

# Food.To.Market Hack

16.-17. March 2018 | C-HUB Mannheim

## ● What is it?

The Food.To.Market Hack is a unique chance to innovate in the food industry and THE opportunity to start your own company. It's a 48 hours rapid ideation challenge where individuals team up and develop going to market and product concepts based on top notch food innovations of our sponsor, a global market leader in the food ingredients industry.

## ● What's the opportunity?

Besides the prize money of 4,000 Euro for the two day event, our sponsor is very interested in supporting the most promising concepts developed in the event and seeing them succeed in the market. Participants have the opportunity to start their own company and get access to the sponsor's network, know-how as well as support in a first production batch. Start-up Mannheim will provide the young corporation with office space and a wild card for one of the accelerator programs.

## ● Who can apply for participation?

We are looking for entrepreneurial individuals and teams from various backgrounds including design, creative industries, marketing, storytelling, product management, strategy or coding with the objective of starting their own company.

More information and application: [www.food2market.io](http://www.food2market.io)