



¿Cómo las startups y
la tecnología está
revolucionando
como comemos?

Marius Robles, CEO & CoFounder REIMAGINE FOOD

Somos un Centro Disruptivo que conectamos las tecnologías emergentes, centros de investigación, la innovación, foodstartups, foodpreneurs y las empresas de alimentación con las ideas y conceptos rompedores que prevalecerán en los próximos años

The Foodpreneurs Company

Connecting entrepreneurs, technology, companies and investors with big ideas on food.



STARTUPS

After a selection process, and with our support, we help start-ups grow



INVESTORS

With our Investors' Club, we connect companies and individuals with financial means with our new business opportunities and start-ups



FOODPRENEURS

We help entrepreneurs with high potential to develop their own ideas and those of Reimagine Food



FOOD&BEVERAGE COMPANIES

We bring together our leading start-ups and disruptive concepts and the innovation needs of food and beverage companies



CHEFS

We want your challenges and future innovations to become a reality in our ecosystem



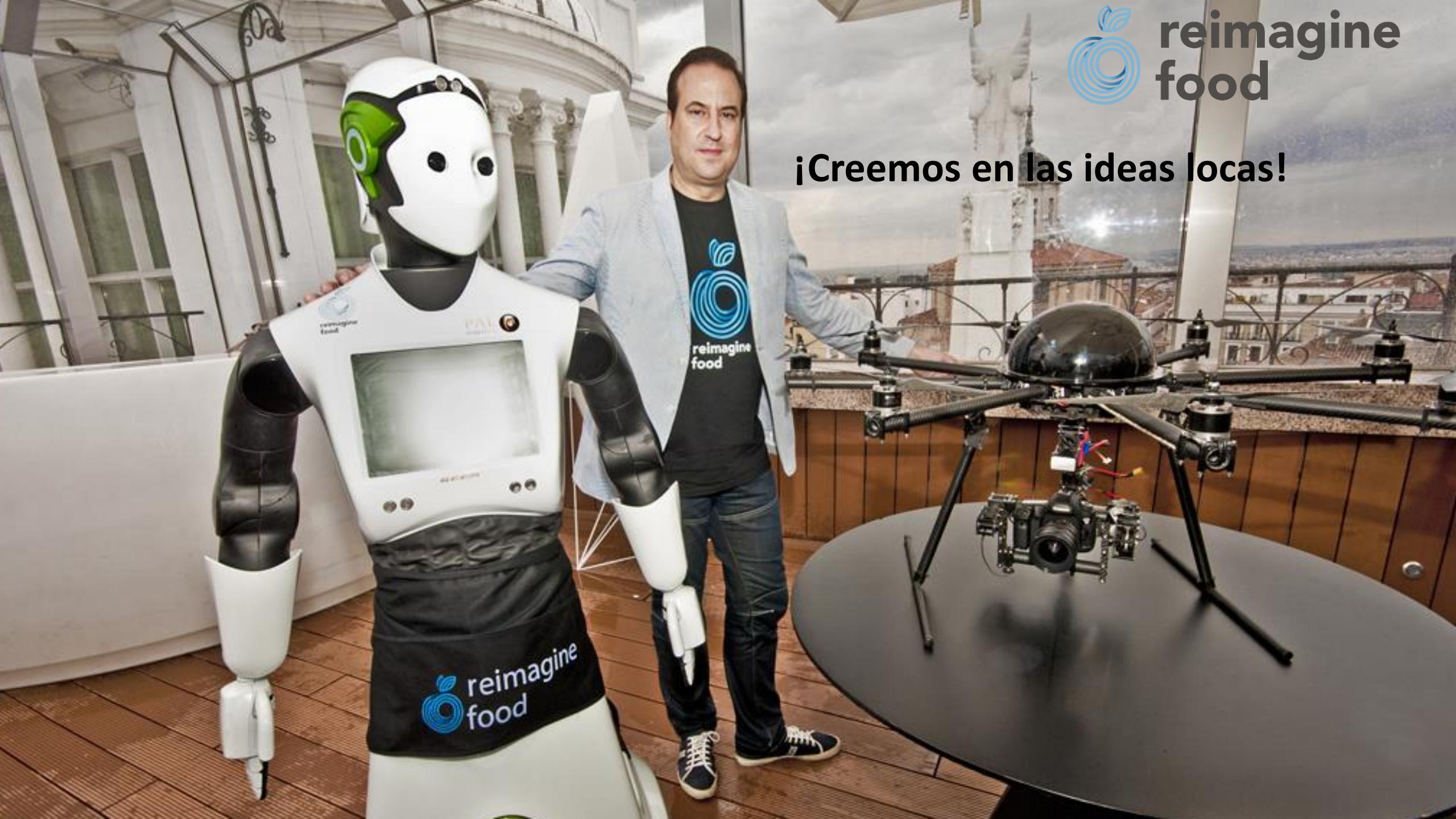
¡Creemos en las ideas locas!

reimagine
food





¡Creemos en las ideas locas!



NEW TECHNOLOGY

EMERGING TECHNOLOGY

DISRUPTIVE TECHNOLOGY

CLOUD
TECHNOLOGY



WEARABLE
DEVICES



DEEP
LEARNING

GEOLOCATION



SPEECH
TECHNOLOGIES



INTERNET
OF THINGS

AUGMENTED
REALITY



BIG DATA



DRONES

MOBILE



PREDICTIVE
INTELLIGENCE



ROBOTICS



INTERNET



GESTURE BASED
INTERFACE



ARTIFICIAL
INTELLIGENCE



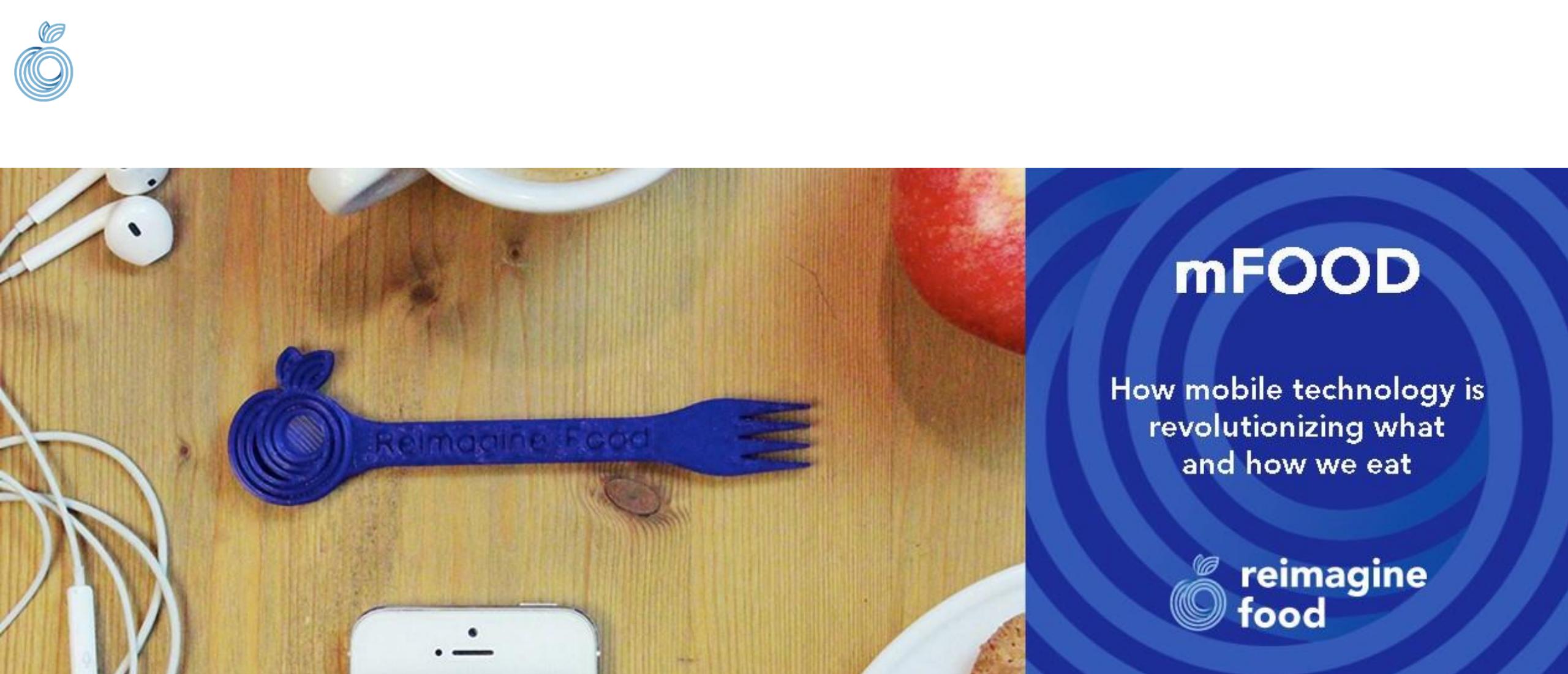
IBEACONS



3D PRINTING



FOOD MARKET /
CONSUMER IMPACT





Partner Estratégico:

Deloitte.

