FUTURE LAB
Prospective Space for Innovative Startups

RULES

Preface
The agri-food sector is in constant evolution, driven by consumer needs and consumption trends. This evolution is inspiring entrepreneurs to innovate and present solutions fit for the food consumption of tomorrow.
As part of SIAL Paris 2018, taking place from 21 to 25 October 2018 at Paris Nord Villepinte, a prospective space aiming to showcase the future trends of the food sector within a new feature called FUTURE LAB will combine three different areas: a prospective area, named #FOOD LAB 2030, a virtual reality zone, named #VR LAB, and a startups area, named #RISING STARTUPS, presenting the most innovative European startups in the field of food innovation.
FUTURE LAB, and more specifically #RISING STARTUPS, aims to bring visibility to the rising startups that provide innovative solutions for the agri-food sector and inspire tomorrow’s food consumption. The competition nowadays in the agri-food sector obliges everyone who wishes to have a position in the market to dare to take risks. This dedicated area will therefore aid new entrepreneurs to express their creativity, helping them to go further and faster, acting almost as an accelerator. FUTURE LAB #RISING STARTUPS is a unique opportunity for fruitful exchanges between entrepreneurs, investors, potential clients and the media, representing the place to be for startups that aspire to scale up.

The aim of this document is to detail the key elements, benefits, process and rules for startups wishing to participate in FUTURE LAB #RISING STARTUPS at SIAL Paris 2018.

Article 1 – Organization
SIAL - SALON INTERNATIONAL DE L’ALIMENTATION, a French “Société par Actions Simplifiée” company with a share capital of € 640,000, whose registered office is located 70 avenue du Général de Gaulle – 92058 Paris la Défense cedex, registered under the number 692 029 788 RCS NANTERRE (hereinafter “SIAL”), organizes the FUTURE LAB feature at its trade show: SIAL PARIS 2018.
This feature will be divided into 3 spaces: an experiential tunnel, a Virtual Reality space and a “rising startups” space.
This third element is organized in partnership with the IDEFI-ECOTROPHELIA network and AgroParisTech to create the first European prospective space for innovative startups in the field of food innovation.
The three entities shall be called hereinafter “the Organizing Committee”.

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Article 2 – Participants
Participation in FUTURE LAB #RISING STARTUPS is restricted to startups in phase of concept and/or development (hereinafter called “the Participant(s)”), having their main activity in the agri-food sector, within the food chain “from farm to fork”.

The Participant(s) shall comply with the following criteria:

- Presenting either a food and beverage product, a service, equipment, a process, or packaging
- Innovations intended for agricultural production shall not be considered, unless they have a clear connection with nutrition and/or the consumer.
- Being innovative in the market and/or bringing new benefits to consumers
- In existence for less than 2 years since creation of a legal entity
- Being upstream of the marketing and/or distribution phase, i.e.: having no clients or consumers (e.g., Participant(s) having performed only R&D testing with consumers are accepted)
- If the Participant has developed an online service, it cannot already be available to consumers.
- Being able to present a prototype/beta version of their product/service in the SIAL Paris FUTURE LAB space, or to provide a variety of documentation to explain the project if the prototype is too heavy/cumbersome. Please note that tasting of Food & Beverage products shall not be permitted during the event.

Although the amount of turnover is not a criterion for participation, it shall be taken into account in the selection process. Therefore, each Participant shall be asked to state their turnover in euros (€) on the date of submission of the application, if applicable.

Article 3 – Terms & Conditions of participation
Participant(s) shall apply using the forms available online at the following URL: futurelab.sialparis.com

There are different forms depending on type of innovation presented by the Participant(s); the Participant(s) shall therefore choose the form that best applies according to the following criteria:

- Food and beverage products or ingredients – Food products or ingredients intended for the food industry, distribution, foodservice or the consumer
- Services (digital or physical) – Digital services include all online marketing, Software-as-a-Service (SaaS), mobile applications, and all services involving the food chain and working through a network (particularly the internet). Physical services include all services providing a solution for the food chain, for example: culinary aids, catering services, consultancy for the agri-food sector, including foodservice and distribution, testing, initiatives designed for the agri-food sector, etc.
- Equipment, process or logistics (Internet of Things and robotics included) – includes all equipment designed for any stakeholder in the agri-food sector: farmers, food industry, distribution, and foodservice. Household equipment and processes of a technological or mechanical nature used to produce, store or distribute food products are also included in this category. Also included, therefore, is the industrial software associated with these equipment items and manufacturing processes. This category also includes connected
objects, robots, and robotic software. Kitchen equipment, utensils, and other products designed for the final consumer, foodservice or distribution can also be included in this category.

- **Packaging** – all types of packaging designed to protect, isolate and display a product intended for the food industry, distribution, foodservice or the consumer. Includes also intelligent packaging.

