

Callout 2022

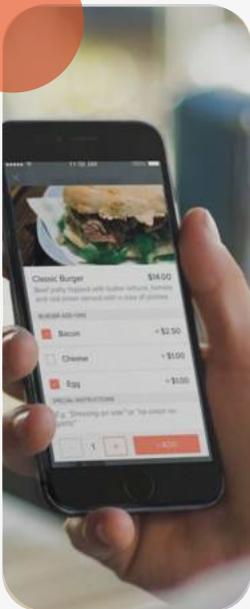
Tastech by Sigma invites startups and scaleups with the potential to collaborate with us in 2022 to apply to **the third generation of the program.**

Challenges

In 2022, the opportunity to carry out pilot tests and have the expertise of Sigma specialists will focus on 4 challenges.

New Business Models

Disruptive concepts that improve the consumer experience through new food concepts, shopping formats, and efficient distribution channels.



Innovative Food Concepts:

We have the purpose of identifying and piloting new concepts in the industry that reinforce our portfolio: "On the go" products such as prepared meals and culinary experiences at home.

New business models in Food Industry:

We seek to adapt to the needs of today's consumers by teaming up with disruptive startups and scaleups that have innovative food technology.

Future Foods

Foods and ingredients with high protein content, as well as solutions that increase the nutritional value of our products and reduce sodium, sugar, and fat content.

Snacks:

Products with great flavor that do not cause guilt because they are made with healthier ingredients that provide nutritional attributes that help balance the diet (protein, fiber, without artificial additives, without added sugar, etc.), They contain ingredients such as: meat, cheese, fruits or vegetables.



New processing methods:

Protein transformation technologies to generate textures, innovative formats, and solutions to increase shelf life.

New/Novel ingredients and nutrition:

Addition of positive nutrients in products such as vitamins and minerals. Technology for the reduction or replacement of sodium, sugars, and fats (saturated and trans). Nutraceuticals and functional ingredients with physiological benefits.

Protein of the future:

New ways of obtaining animal protein (animal-free) and alternatives, new solutions, categories, processes, and protein products.

Plant based:

We are looking for products, ingredients, technologies and processes that can help us make Nutritious and Delicious™ plant based products. Alternatives protein sources to be used in plant based including dairy, egg replacement and superfoods.



Power Connections

Tools and applications for the analysis of consumer trends and the development of new shopping experiences, as well as the optimization of points of sale, logistics/routing, and supply chains.



Supply chain:

Technologies that can optimize our points of sale, order lifting, and logistics and routing processes.

Consumer and customer experiences:

Shopper analysis, consumer intelligence, loyalty, and listening systems.

Direct to consumer:

New proximity formats, e-commerce, last-mile delivery.

Green Tech

Sustainable processes that allow the use of by-products in the value chain of the food industry, reduce the carbon footprint of packaging and improve transport efficiency, especially refrigerated transport.



Green Tech

Circular economy:

Innovative ways to use Sigma by-products and Sigma waste with added value within the food and other industries. Opportunities to use by-products and waste from other industries in Sigma's value chain.

Packaging:

We seek to reduce our plastic carbon footprint through plastic reduction solutions, alternative materials, including bio-based, biodegradable, and recycled.

Sustainable Transportation:

Solutions to make freight transportation for refrigerated foods cleaner and more efficient.



Program objective

Tastech by Sigma seeks to validate the technology of participating startups in a pilot test of up to 18 weeks. During the program, entrepreneurs will have the opportunity to:

- Present an investment opportunity to Sigma.
- Validate their technology within Sigma's infrastructure and facilities around the world.
- Have financial support for the development of the pilot test.
- Access to mentoring and workshops given by Sigma experts, as well as those of the allies in the implementation of the program.
- Value connections with the entrepreneurial ecosystem.
- Final pitch to a panel of experts with the possibility of establishing a relationship with Sigma: co-creation, supplier, commercial alliance or acquisition.



Tastech 22 Stages

Stage 1: Callout & Scouting

At this stage, we identify startups and scaleups that seek to establish a win-win relationship in collaboration with Sigma.

Callout start: February 1, 2022

Callout end: May 13, 2022

Stage 2: Selection Day

The pre-selected startups and scaleups will receive an invitation to participate in the selection event, whose objective is for each of the startups and scaleups to pitch before a panel of experts.

Selection Day: May 25, 2022

Place: TBD

Stage 3: Program

The startups/scaleups selected in the previous stage will participate in our program, which lasts 18 weeks, a period focused on the development and implementation of a pilot test within Sigma, with the aim of validating the proposed technology and/or solution hand in hand with the Sigma team, having as a deliverable to the Evaluation Committee a proposal to join the Sigma value chain.

This stage is strengthened with talks, workshops, conferences, advice and mentoring by managers and directors of Sigma, as well as allied companies in the implementation of the program.