Otros Partners:



SINGULARITY
UNIVERSITY

CUATRECASAS.
GONÇALVES PEREIRA

ESADECREAPOLIS

IBM®

IESE
Business School
University of Navarra

FOOD ⋅ TECH
CONNECT

OgilvyOne
worldwide

THE NEXT⁶
BIG
THING



FOOD & CHIPS



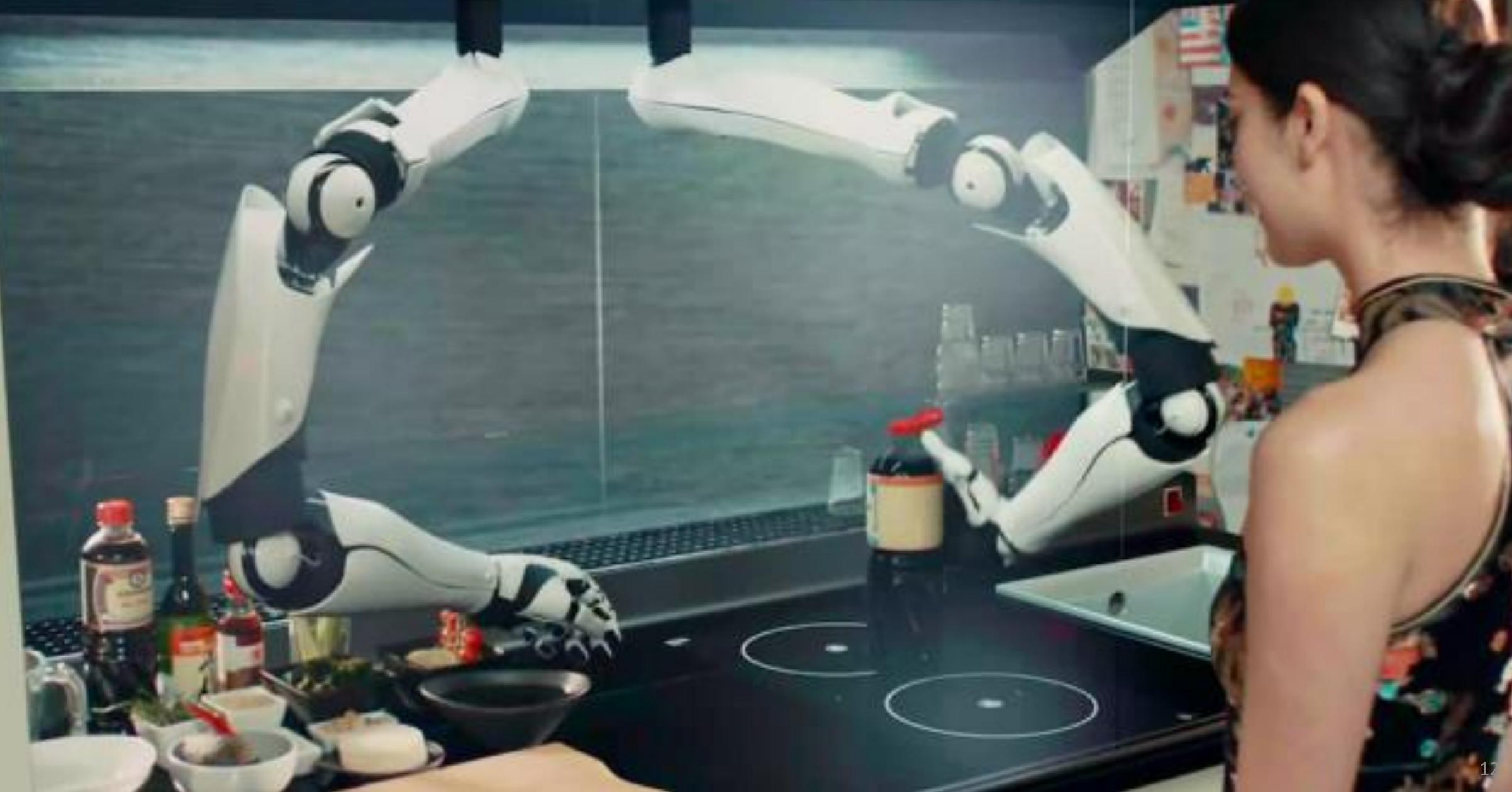
**EL PRESENTE: ALGO
ESTÁ CAMBIANDO**



Apple Pay Is Coming To Nearly 200,000 Vending Machines



SmartKitchen





Liquor
Brands Want
to Hypnotize
You with
Virtual Reality
Bar
Entertainment





Cognitive Cooking with Chef Watson

Recipes for Innovation from IBM & the Institute of Culinary Education



¿POR QUÉ AHORA?: SABOR DIGITAL



La tecnología está impactando cada parte de la experiencia de comida, **desde utensilios de cocina inteligentes y herramientas de auto-análisis**, hasta los denominados **alimentos inteligentes** o la tecnología llevada al **mundo de las recetas**, todo ello para hacer las compras de tecnología mejorada. **Nuestra experiencia en restaurantes y supermercados va en cambiar radicalmente en los 2 próximos años**



DISRUPTERATI





DISRUPTERATI

Los **disrupterati** (nombre en alusión a la fusión de la innovación disruptiva con la organización secreta de los Illuminati) **están aburridos y quieren jugar con la comida**. Después de revolucionar el e-commerce, los coches eléctricos, start-ups, las apps y nuestra vida cotidiana en general, **ahora quieren entrar en tu paladar.**



Firmas de capital riesgo, business angels, jugadores de fútbol americano y líderes mundiales están invirtiendo en *gastroproyecto*. Pero no es solo un boom de restaurantes o cocinas, sino una oleada de startups que han percibido en la gastronomía (y la alimentación) *el próximo gran negocio del planeta.*

INVERSIÓN EN FOOD & TECH



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TECH RECIPES

TECH RECIPES

- ▶ Un **89% de la población** busca recetas en internet
- ▶ Para buscar recetas, la mayoría confía en las páginas web especializadas, **pero un 41% y un 33% confían también Pinterest y Twitter**, respectivamente.