### Article 4 – Submission of applications

Each Participant will need to create a personal login and password in order to submit their participation application; the submission period is from **15 April to 15 June 2018**. Participation is free of charge.

4.1 Participants shall submit their participation applications using the online form, including the following information:

- A description of the Participant, including data regarding the founders, creation date (date of creation of the legal entity), shareholder structure and partnerships (if applicable)
- The main facts about the project, including a brief description of the innovation and a description of the innovation benefits to consumers (up to 250 characters each, including spaces and punctuation)
- A brief description of the business plan of the project (up to 500 characters, including spaces and punctuation), including the planning of activities
- One or more photos or screenshots (in high-definition) of the product/service/equipment
- A flyer/leaflet presenting the innovation
- Any additional documentation useful for the evaluation of the submission (for example certificates)

4.2 All the aforementioned information shall be written in English.

4.3 Each Participant shall receive a confirmation e-mail once the application has been submitted.

4.4 The Participant hereby declares and guarantees that it possesses all the intellectual property rights relating to the products and/or services described in the participation application, or that the Participant has been authorized by the owner of the rights to present the products, brands or services.

The Participant hereby guarantees that the products and/or services comply with all current applicable safety standards and accepts full liability for any defects in the aforementioned products and services; as such the Organiser cannot be held liable in this respect.

4.5 The Participant, free of charge, expressly authorizes the organizers and the Comexposium Group to:

- use any document provided by the startups in their participation application or, at the request of the organizers, pass on the documents to the French or International press;
- take, should they wish to do so, photos and/or videos featuring the Participant(s) and/or members of their team, as well as any products or services presented;
• use any such images freely on all media and in particular for the purposes of advertising (including on the internet) in France and worldwide for a period of five (5) years beginning from the date the application is submitted;
• cite and reproduce, free of charge, the Participant’s trademark and company name as a commercial reference for the purposes of communication on any media (including the internet) in France and worldwide for a period of five (5) years beginning from the date the application is submitted.

Article 5 – Selection panel and Selection process
In order to select the most innovative startups to be included in the FUTURE LAB #RISING STARTUPS, in addition to the Organizing Committee both a Technical Committee and a European Selection Panel shall be appointed.

5.1 The Organizing Committee
Due to a limited number of places, only certain candidates shall be selected to participate in the event based on the information provided in the online form.
In addition, the Organizing Committee reserves the right to ask the candidates to provide additional information on their activities, projects, etc., in order to complete the evaluation of the candidates’ application to participate in the event.
Candidates undertake to communicate to the Organizing Committee accurate and truthful information only, and in particular to avoid any omission or inaccuracy likely to induce an incorrect evaluation. In case of proven irregularity, the Organizing Committee reserves the right to reconsider the decision of an already-pronounced admission.
Only applications submitted online before the deadline set by the Organizing Committee may be examined by the Organizing Committee and the Technical Committee.
It is expressly stated that the rejection of an application is a discretionary decision of the Organizing Committee and cannot give rise to damages.

5.2 The Technical Committee
The Technical Committee is made up of the Organizing Committee and experts from universities, R&D centres, incubators, agri-food clusters and national food federations; this committee aims to:
• Assess the project’s compliance with the current rules
• Select the Participants who will go through to the European Selection Panel. Each member of the Technical Committee shall evaluate each innovation, and the startups with the best evaluations shall be selected to be presented to the European Selection Panel. The Technical Committee’s decisions are final and not subject to appeal.

5.3 The European Selection Panel
The European Selection Panel is composed of representative figures from the agri-food sector as well as specialists in food innovation and entrepreneurship; the European Selection Panel shall assess the projects’ innovative aspects, and the relevance and benefits for consumers and/or the food industry. Each member of the European Selection Panel shall assess each innovation, and the startups with the best evaluations shall be selected to be present in the FUTURE LAB space, up to a maximum of 50.
The European Selection Panel’s decisions are final and not subject to appeal.
5.4 Each member of the selection process is committed to the principle of impartiality. All members are bound to secrecy.

5.5 Any confidential information submitted by the Participant(s) and identified in writing as such by said Participant(s) as “Confidential” may not be disclosed or published without their express permission.

5.6 Following the selection process, the Organizing Committee shall dispatch the Participants by day, taking into account in particular the sector of activity and compliance with the designated trends and themes for the prospective space. All Participants shall guarantee their availability from the first to the last day of the exhibition.

**Article 6 – Key dates**

6.1 Participants shall submit their participation applications via the online platform from **15 April to 15 June**.

All projects submitted after the closing dates risk being rejected. Likewise, applications that are non-compliant with these regulations or incomplete shall be disregarded by the Organizing Committee.

6.2 The Technical Committee shall assess the projects and select the Participants to go through to the European Selection Panel. Each Participant, finalist or not, shall be informed by email of the result.

