

Foodtech is identified by the different technologies that are transforming the dynamics in the food industry. Innovation is impacting how food is produced (**agtech**), the design and development of **new food** products, the **supply chain** and the **distribution** channel. Foodtech also offers some serious solutions to a couple of the world's big challenges such as sustainable production, food waste, plastic usage, diet and diseases.

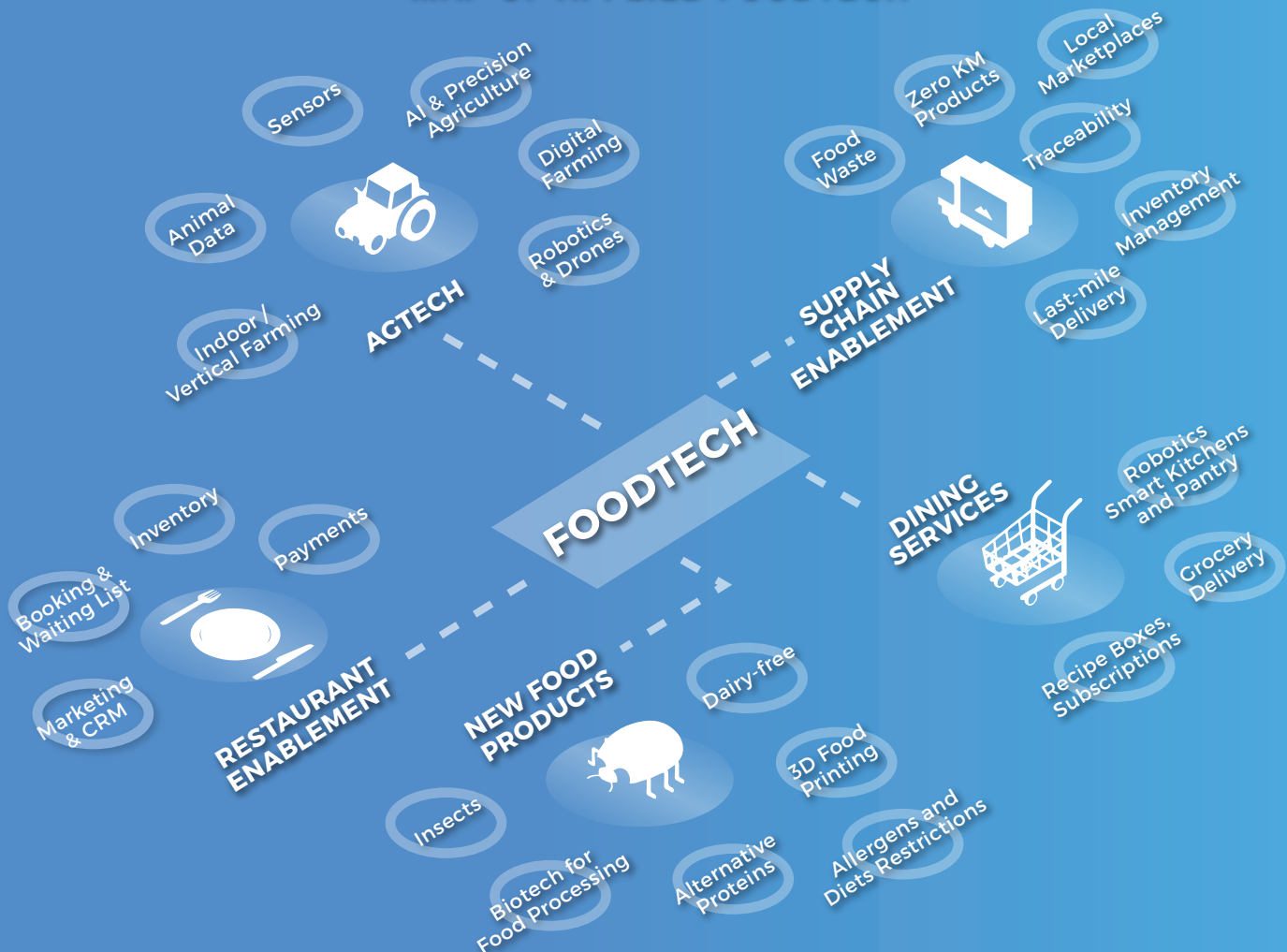
160 Foodtech Scaleups in Europe*

\$12.7B Total Capital Raised*

AMOUNT OF CAPITAL RAISED PER GEOGRAPHY*



MAP OF APPLIED FOODTECH



*Own elaboration based on public data by Crunchbase and other sources. Data updated at 12/31/2017



FOODTECH KEY TRENDS



BIG DATA

Analytics: Increased use of data and analytics can improve every part of the value chain from production, to distribution, to consumption.

Agtech: Smart irrigation, animal data, and precision agriculture are just the beginning. Next generation farms are already happening.



INTERNET OF THINGS

Sensors: Farms will begin to use more sensors to monitor and measure everything from the use of resources to the health of animals.

Drones & Robotics: Precision mapping and imagery are improving through drone use and the development of robotics allow farms to become less dependent on human labor.



ONLINE & E-COMMERCE

Distribution Channels: Consumer Packaged Goods brands will opt to build their own distribution channels away from grocers as they move towards direct-to-consumer distribution.

E-Commerce: More consumers will buy online and brands will redesign their sales, marketing and branding strategy to stand out on the web instead of on the shelves.



NEW FOOD PRODUCTS

New Proteins: The use of insects and plant-based proteins is growing and falling costs will allow a mass distribution and consumption of alternative meat products.

Synthetic: Lab-grown meat and fish will move toward market. Biotechnologies will play an important role in the future food production and development.

SEP SCALEUPS ON WATCH



Founded: 2016

Key-words: Food Compliance

Description

Connecting Food develops and sells an innovative technology solution based on blockchain and cloud, that certifies food compliance in real time to generate consumer trust in food products.



Founded: 2011

Key-words: Agricultural Market

Description

Cortilia is an agricultural market that allows customers to shop online for fresh and seasonal fruit and vegetables, organic products and gluten-free foods.



Founded: 2007

Key-words: Osmosis

Description

Ederna developed evapEOs, a cold concentration technology, which ensures total preservation of the product both in terms of sensory profile and bioactivity.



Founded: 2016

Key-words: Indoor Farming

Description

The Living Farming Tree is an easy-to-use, customizable and automated indoor garden that allows you to grow healthy food.



Founded: 2016

Key-words: Nutrition

Description

Using tissue engineering technology MosaMeat has developed a true alternative for animal meat products.



Founded: 2015

Key-words: Food Waste

Description

MyFoody is an online platform that enables large and small retailers to minimize food wastage by offering the possibility of transforming existing waste into resources.



Founded: 2012

Key-words: Surrogate Microorganism

Description

Novolyze develops and manufactures dry and ready-to-use surrogate microorganisms to help food companies perform in-plant preventive control validations.



Founded: 2017

Key-words: Food Delivery

Description

NutriBees cooks and delivers personalised healthy food.