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THE NEW ERA OF SMART DINING: RESTAURANTS IN THE SHARING ECONOMY





Pide y paga + rápido
en bares



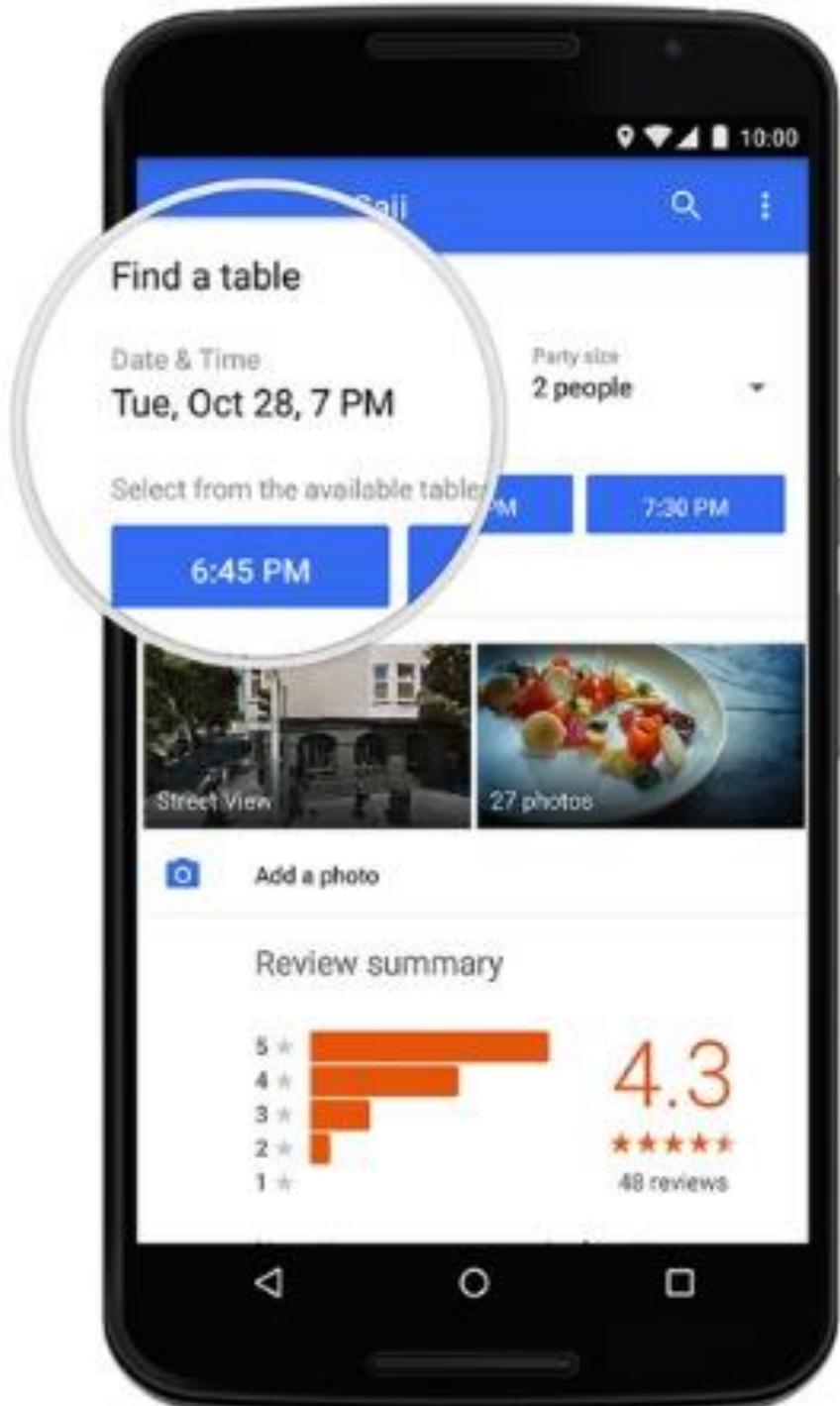
RESTAURANTS IN THE SHARING ECONOMY

- **Reservas on-line.** Las reservas online de restaurantes han crecido en España un 170% en el 2013.
- **40% de los comensales en EE.UU. originan su reserva desde un dispositivo móvil.**
- **89% de los consumidores investigan un restaurante en línea antes de cenar allí.**



E LE CARTE







Dizengoff

4.1 ★★★★☆ 7 Google reviews

\$\$ - Israeli Restaurant

Bright, industrial eat-in/take-out spot for varieties of hummus, fresh pita & Middle Eastern salads.

Address: 1625 Sansom St, Philadelphia, PA 19103

Contact: ☎ (215) 867-0088 • Chat (available)

Hours: Open today · 10:30 am – 4:00 pm

Reviews

[Write a review](#)



"A+ awesome vibe and excellent (actually, otherworldly) hummus." 2 reviewers



"This is a truly great and authentic Israeli-hummus experience."



"The menu is short and sweet, and the hummus is delicious."

[View all Google reviews](#)

Chat with Dizengoff

https://plus.google.com/_/merchants/chat/107...

Dizengoff typically responds within hours.
You can continue this chat in the Hangouts app for Android or iPhone

Dizengoff

Dizengoff isn't on Hangouts right now. Your messages will be seen later

[Send a message...](#)

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DELIVERY & ONLINE GROCERY





Burger King lanza su servicio a domicilio



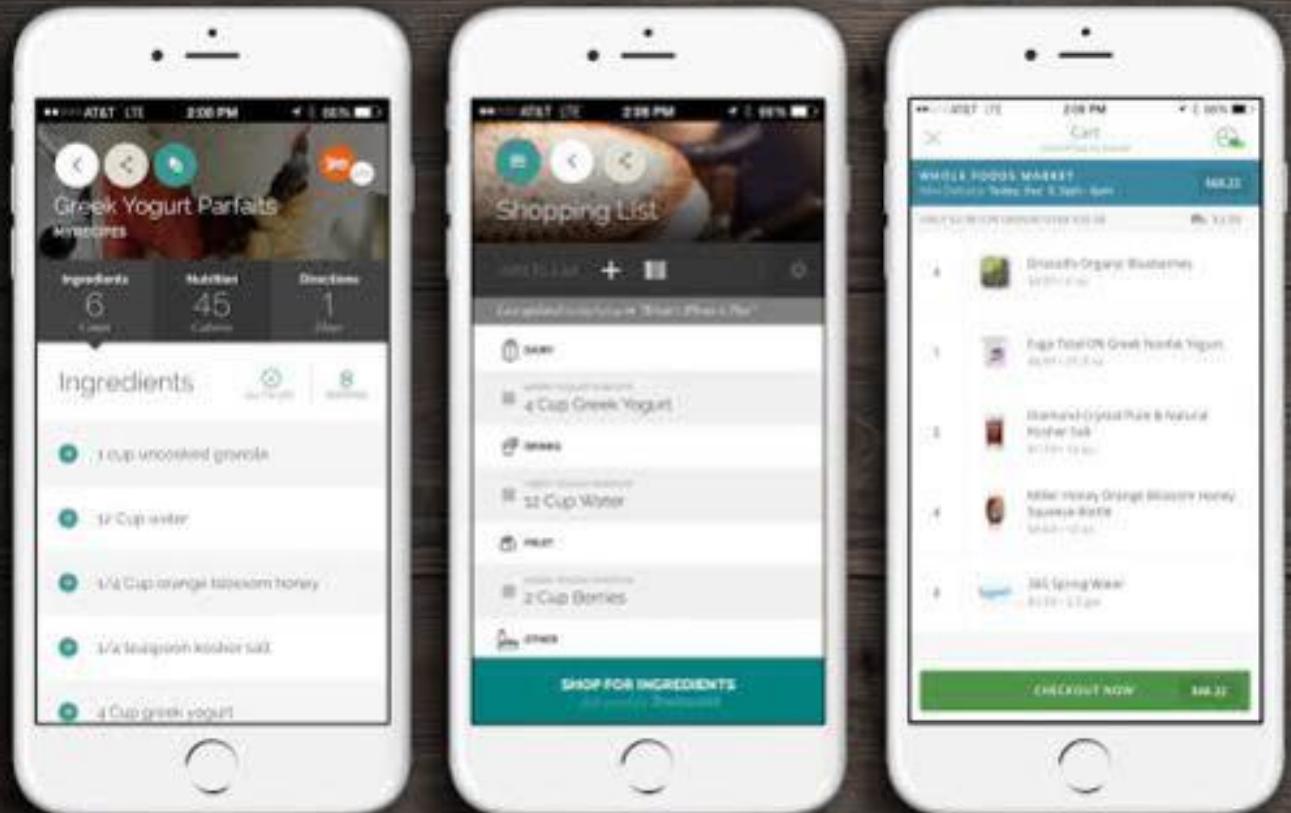
POTENCIAL TARGET:

How E-Commerce Is Finally Disrupting The \$600 Billion-A-Year Grocery Industry

Between 2013 and 2018, online grocery sales will grow at a compound annual growth rate (CAGR) of **21.1%**, reaching nearly \$18 billion by the end of the forecast period.



Yummly + Instacart



Add ingredients to your Yummly shopping list

Easily add ingredients for all your favorite recipes with a single tap.

Tap to shop ingredients from Instacart

Yummly sends your shopping list ingredients to Instacart to be delivered.

Have your groceries delivered in one hour

Select items from your favorite store and a personal shopper will deliver them to you.



INTRODUCING **amazonfresh**

[LEARN MORE](#)



Grocery E-Commerce: Online Retail's Next Frontier

Progressive online grocery retailers are updating their e-commerce platforms with robust editorial content that supports product selections and drives consumer engagement, while fine-tuning their service strategies to compete with ambitious new industry players.

INTRODUCING
amazon dash

 WATCH VIDEO



Shopping made simple

- **Simply say it or scan it — add items to your shopping list from anywhere in your home.**
- **Easy to use for the whole family — everyone can help.**
- **Add items as you go — shop effortlessly throughout your day.**
- **Never forget an item again — Dash remembers so you don't have to.**

Sign up for a free Dash

by invitation only



UBER TESTS MEAL
DELIVERY WITH NEW
'UBERFRESH' SERVICE





Buy all the ingredients for dinner in 1-click?
You can with Popcart.

