

Welcome to the Food-STA Webinar series:

January 23rd 2017:

"Modern models and frameworks in entrepreneurship"

European
Food-STA
WEBINAR



Organized by the
EU-project **Food-STA** in cooperation with the **ISEKI-**
Food Association



Presenter:

Eliya Elon

Director STARTAU, Tel-Aviv, Israel



Moderator:

Gerhard Schleining

BOKU/ISEKI, Austria

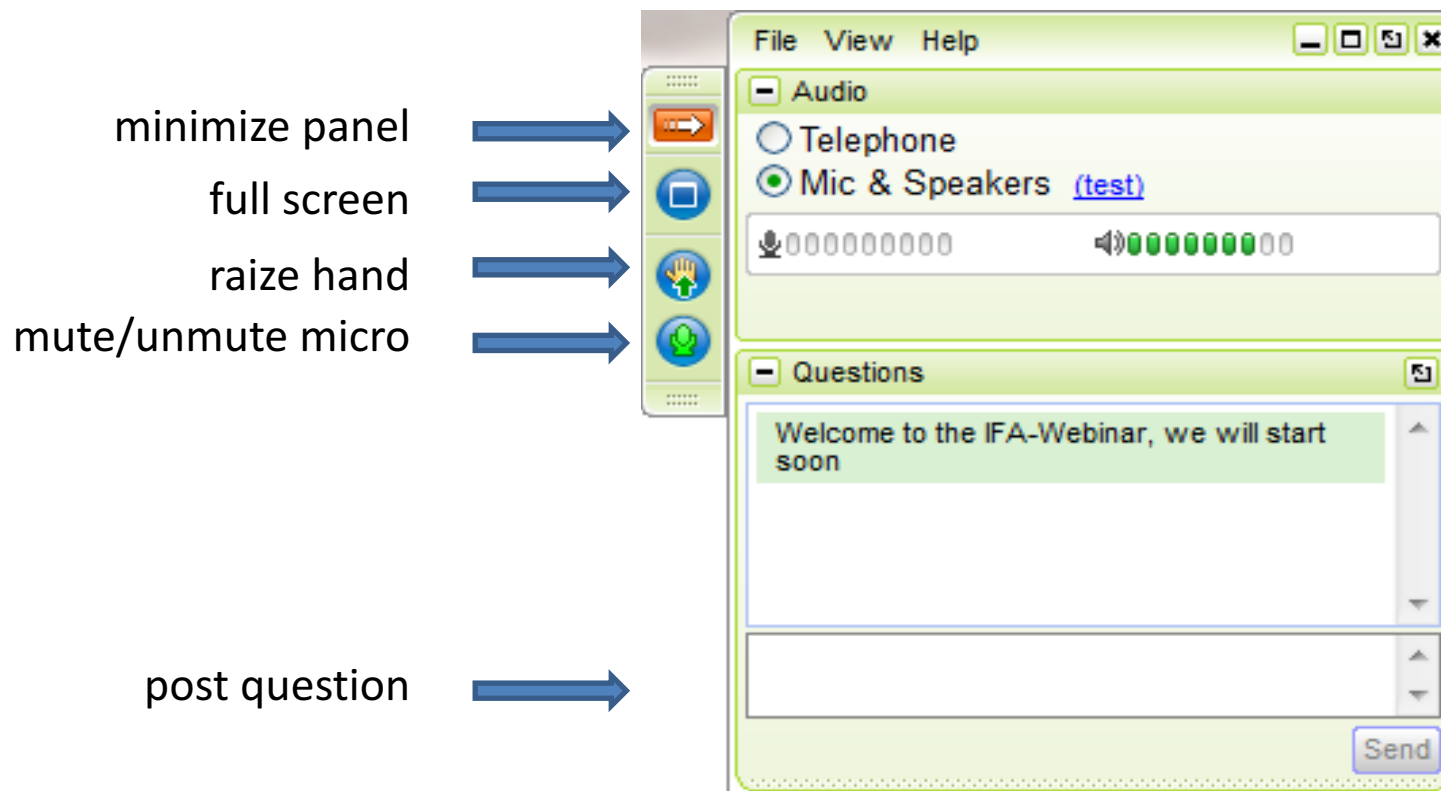


We will start soon

Agenda

- **Introduction how to use your control panel**
- **Introduction to FooD-STA project**
- **Presentation**
- **Questions: written** during presentation
oral by hand raising
- **Evaluation by email**
 - rate the degree of interest of the topic
 - audio quality
 - overall quality of the presentation
 -

control panel



- All micros are muted
- Session will be recorded



EuFood-STA

European Food-Studies & Training Alliance

ERASMUS+ Knowledge Alliance Project

1/2015-12/2017

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BOKU (Universitaet für Bodenkultur Wien), AT

