announced by **22/01/2018**.

**Phase 2:** The **5 winners** who will also receive **travel and accommodation** in Milan during Seeds&Chips 2018 (max €800 per person/group), will be contacted by **22/01/2018**.

**Phase 3:** The **winner** of the **€ 10,000** grant will be announced at **Seeds&Chips 2018 May 7-10, Milano**

**All other applicants** if not selected will have the opportunity to exhibit at SSC at a fixed early bird special rate. This will still give them the opportunity to:

- **Meet** leading global entrepreneurs, investors and executives building the future of food and water.
- **Explore** new solutions, innovations and trends.
- **Showcase** their products, demo their apps, find investors and reach a large public and industry audience.
- **Network**, share ideas and build synergies with other talented like-minded companies.

For any questions or further information regarding the **WaterFirst!** Call, please contact: [waterfirst@seedsandchips.com](mailto:waterfirst@seedsandchips.com)