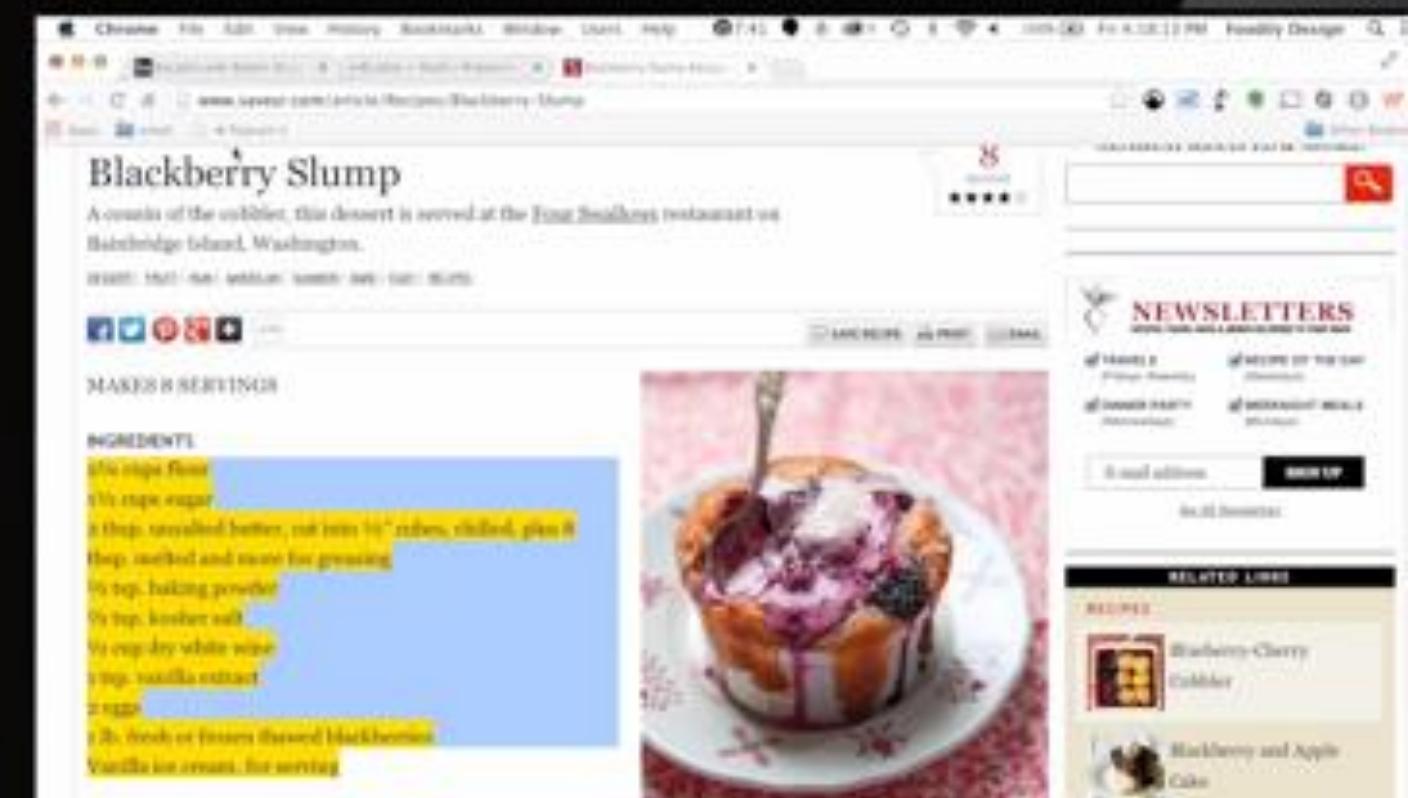
Start by dragging this button to your Bookmarks bar  then simply highlight the ingredients on any recipe and click POPCART IT. Freshdirect delivers the ingredients to you!

→ Popcart it.



Questions? Help@popcart.com
©2014 FreshDirect

Popcart Transforms Any Recipe Into Groceries



Blackberry Slump

A cousin of the cobbler, this dessert is served at the Four Seasons restaurant on Bainbridge Island, Washington.

YIELD: 8 SERVINGS

METHOD: BAKING

INGREDIENTS

- 1½ cups flour
- ¾ cup sugar
- ½ tbsp. unsalted butter, cut into ½" cubes, chilled, plus 4 tbsp. melted and more for greasing
- ½ tsp. baking powder
- ½ tsp. kosher salt
- ½ cup dry white wine
- ½ tsp. vanilla extract
- 2 cups fresh or frozen thawed blackberries
- Vanilla ice cream, for serving

NEWSLETTERS

RECIPE OF THE DAY

COOKBOOK RECIPES

E-mail editions

BEST RECIPES

RELATED LINKS

RECIPES

Blackberry-Cherry Cobbler

Blackberry and Apple Cake

forage

WE GATHER. YOU COOK.

Forage, a meal-kit subscription box filled with ingredients and recipes from hot local restaurants



RECREATE RESTAURANT DISHES AT HOME

Restaurants can cook any dish in 20 minutes. We prep ingredients so you can too.



7



DIGITISATION OF THE SUPERMARKET

DIGITISATION OF THE SUPERMARKET

DIGITISATION OF THE SUPERMARKET





DIGITISATION OF THE SUPERMARKET

4.5 meters
(16 feet)

USB

shopperperception

2 meters
(7 feet)



2 meters
(7 feet)

Shopper
Tracking
Area

2.5 meters
(8 feet)



SHOPPER TRACKER



reimagine
food

SHOP
TRA
HEA



OK GLASS

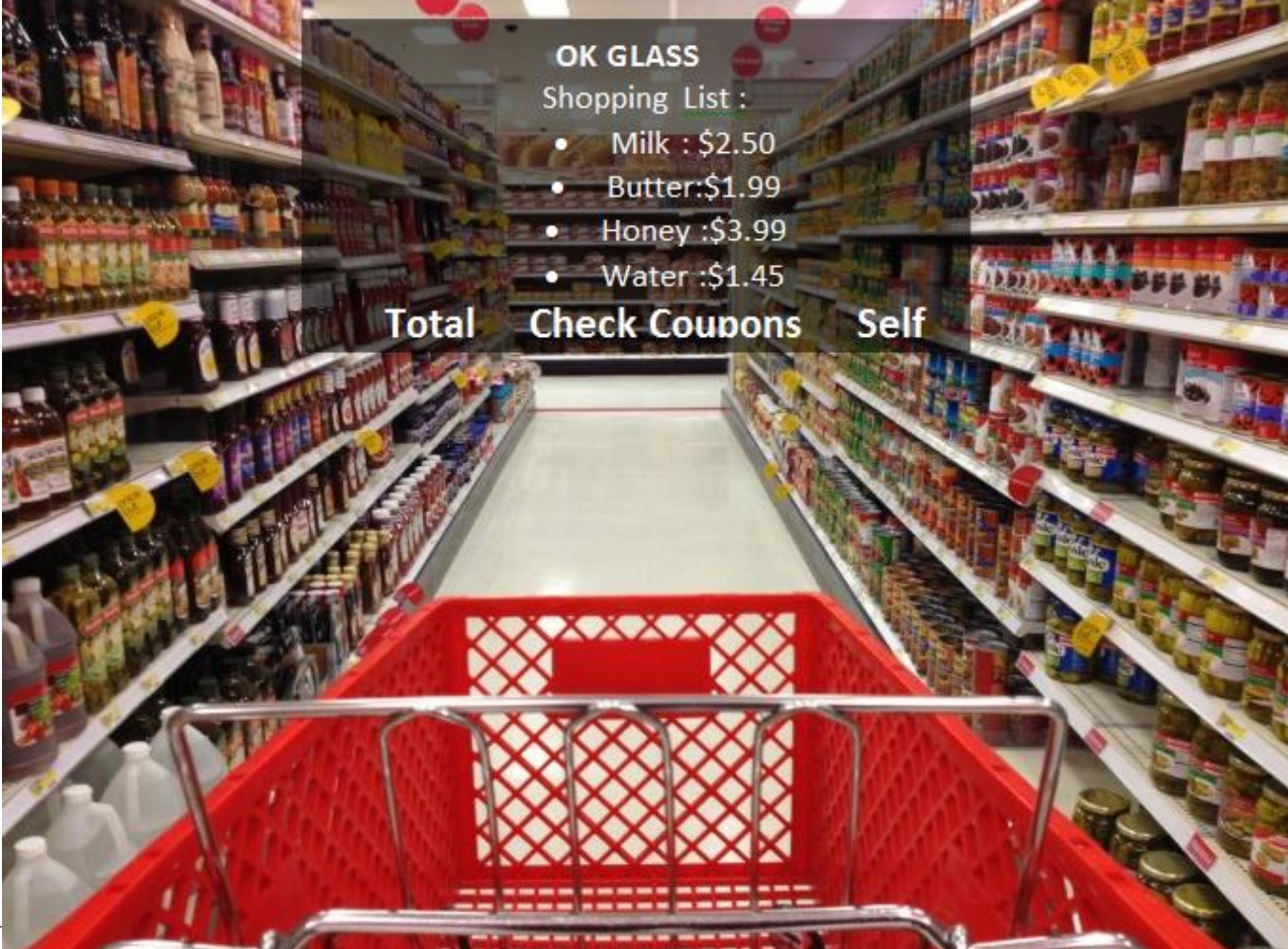
Shopping List :

