

Submission Process, Pitch Format and What We Expect

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Project Submission Method

Until Sunday at 4:00 PM, you can submit your project in video format.

The video must be under 2 minutes and present your solution.

The submission should be a link to the video, for example uploaded privately in advance on YouTube.

You can use Loom for instance to record your video.

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Pitch Method

In the final phase of the event, the top 10 projects will be pitched. Each pitch lasts a maximum of 4 minutes.

- This pitch is expected to clearly present the problem being addressed and explain why it is important ;
- Teams should then describe their proposed solution, and how it differs from existing approaches. A short demo or concrete illustration (such as a prototype, interface, simulation, or user journey) should be included in order to make the solution tangible.
- Finally, teams must outline how their solution could be deployed in real-world conditions, specifying potential users, implementation steps, relevant partners, and scalability over time.

💡 What we expect from the projects

All projects must fall within one of the three domains of the event

- Precision fermentation
- Plant-based innovation
- Algae-based innovation

Projects outside these categories (for example insect-based proteins) are not eligible.

Jury members assess projects according to four main dimensions:

- Economic feasibility (practical viability, plausible costs and benefits, realistic path to implementation)
- Environmental relevance (expected impact on emissions, land use, biodiversity, or resource efficiency; general contribution to a more sustainable food system)
- Scientific quality (credibility of sources, methodological clarity, understanding of technological principles)
- Overall coherence and alignment with the eligible themes