Program start: June 20, 2022

Program end: October 28, 2022

Stage 4: Demo Day

Our Demo Day is the day on which we close the acceleration program and on which each of the startups and scaleups selected to participate in this stage make a final pitch showing the results obtained from the pilot test to the executive committee of our company, as well as the technical and commercial advances obtained during it.

Demo Day: November 09, 2022

Place: TBD

Who is the program aimed at?

This program is aimed at entrepreneurs who have a startup or scaleup that meets the following requirements.

Early stage startups.

Seed startups with ideas developed into an MVP.

Startups that need to validate their MVP with allies in the ecosystem.

Startups in the process of validating their business model.

Have at least a small investment from angel investors or specialized funds.

Startups.

2 years or less of creation

It must be legally constituted in its country of origin and be in order with fiscal commitments

Have recurring sales

Have a cross-functional team

Have own production capacity or well-established suppliers

Scaleups.

+ 2 years of creation

It must be legally constituted in its country of origin and be in order with fiscal commitments

It must have a well-defined business model and a portfolio of established clients

Have recurring sales

Have a cross-functional team

Have own production capacity or well-established suppliers

It is important that startups and scaleups have the operational capacity to jointly develop and implement a test with Sigma as part of the program. Startups and scaleups, as well as each of their members, must agree and sign the terms and conditions of the program.

Elements to consider during participation in Tastech 2022.

- Value proposition
- Market opportunity
- Business model
- Differentiation
- Degree of development
- Team
- Investment attractiveness



Terms and Conditions

If you are pre-selected, you must attend the selection event, where the startups or scaleups participating in the program will be defined.

- Sign the confidentiality agreement (NDA) that will be provided to them to have access to the selection event. Participants must previously send a scan of the confidentiality agreement and bring it in physical format, duly signed by a legal representative to said event.
- Financial support for startups or scaleups will be assigned by Sigma with prior authorization and according to the scope and objectives of each pilot.
- SIGMA's right will not be limited so that, without violating the confidentiality of the participating projects, it may explore on its own or through third parties, products related to the verticals described in this call.
- In case of being selected to participate in the acceleration program, participants must sign the acceleration program contract that will be provided to them before the event or during it and must send it to the email address that, at the time, they are indicated. A digital copy of this contract duly signed by a legal representative must be attached to said mail and the original version must be delivered at the welcome event.
- The members of the startup or scaleup will cover the costs of the pilot with the infrastructure they already have up to now, Sigma will cover extra costs that the pilot could generate to run the respective tests with prior written authorization.
- Those who apply to participate in the program, state that they are willing to receive investment, create a commercial alliance or be suppliers of Sigma or any of its affiliates, without the foregoing constituting an obligation for the parties, however, it represents a serious commitment of the intention of the parties to explore this path in the Acceleration Program. Similarly, in the months following the formalization of the alliance between Sigma and the startup / scale up, the participant will not be able to implement its technology in any company identified as a competitor.

About Tastech

Tastech is an open innovation program that seeks to find the most innovative and disruptive startups to collaborate with Sigma. Tastech was founded in 2019 with the purpose of offering each community their favorite foods, now with the support of entrepreneurs.

Thanks to Sigma's global presence, Tastech welcomes applications from entrepreneurs from anywhere in the world. So, no matter where you are, you are welcome to our program.

Some numbers about Tastech

- 490+ startups from 32 countries have applied to Tastech since its launch in 2019
- 20 startups have implemented a pilot test with Sigma
- The results of the first edition of Tastech include a minority investment in a startup to promote the development of plant-based products, the closing of a distribution agreement with a snacking startup and the implementation of the technology of an artificial intelligence startup in our value chain.
- Currently, we are closing collaboration agreements with five outstanding startups from the second edition of Tastech by Sigma, successfully completed in November 2021.
- +35 people from Sigma participated in the pilots
- 6 countries have participated in the development of the pilot tests (Mexico, Ecuador, Portugal, Peru, Spain and the United States)

About Sigma

Sigma is a leading multinational food company with operations in 18 countries throughout North and South America and Europe, including Mexico, Europe, the United States and Latin America. With more than 68 plants and 210 distribution centers, the company produces, markets and distributes quality foods including packaged meats, cheese, yogurt and other refrigerated and frozen foods.

The company has a diversified portfolio of leading brands in various categories and market segments, highlighting: Fud, Campofrío, Bar-S, San Rafael, La Villita, Fiorucci, Tangamanga, Chimex, Navidul, Sosua, Breaedt, among others.

Some numbers about Sigma

- 18 countries** with Sigma operations
- 100+** brands
- 650k+** points of sale
- 7,000+** vehicles for last mile transportation and distribution
- 210** distribution centers
- 68** manufacturing plants
- 44,000+** employees



Sigma maintains a focus on innovation and develops new products, maintaining consumer preference for its local flavor in the 18 countries where it operates. The company invests in the analysis and knowledge of the consumer to understand preferences and new consumer trends in order to continuously improve the product offering.

For more information visit:

www.sigma-alimentos.com

Apply at: www.tastechbysigma.com