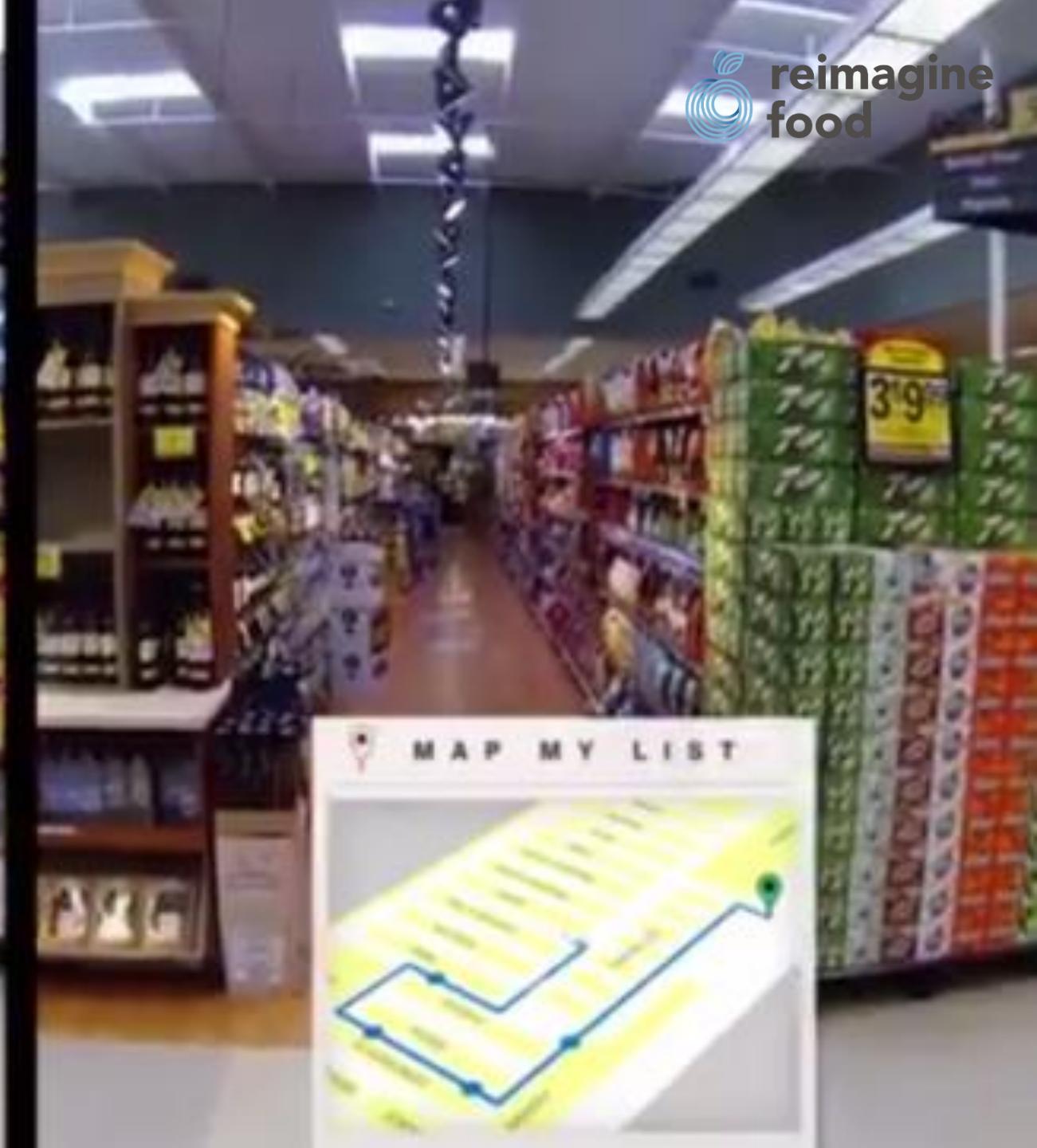
- Milk : \$2.50
- Butter:\$1.99
- Honey :\$3.99
- Water :\$1.45

Total

Check Coupons

Self







Glass, I'll take two.



(2) Campbell's Classic Tomato 10 oz. ea total
\$1.97 \$3.94

Compare \$.26/oz

Progresso Classic Tomato \$1.14/oz

w/ Bonus Buy 2 get one Free

Store Brand Super Size Classic Tomato \$.15/oz

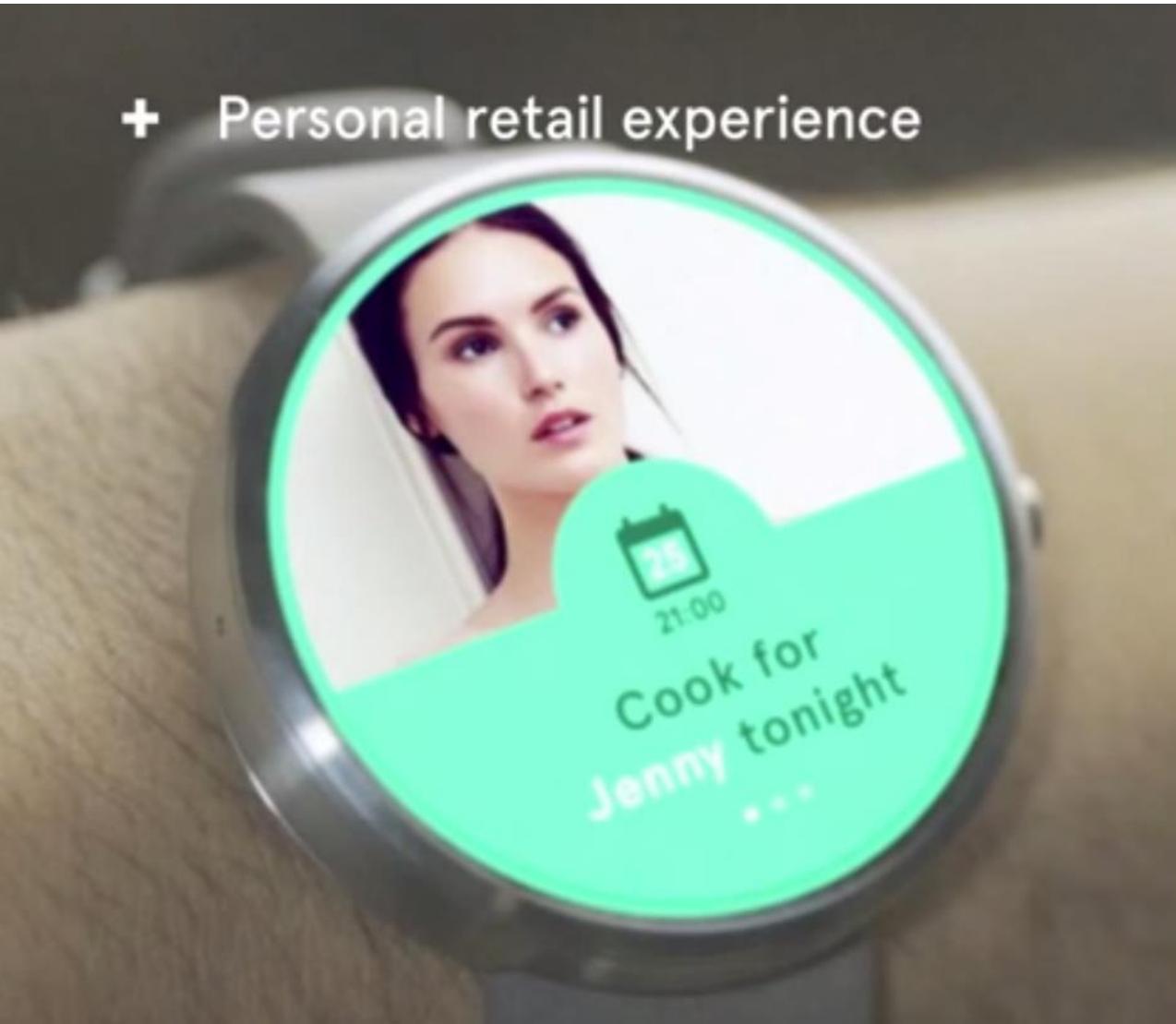
Store Brand Classic Tomato 10oz \$.17/oz

My Cart
\$57.74



reimagine
food

+ Personal retail experience



The consumers' obsession Era with health and wellness



Marriott Installs Local Startup in Lobby to Boost Guest Nutrition



Diary

Add

Goal 1890	Food 747	Exercise 369	Net 378	Remaining 1512
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◀ FRIDAY / Oct 5, 2012 ▶

Breakfast 340 cal **Homestyle Breakfast Potatoes -...** 85
2 oz**Breakfast Sausage Links - Original** 167
Johnsonville (An), 2 skillet-cooked link...**No Pulp Orange Juice** 88
Tropicana No Pulp 10oz, 6.2 oz**Lunch** 360 cal **Homemade Turkey Sandwich(3 Sli...** 250
1 sandwich**Garden Veggie Crisps - All Natural...** 110
Sensible Portions, 1 oz (28 g); 18 crisps**Snacks** 47 cal **Lowfat 1% Milkfat** 28
Lactaid, 0.2 Cup**Sugar** 15
1 tsp level**Coffee - Brewed from grounds** 4 

Friends

+

**Sarah Easton**

+ 1.8 lbs.

Today

987 cals.
this week **Jack Phillips**

+ 152 lbs.

Today

374 cals.
this week **Charlotte Summers (me)**

+ 248.6 lbs.

Today

280 cals.
this week **Jon Park**

+ 29.2 lbs.

Today

247 cals.
this week **Vanessa Vaughn**

+ 3.6 lbs.

Today

999 cals.
this week **John Doe**

5.0

Kellogg's Corn Flakes

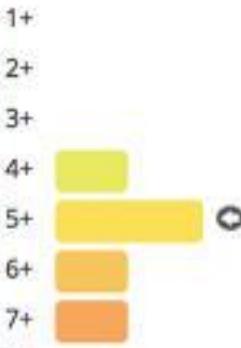
EWG assumes no responsibility for the accuracy of images presented.



