

# INNOVATION AND START-UP DAYS

## 4. – 5.10.2022, Seinäjoki

Innovation and StartUp Days bridge together research, education, and business to accelerate innovation and entrepreneurship. The two-day event accommodates a series of smaller events all of which aim to foster innovation and entrepreneurship in South Ostrobothnia and beyond. Focus is on (1) collaboration in innovation across science, education, and industry with a sustainability ethos and (2) nourishment of the South Ostrobothnian StartUp scene. As the region is a home to many food and agriculture companies along with an increasing smart technology sector a special focus will be given on food innovation and smart technologies, however it is not limited to them.

The event will also aim to raise awareness on the current food culture and food system through the organization of the photo exhibition “The future of food” which will be made up of 25 pictures taken by the world leading photographers thanks to the support of the Farmani Group. The photo exhibition will portray the contemporary globalized food culture with the objective to foresee what will happen in the future.

PROGRAMME:

### **DAY 1. Food Innovations and Smart Technologies in transition to Sustainability**

The first day will gather top international and Finnish speakers to discuss how to accelerate entrepreneurship, innovation, and business. The invited speakers belong to different categories and offer inspiration from different perspectives on how to make sustainability our business, and nurture startup activities. A round table discussion on the role of research and education in promoting sustainable innovation and entrepreneurships follows. We will end the day with some existing tales from startup companies. Dinner will be hosted in Kalevan Navetta with some food for brain, too.

**9.00-10.00**

**WELCOME: RESEARCH, INNOVATION AND ENTREPRENEURSHIP IN SOUTH OSTROBOTHNIA**

**10.00-12.00**

**INSPIRATION AND ASPIRATION: INNOVATION, ENTREPRENEURSHIP AND STARTUPS FROM FINLAND AND ABROAD**

**10.00 – 10.30**

**Innovation & Entrepreneurship in FoodTech (TBC)**

**10.30 – 11.00**

**Future of Food**

**Sara Roversi, Future Food Institute, Bologna, Italy**

**11.00–11.30**

**Start-up community building: the case of Vietnam**

**Tomi Särkioja**

**11.30-12.00**

**Laura Forsman – Manager, Viikki Food Design Factory**

**12.00-13.00 LUNCH IN RESTAURANT KOMIA**

**13.00- 15.00**

**THE ROLE OF RESEARCH AND EDUCATION IN PROMOTING SUSTAINABLE INNOVATION AND ENTREPRENEURSHIP – PANEL DISCUSSION**

**15.00 -16.00**

**TRANSFORMING THE FUTURE THROUGH BUSINESS**

**17.00-20.00**

**DINNER AND FOOD FOR BRAIN IN KALEVAN NAVETTA**

## **DAY 2. Role of research and investment in innovation and entrepreneurship**

The second day will allow us go beyond technology transfer and reconsider the role of research in contributing to making sustainability our business. We will also be treated with a blink to the South Ostrobothnian entrepreneurship landscape. The afternoon is devoted to start-up and investments. The evening will treat us with Space Pitch event taking place in Kalevan Navetta.

**9.00-11.00**

**RESEARCH TO BUSINESS: MAKING SUSTAINABILITY OUR BUSINESS**

Researchers pitching their research followed by comments and discussion by an expert panel. Focus is on how research complements the sustainable development goals (SDGs) and how SDGs can be turned into business.

**11.00-12.00**

**ENTREPRENEURSHIP IN SOUTH OSTROBOTHNIA**

**12.00-13.00 LUNCH IN RESTAURANT KOMIA**

**13.00-16.00**

**STARTUPS AND INVESTMENT**

**18.00-**

**SPACE PITCH IN KALEVAN NAVETTA**