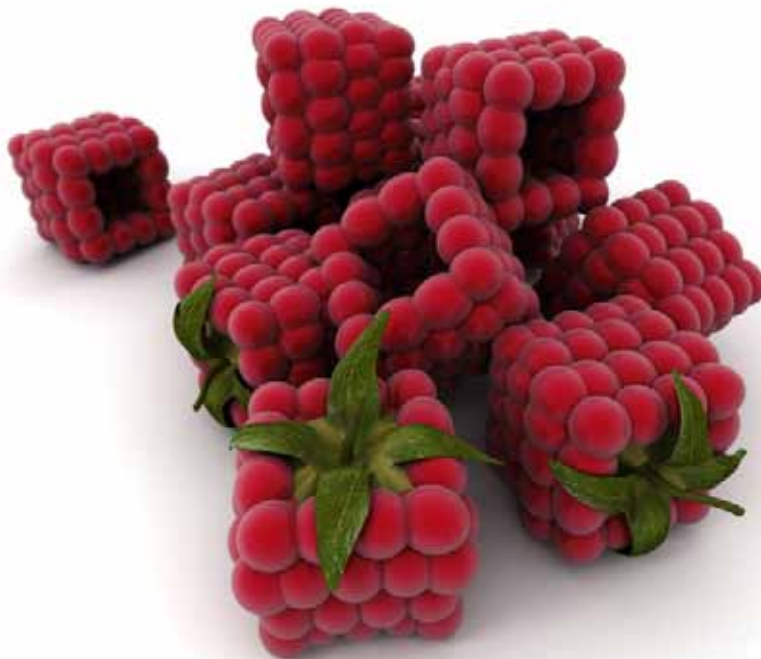


Calling all innovators and technology spin-outs, start-ups and SMEs

Apply now to pitch your business to some of the
world's largest food and FMCG companies



Open Innovation Forum Pitch Event, 11 March 2013, Hauser Forum, Cambridge

www.ifm.eng.cam.ac.uk/events/oipitching/

Bacardi • BAT • Cargill • Crown • Domino • DSM • General Mills • GlaxoSmithKline
Heinz • Imerys • Mars • MeadWestvaco • Moy Park • Siemens
Tate & Lyle • Unilever • Webb deVlam

You could be pitching to **key decision-makers** from these companies:

Global brand owners: Unilever, GlaxoSmithKline, Heinz, BAT and General Mills
Packaging suppliers: Crown and MeadWestvaco
Ingredients and materials suppliers: DSM, Cargill, Imerys and Tate & Lyle
Process equipment suppliers: Siemens and Domino
Design agency: Webb deVlam

The panel members are all senior leaders and decision-makers in their companies, whose main job role is to scout for and acquire innovation and technology from outside their organisations either through licensing, acquisition, research funding or other mechanisms.

Who are searching for **innovation partners** in the following areas:

Life sciences – including ingredients, health, food safety, preservatives and synthetic biology
Materials – including packaging materials, waste reduction and sustainability
Manufacturing – including customisation, batch-of-one and novel food processing
IT / electronics – including smart packaging, communications, tagging & ID and E-science
Marketing and business models – including social media, digital marketing and new business models

For a prioritised list of the 40 innovation areas identified by Open Innovation Forum members, go to www.ifm.eng.cam.ac.uk/uploads/Events/OI_forum_innovation_areas.pdf

Who should enter?

This event is for researchers, innovators and technology developers and providers. It is not open to intermediaries or consultants unless, of course, they have an innovation or technology to 'pitch'.

Entrants should be spin-outs, start-ups, SMEs or university departments with near-market innovation potential.

The format

Up to 15 companies will be shortlisted to pitch to a panel of Open Innovation (OI) Forum members on 11 March 2013 in Cambridge. Each company will be given five minutes to pitch, followed by five minutes Q & A and two minutes feedback from the panel.

The shortlisted companies will be invited to attend the whole OI Forum day (otherwise restricted to OI Forum members) which will provide valuable insights into how large companies approach innovation as well as opportunities to network. This will include a free morning's seminar looking at what Open Innovation means from the perspective of large and small companies, investors and legal advisers.

Shortlisted companies will also receive a certificate as a Shortlisted Innovator.

The winners

After the pitches, the panel will choose winners in categories for university and commercial (spin-out, start-up and SME) organisations and will receive a certificate and trophy.

All shortlisted and winning companies will be publicised as part of the PR promoting the event and will be included in a 'catalogue of pitchers' on the IfM ECS website.

All entrants

All entries will be circulated to OI Forum members, whether they are shortlisted or not.

Entry requirements

You must own the rights to the technology which, in turn, must:

- Fall into one of the five innovation areas listed above and address one or more of the identified 'Innovation Needs'.
- In the opinion of the judges, be new or clearly innovative, or represent a significant step forward in technology or in an application.
- Be suitable for further commercialisation.

Criteria for shortlisting

Your entry will be judged on:

- How well it addresses one or more of the identified 'Innovation Needs'. **Note:** higher priority 'Needs' will carry more weight
- Degree of innovation
- Scope for commercialisation

How to enter

Complete the [online entry form](#) to describe your company background, innovative solution, which of the identified needs you are addressing and your technology readiness. You will find more information and the online form at: www.ifm.eng.cam.ac.uk/events/oipitching/

Applications for the competition are free and must be submitted by 31 January 2013. Shortlisted companies will be notified by 8 February 2013.

Up to 15 companies will be chosen to pitch to a panel of OI Forum members in Cambridge on Monday 11 March 2013.

About the OI Forum

The Open Innovation Forum was set up in 2010 by IfM Education and Consultancy Services, (IfM ECS), the dissemination arm of the University of Cambridge Institute for Manufacturing to provide support and opportunities for companies involved in the Food and FMCG value chain. Find out more at www.ifm.eng.cam.ac.uk/oiforum