Image source: ItemMaster



III. How it compares to other ready to eat cereal, 30 grams



Click on a bar to see [ready to eat cereal, 30 grams](#) with that score.

 Contact Food Scores

Available at
amazon.com

EWG Overall Score Breakdown

The product score is based on weighted scores for nutrition, ingredient and processing concerns. Generally, nutrition counts most, ingredient concerns next and degree of processing least. The weighted scores are added together to determine the final score. [Read more about scores here.](#)



FOOD SCORES:
App Lets You
Peek Inside
80,000 Foods At
Your Grocery
Store

THE CHEF ORANGE - PREP PAD: a startup that is now seeking an interactive experience for the user's nutrition. Among its products, a digital scale that connects to the iPad or iPhone via Bluetooth to provide data such as weight and nutritional food information.

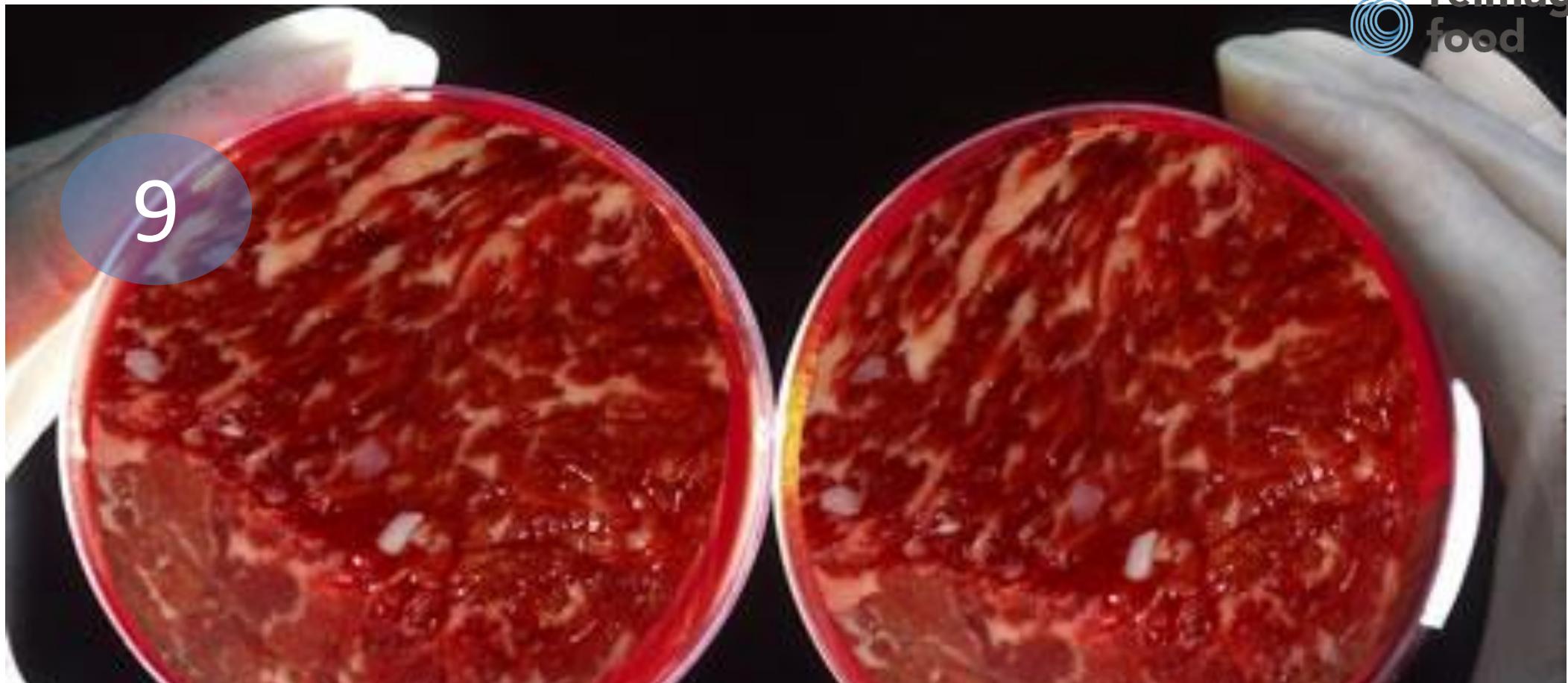




**EL FUTURO: ¿QUÉ
VIENE?**



La forma en que nos alimentamos y nuestras decisiones de compra relacionadas con la comida están cambiando mucho en los últimos tiempos. **Sólo observar la evolución en los últimos 5 años** de la oferta existente en los supermercados o el tipo de restaurantes que podemos encontrar hoy en día nos muestra la transformación



ARTIFICIAL FOOD: BIOTECNOLOGIA

Hungry for Breakthroughs ARTIFICIAL FOOD

Some of the startups that are trying to get into the food business.



COMPANY	PRODUCT
Hampton Creek	plant-based egg replacement
Modern Meadow	cultured meat from muscle, fat, and other cells
Solazyme	fats and protein from algae
Unreal Foods	junk food with less junk
Soylent	liquid meal replacement
Beyond Meat	vegetable-based chicken substitute
Sand Hill Foods	animal-free meat and dairy substitutes

El emprendedor [Rob Rhinehart](#) está tratando de probar a través de [Soylent](#) que los seres humanos no necesitan comida tradicional - esa textura rica y sabrosa en forma sólida materia que fue o es un organismo vivo - para sobrevivir.





DEEP LEARNING



STARTUPS THAT WILL CHANGE THE WAY YOU EAT



Visual Shazam

In 2015, Shazam users will be able to hold their mobile devices over visual items, like packaging, movie posters, and magazines to experience more.