VISION

G
A
P

UNIVERSITIES
(Food studies)

**FOOD
INDUSTRY**

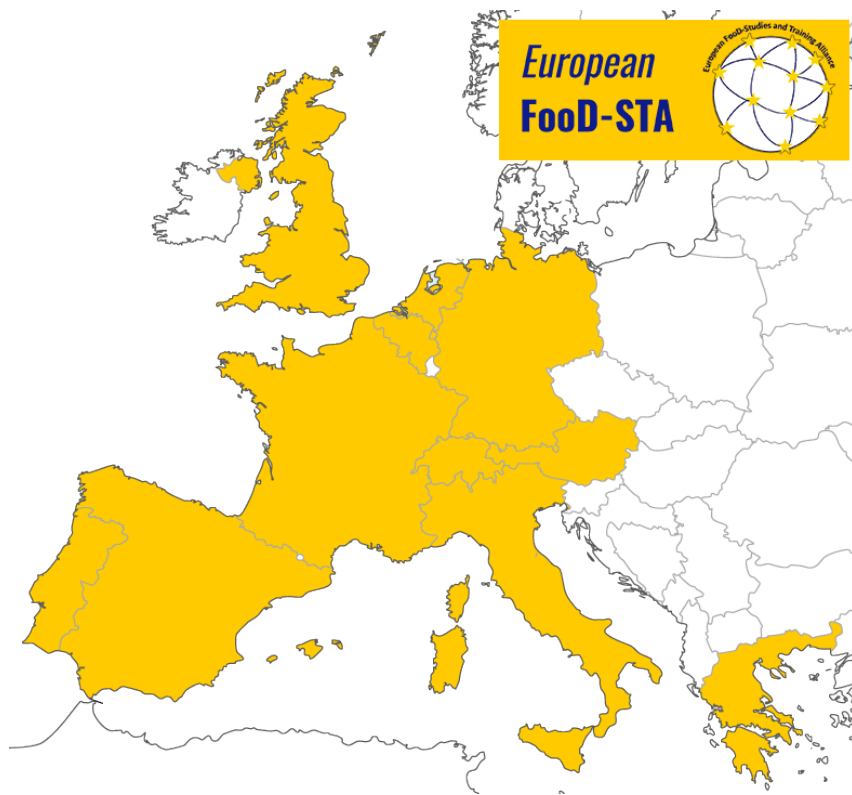
VISION: Closing the Gap

- Focus on research: Looking for fundamental mechanisms
- Publication

- Focus on practical applications: solutions as quick as possible
- IPR
- Time constraints



- Long term partnerships on European Level
- clear simple goals, not too high expectations



- 7 universities,
- 3 food companies
- 11 multipliers and training providers

CONSORTIUM

universities

BOKU - VIENNA (AT)

AGROPARISTECH - MASSY (FR)

IPC - COIMBRA (PT)

UCP - PORTO (PT)

UHOH - HOHENHEIM (DE)

UL - LEEDS (UK)

UNITE - TERAMO (IT)

food companies

FRULACT (PT): 7 sites in 4 countries for fruit preparations, designed for dairy, bakery, ice-cream and beverages

GB FOODS (ES): Business Units in ES, IT, NL, RU and Africa, producing in 50 countries on 4 continents with trade marks in segments as soups, ready meals, pasta, desserts

NESTLE (CH): worldwide acting food producer

CONSORTIUM

multipliers, training providers

- 1 **LVA** – LEBENSMITTELVERSUCHSANSTALT (AT)
- 2 **ACTIA** - ASSOCIATION DE COORDINATION TECHNIQUE POUR L'INDUSTRIE AGROALI (FR)
- 3 **FEDERALIMENTARE** - FEDERAZIONE DELL'INDUSTRIA ALIMENTARE ITALIANA (IT)
- 4 **ANIA** - ASSOCIATION NATIONALE DES INDUSTRIES ALIMENTAIRES (FR)
- 5 **FIAB** - FEDERACIÓN ESPAÑÓLA DE LA ALIMENTACIÓN Y BEBIDAS (ES)
- 6 **SEVT** - FEDERATION OF HELLENIC FOOD INDUSTRIES (GR)
- 7 **FIPA** - FEDERAÇÃO DAS INDÚSTRIAS PORTUGUESAS AGRO–ALIMENTARES (PT)

associated:

- 8 **IFA** (ISEKI-Food Association), Internat. food related **university and teachers Network**
- 9 **EFFOST**, European Food Federation Network, **industry** related
- 10 **SPES**
- 11 **IROICA**, International Relations Officer's Network, **student** related

target groups

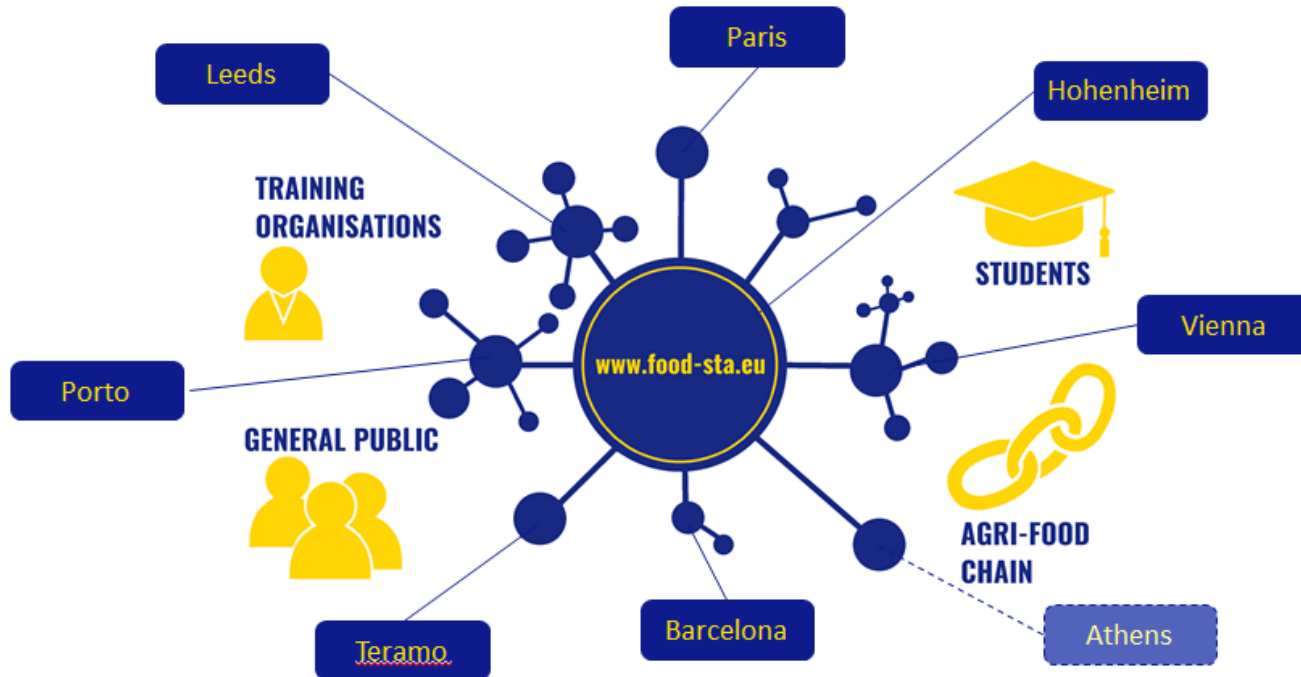
INDUSTRY

TEACHERS

INDUSTRY

STUDENTS,
University Administration

eFSC (EuFood-Sta Centre)



The “EuFood-STA Centre” is an **independent** platform with **physical hubs** in different regions for international and sustainable collaborations between industry academia and other key stakeholders in the food sector.

Please send suggestions for further topics to:

office@iseki-food.net

Eliya Elon

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Eliya Elon is an experienced accelerator manager. Eliya specializes in businesses negotiation, entrepreneurship methodologies, early venture creation, business modeling and he is an expert in achieving "product/market fit".

Eliya is a Director at **STARTAU - Tel-Aviv University's Entrepreneurship Center**. It is the largest entrepreneurship center in Israel and one of the top 25 in the world. In his current role Eliya manages more than 30 entrepreneurship programs per year with corporate partners, international governments and personally oversees the Tel-Aviv University BEE program.

Eliya lectures around the world about reaching **product/market fit** and fostering entrepreneurship, the Israeli ecosystem and the relationship between academia and industry as a fertile ground for innovation and entrepreneurship.

What exactly is **technology entrepreneurship**? He will give an overview of the process of creating and growing high potential ventures using several frameworks. He will discuss common myths regarding entrepreneurs which are harmful for aspiring innovators.

This webinar is an introduction to a **physical workshop** on **April 10, 2017**, which will be carried out at BOKU (University of Natural Resources and Life Sciences) in Vienna, followed by individual online coaching.



Read more at: <https://www.food-sta.eu/businessmodeling>