6.3 The European Selection Panel shall meet on **29 June** to select up to 50 startups to participate in the FUTURE LAB #RISING STARTUPS.

6.4 The disclosure of startups selected to be present at the Exhibition shall be published on the **3 July** on the SIAL PARIS website, in the FUTURE LAB section. Each Participant, whether a selected startup or not, shall be informed by email of the results.

6.5 The selected startups shall be invited to present their projects at the FUTURE LAB event during SIAL PARIS 2018, **between 21 and 25 October**. The precise date(s) shall be defined by the Organizing Committee and each selected Participant shall be informed in good time.

**Article 7 – Benefits for the Participants**

The selected startups will have the opportunity to showcase their project at SIAL PARIS 2018, known as “the world’s largest food innovation exhibition”, with the benefits as indicated below (the estimated value of these benefits is around €24,000 (in-kind)).

- **Showcase stand**: 1 to 5 days of free exposure in the FUTURE LAB space, ideally located at the entry to Hall 6, in the access area to SIAL Innovation, SIAL Club and the Press Club. Basic equipment is included (Wi-Fi, electricity, furniture and lunchbox for the day).

- **Visibility**: FUTURE LAB is a unique opportunity to showcase innovations to the 160,000 SIAL visitors and the 7200 exhibitors. A life-size testbed for the project/prototype with a public exclusively composed of professionals.

- **Invitations Package**: 10 invitations shall be given to each Participant to bring their prospective clients/investors; additionally, 3 exhibitor badges allowing access to all the halls of SIAL Paris 2018 shall also be provided.
• **SIAL TV Package**: Participation in FUTURE LAB includes a 10 min pitch and 5 min of Q&A on the famous SIAL TV. The SIAL TV studio is ideally located in Hall 5, near to the highest entry/exit flows. The pitch will further be available on the SIAL YouTube channel, and the startup will also receive a USB drive containing the broadcast.

• **Press Package**: The press release of the startup in SIAL Press Kit, available to the 2500 journalists present over the 5 days of the exhibition.

• **Communication Package**: The name of the startup shall be on all SIAL’s communication tools related to FUTURE LAB: catalogue, visitors guide, events programme, webpage dedicated to FUTURE LAB on SIAL’s website, the SIAL app, e-news, etc. Communication in the “Future Food” space: the logo in the FUTURE LAB space and publication of a dedicated leaflet with the contact information of the startup available on the area and in the Press Club.

The selected startups shall accept the SIAL PARIS General Terms and Conditions, as well as the Standard Regulations for Commercial Events.

**Article 8 – PR & Marketing**
Any communication, advertising, press article or any other reference to their participation by Participants must include the competition’s title and exact date, and the name given to and nature of the product, service, equipment or packaging selected to be showcased in the Exhibition.

**Article 9 – Acknowledgement of the Rules**
Participation in the competition implies complete and unreserved acceptance of the current rules and of the decisions made by the members of the European Selection Panel. The current rules are subject to French Law. Any dispute relating to the interpretation and execution of the regulations is subject to the jurisdiction of the Tribunal de Commerce of Nanterre.

**Article 10 – Personal information**
The personal data collected for all Participants in FUTURE LAB shall be collected in order to examine their participation application and manage their participation in the event, and shall be handled in accordance with regulations governing the protection and collection of personal data. The collected data shall be transmitted to SIAL – SALON INTERNATIONAL DE L’ALIMENTATION, IDEFI-ECOTROPHELIA and AgroParisTech. These data may be communicated to any service providers and subcontractors that the organizing company may use for the purposes of organizing and/or managing the event. Since the data collected on all Participants for the event are needed to examine their participation application and manage their participation in the event, the Participants’ choice to exercise their right of withdrawal before the end of the Contest shall result in the complete cancellation of their participation.

All Participants have the right to access and correct their data and, if applicable, delete them, oppose their processing, erase them or limit their processing, and have the right to data portability. They may access these rights at any time by electronic or postal correspondence, sent to the following address: ana.amado@agroparistech.fr. Lastly, all Participants shall have the right to file a complaint with the CNIL (French Data Protection Authority).
Via the Organizing Committee, depending on the choices expressed on the application form, Participants may also be invited to receive by e-mail commercial and news proposals concerning other COMEXPOSIUM Group events and / or their partners.

**Article 11 – Amendments and Cancellation**

The Organizing Committee reserves the right to amend, postpone or cancel the competition or to change the dates and conditions, if circumstances beyond their control require them to do so, without incurring liability.

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**FUTURE LAB RISING STARTUPS ORGANIZING COMMITTEE**

SIAL- SALON INTERNATIONAL DE L’ALIMENTATION
IDFI-ECOTROPHELIA
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