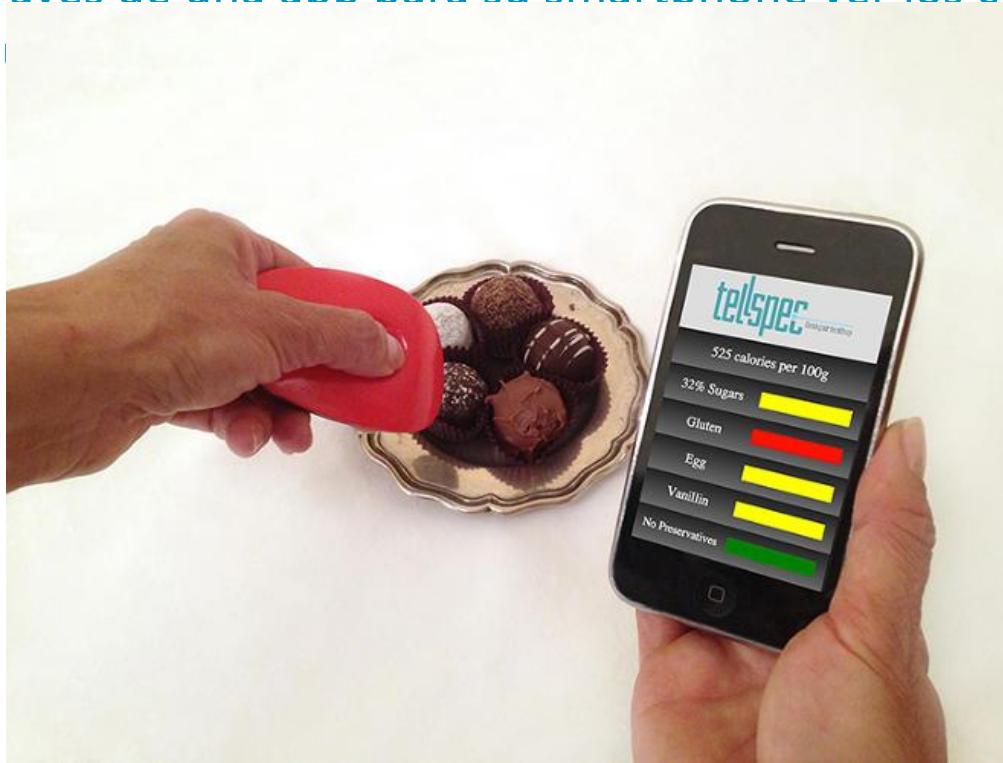


Point Your iPhone at Something You Like, and Amazon's New App Buys It

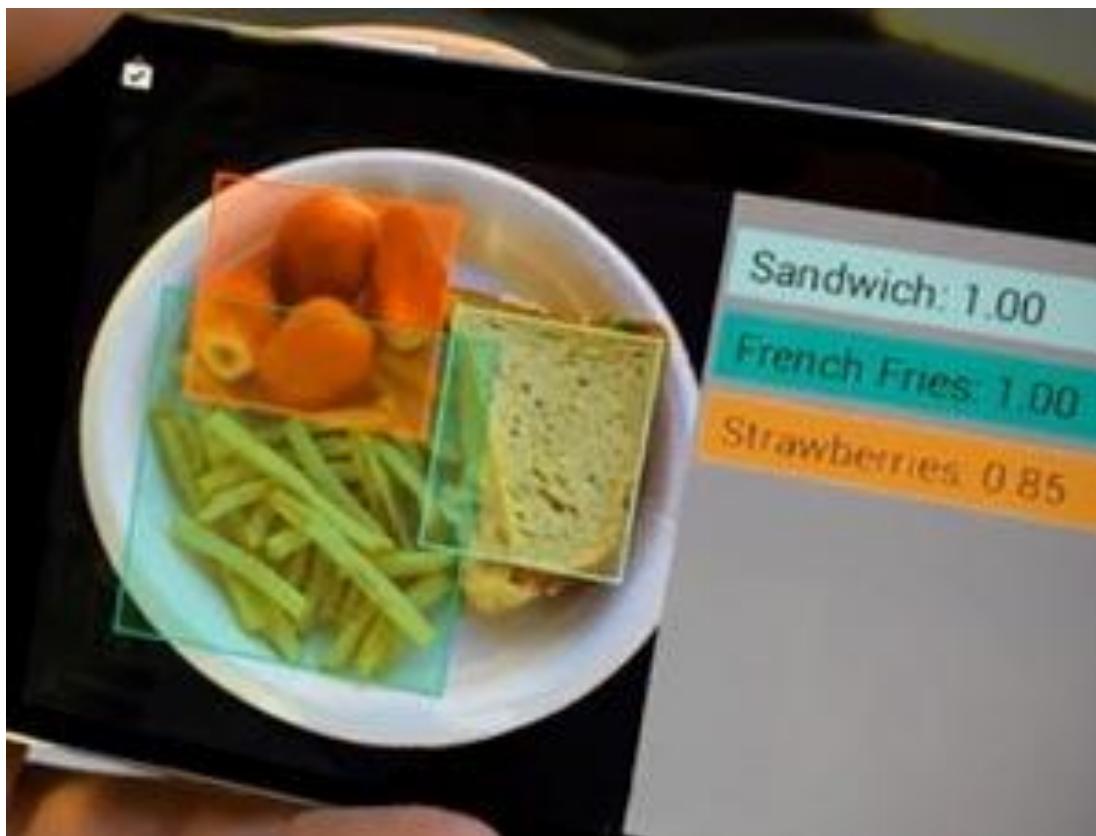


STARTUPS THAT WILL CHANGE THE WAY YOU EAT

TELLSPEC: TellSpec es un pequeño espectrómetro que puede recopilar información sobre la comida, la envía a un servidor que interpreta estos datos y el usuario puede, a través de una app para su smartphone ver los componentes del alimento identificando que



The CERESs App Lets Users Count Their Calories by Sending in Photos



Segmentation:



Portion & Nutrition Estimation:

Sandwich: 146g
French Fries: 85g
Strawberries: 114g

Nutrition Facts

Serving Size 1 (116g)	
Serving Per Container 1	
<hr/>	
Amount Per Serving	% Daily Value*
Calories 623	
<hr/>	
Total Fat 43g	66%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Bromide 0mg	0%
Total Carbohydrate 102g	34%
Dietary Fiber 0g	0%
Sugars 0g	0%
Protein 10g	20%
<hr/>	
*Percent Daily Values are based on a 2,000 calorie diet.	

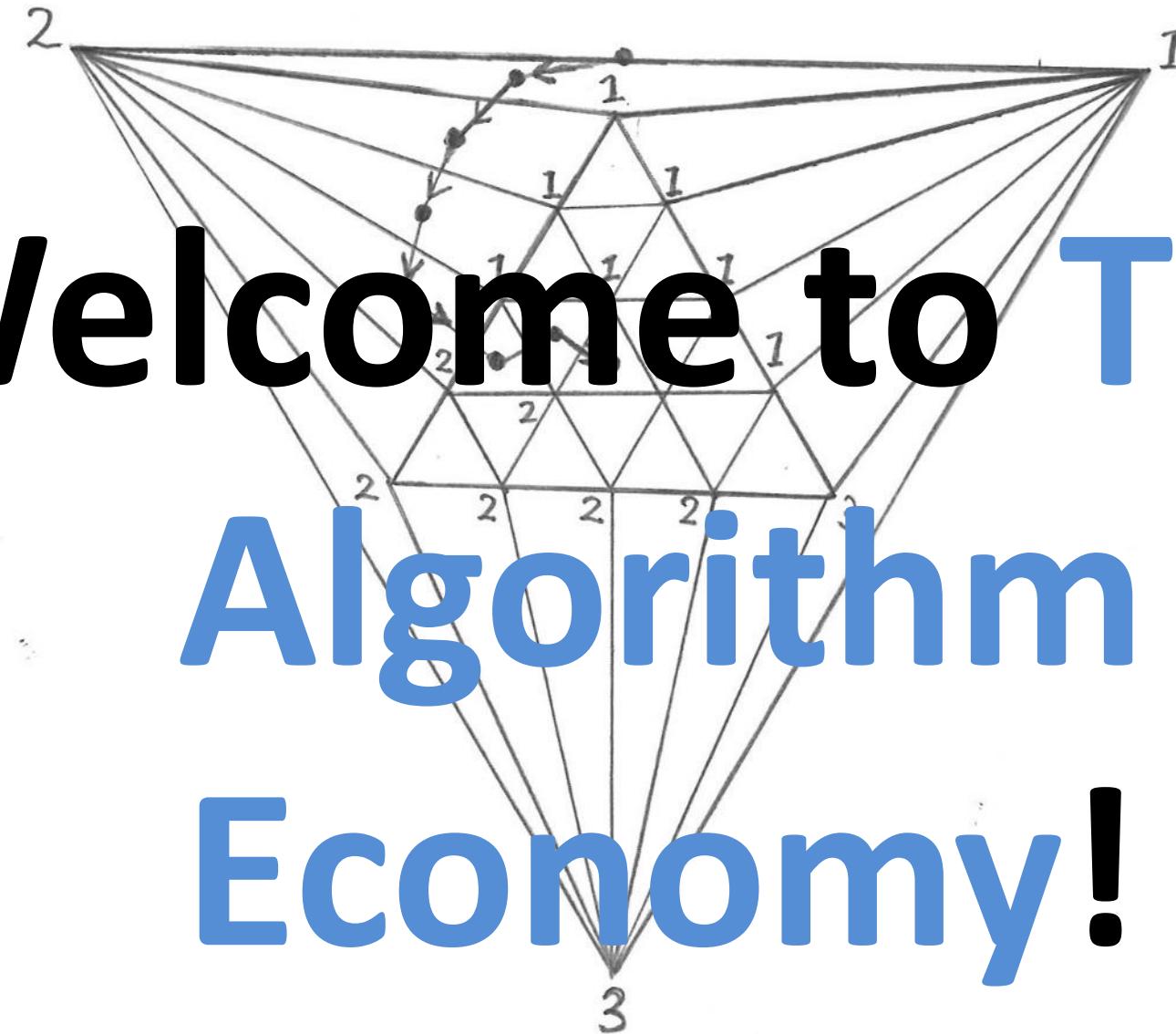
11



DE 'FACILÍTAME LA VIDA' A 'ANTICIPATE A MI
VIDA': INTELIGENCIA PREDICTIVA



Welcome to The Algorithm Economy!



#Inteligencia
Predictiva =
marketing
personalizado





**Starbucks is getting ready to let you
order coffee before you get to the
store**



NARA: Nara applies artificial intelligence helping you find the perfect restaurant.



Cerca de ti y utilizando el motor de Pandora, el sistema neuronal creado en **Pandora**, que analiza las variables musicales de tus gustos.



12



BIG DATA: LA REVOLUCIÓN ESTÁ POR LLEGAR

FOOD GENIUS

Recoge **22 millones** de cartas de restaurantes de EE.UU., **repartidos en 330.000 ubicaciones**, así como el comportamiento que hace el consumidor de cada uno de los platos expuestos. Es el **Big Data llevado a la *Food Industry***.

13



FROM INTERNET OF THINGS TO INTERNET OF FOOD

**“Internet of food: apps,
services and technologies are
changing the food world”**

Everything—from our cars and thermostats to our medical records and kitchen appliances—is connected to the Internet.





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WEARABLE DEVICES

Cuff: tracked activity

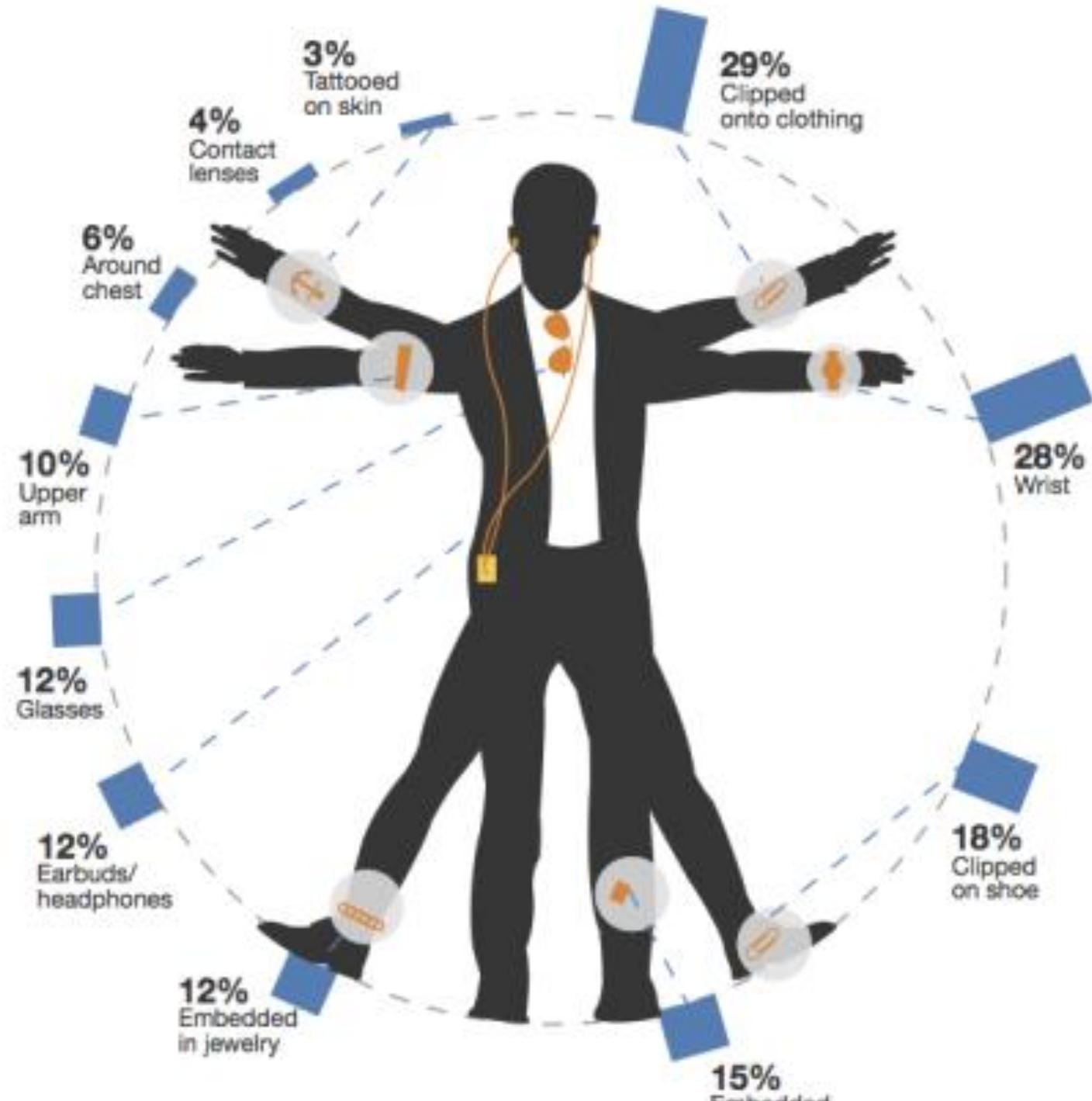


“Wearable technology market to exceed
\$6B by 2016”

"Tomorrow is all about more information, more signals, more understanding of yourself, but then taking all of that and really crunching it."

Jawbone CEO Hosain Rahman





- Aproximadamente **21,6 millones de estadounidenses comprarían Google Glass si estuviera disponible ahora, según una estimación de Forrester, suponiendo esta cifra un 12% de la población adulta.**
- Las predicciones más optimistas calculan la venta de **48 millones de unidades en 2018** y un mercado que puede generar **28 billones de dólares**.

Presione Esc para salir del modo de pantalla completa.



Shrimp Scampi with Artichokes

Ready in **21** min

1 minute ago

4 oz small uncooked seashell pasta

2 $\frac{1}{2}$ tbsp extra-virgin olive oil

3 tbsp butter



2 clove garlic

Ingredients

8 minutes ago



Granny Smith apples

expiration date
in 5 days

ok glass,
add to shopping list
shop online
leave comment



future ➤





SCHEDULED MODE

ROBIN, ELITE CHEF



Buscando ir más allá de los modelos establecidos. **GLOBAL CHEF** es un gadget de cocina que permite unir a la gente en todo el mundo mediante el uso de tecnología de holograma láser.

WELCOME TO REIMAGINE
HERE IS OUR RECOMMEND MENU!

Watch a Future Japanese Cafe Function Without Waiters

RECOMMEND MENU

CAFE LATTE
HOT/ICE

ICED COFFEE

ORIGINAL BENEDICT
ORGANIC EGG, BACON,
HOMEMADE ENGLISH MUFFIN,
HOLLANDAISEBREAK CAFE
PAN CAKE
FRESH PEANUT BUTTER,
WHIPPED BUTTER, ...

DRONES EN USO AGRÍCOLA

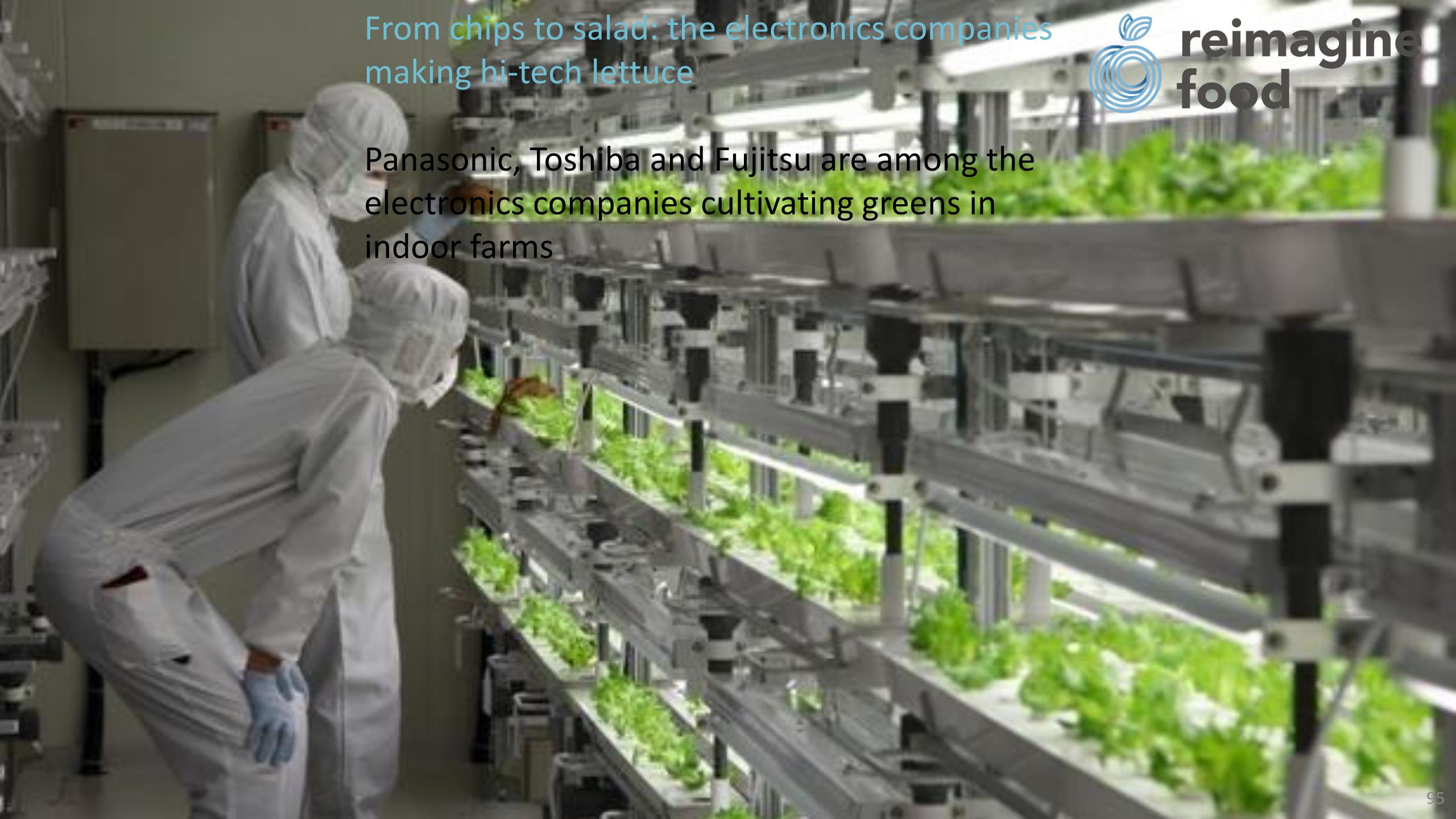




From chips to salad: the electronics companies making hi-tech lettuce



Panasonic, Toshiba and Fujitsu are among the electronics companies cultivating greens in indoor farms





Exploring how innovation, design, technology, information and data can change the food system status quo.

reimagine
food

reimagine
food

The Foodpreneurs Company

Connecting entrepreneurs, investors and brands with big ideas on food

www.reimagine-food.com

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