



Soila Huhtaluhta, project manager, teacher

24.3.2022

SeAMK 

SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

FOOD BUSINESS CHALLENGE

- 6th year (2017-2022)
- Started as a part of ERDF cooperation project – continued in SeAMK, supported with local partner organisations

CHANGING FOOD - FOOD BUSINESS CHALLENGE 2022

Bring forward your new business ideas and innovations related to food systems "from field to fork". Theme of the competition is sustainable food solutions. Food Business Challenge is open for students in Finnish vocational schools, colleges and higher education institutions. You may participate also as a team. Participation in English is possible. The competition has prizes in money and professional help to develop the idea further.

THERE ARE TWO COMPETITION CATEGORIES: IDEA CATEGORY AND STARTUP CATEGORY.

Online course for developing the ideas for the competition starts 3.1.2022, and the competition is open until 23.2.2022. The finale of the competition is 24.3.2022 at Food Business Summit event.

More Info: <https://yzone.seamk.fi/en/entrepreneurship/start-a-business/food-business-challenge-2022/>
foodbusinesschallenge@seamk.fi
<https://www.facebook.com/foodbusinesschallenge>



FOOD BUSINESS CHALLENGE 2022 - MUUTA RUOKAA!

Onko sinulla idea tai ajatus, miten ruokaa tai sen tuottamista, saatavuutta tai ruoka-alan palveluita voisi tuoda tähän päivään ja tulevaisuuteen? Hio idea kisakurssin verkkokurssilla ja osallistu Food Business Challenge-kilpailuun. Voit osallistua yksin tai opiskelijajoukkoon. Kilpailu on avoin toiseen asteen ja korkeaa-asteen opiskelijoille kaikilta aloilta. Rahapalkinnot! Kilpailun teema on kestävä ruokatuotanto.

SARJAT:

- Ideasarja - korkeasteen tasua ja rohkeaa muutosta!
- startup-sarja - liiketoimintamallidraamoja ja toteutettavuutta!

rahopalkintojen lisäksi startup-sarjan voittajalle 3000 euroa asiantuntija-apua idean kehittämiseen ja kehittämiseen!

TUOMARISTO VALITSEE MOLEMPIEN SARJOJEN FINAALITIT, JOTKA PITCHAAVAT IDEANSA FINAALISSA FOOD BUSINESS SUMMITISSA!

- 3.1.2022 Food Business Challenge verkkokurssi alkaa
- 23.2.2022 Viimeinen osallistuspäivä
- 24.3.2022 Finaalit

LUE LISÄÄ, REKISTERÖIDY KISAAN JA OTA HAASTE VASTAAN!

Säännöt ja ohjelma: <https://yzone.seamk.fi/yrittajyyso/starting-yrittajyyso/food-business-challenge/>

LinkedIn: <https://www.linkedin.com/company/seamk-fi>

<https://www.facebook.com/foodbusinesschallenge>

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FOOD BUSINESS CHALLENGE

FOOD BUSINESS CHALLENGE competition seeks new business ideas and innovations in the agri-food sector from field to fork.

There are two competition categories: an idea category seeking extravagance and bold change, and a startup category with an emphasis on business opportunities and feasibility.

The competition has money prizes for the finalists. In addition, the winner of the startup category gets expert services for testing and developing the idea.



Idea of the competition

- The objective of Food Business Challenge –competition is to boost innovations and new business for the food sector.
- The competition concerns the whole agri-food sector “from field to fork”.
- Ideas can be new business concepts, products or services.
- The competition is aimed for students in Finnish Universities and Universities of Applied Sciences, in bachelor, master’s and postgraduate degree studies; and for students in Finnish colleges and vocational schools.
- Participation is possible individually or in teams.
- Participation language Finnish or English.
- Theme of the competition is **sustainable food solutions**.



Competition entry

Written description should include information about:

- Uniqueness and added value of the idea
- Market opportunities or demand
- Target group, customers
- The business idea: service or product
- Business, risks
- Know-how and external help needed to put the idea into practice.
- Some plans on how to put the idea to practice / draft execution plan
- Sustainability, how are the principles of sustainable development considered



Evaluation criteria

Competition entries will be evaluated in the scale of 1-5, in the following criteria:

1. Added value / innovativeness / novelty value
2. Sustainable food solutions
3. Customer orientation
4. Feasibility

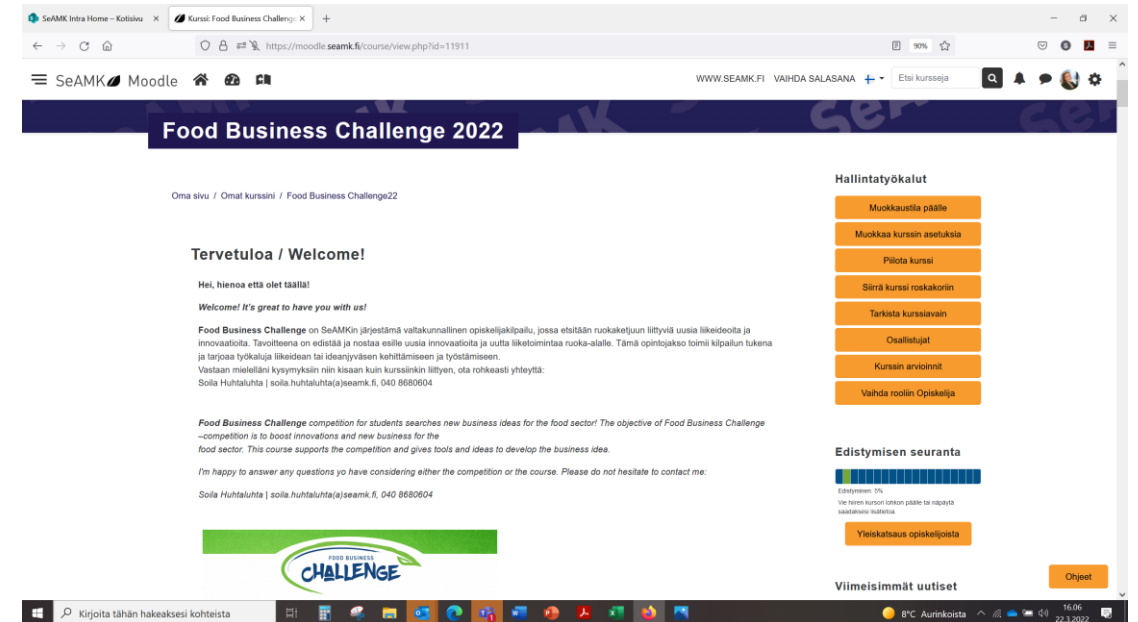
In the **idea category**, score of the innovation section is multiplied by two.

In the **startup category**, score of the feasibility section is multiplied by two.



Food Business Challenge course

- Registering to the competition is through Food Business Challenge course of Seinäjoki University of Applied Sciences in CampusOnline / Open University of Applied Sciences / Free elective studies of SeAMK.
- The course gives tools and ideas to develop the business idea.



The screenshot shows a Moodle course page for 'Food Business Challenge 2022'. The page is in Finnish and includes a welcome message, course description, and navigation options. The course description states: 'Food Business Challenge on SeAMK:n järjestämä valtakunnallinen opiskelijakilpailu, jossa etsitään ruokaketjuun liittyviä uusia liikeideoita ja innovaatioita. Tavoitteena on edistää ja nostaa esille uusia innovaatioita ja uusia liiketoimintaa ruoka-alalle. Tämä opintojakso toimii kilpailun tukena ja tarjoaa työkaluja liikeidean tai ideanryväsän kehittämiseen ja työstämiseen. Vastaa mielelläni kysymyksiin niin kisaan kuin kurssiin liittyen, ota rohkeasti yhteyttä: Soila Huhtalahti | soila.huhtalahti(a)seamk.fi, 040 8680604'. The page also features a sidebar with navigation buttons like 'Muokkaa sivua', 'Muokkaa kurssin asetuksia', 'Pilota kurssi', 'Siirä kurssi rokkakorin', 'Tarkista kurssivain', 'Osallistujat', 'Kurssin arvioinnit', and 'Vaihda roolin Opiskelijä'. At the bottom, there is a section for 'Edistymisen seuranta' (Progress tracking) and 'Viimeisimmät uutiset' (Latest news).



Competition information

Rajoitettu Saatavilla vasta, kun: Kuulut ryhmään **English** (muuten piilotettu)


The objective of Food Business Challenge –competition is to boost innovations and new business for the food sector. The competition concerns the whole food value chain "from field to fork". Ideas can be new business concepts, products or services to develop food sector. The competition is aimed for students in Finnish Universities and Universities of Applied Sciences, in bachelor, master's and postgraduate degree studies; and in other competition category for students in Finnish colleges and vocational schools.

Participation is possible individually or in teams.

Theme of the competition is sustainable food solutions, which should be considered in the competition entries. There are two competition categories: an idea category seeking extravagance and bold change, and a startup category with an emphasis on business opportunities and feasibility. The competition has money prizes for the finalists. In addition, the winner of the startup category gets expert services for testing and developing the idea.

 REGISTER FOR THE COMPETITION, START HERE! Recommended schedule: right away! 

 Competition rules and information: Food Business Challenge 2022 (FI/EN)

 Final stage of the competition



Uniqueness and added value of the idea

Rajoitettu Saatavilla vasta, kun: Kuulut ryhmään **English** (muuten piilotettu)

 Directions and returning of 2nd sub-task

Recommended schedule: by 19.1.2022.



Market opportunities and demand, target group and customers

Rajoitettu Saatavilla vasta, kun: Kuulut ryhmään **English** (muuten piilotettu)


 Directions and returning of 3rd sub-task

Recommended schedule: by 26.1.2022.

Finalizing the work

Rajoitettu Saatavilla vasta, kun: Kuulut ryhmään **English** (muuten piilotettu)


 Directions: Finalizing the work

 Directions: Elevator pitch video (voluntary)

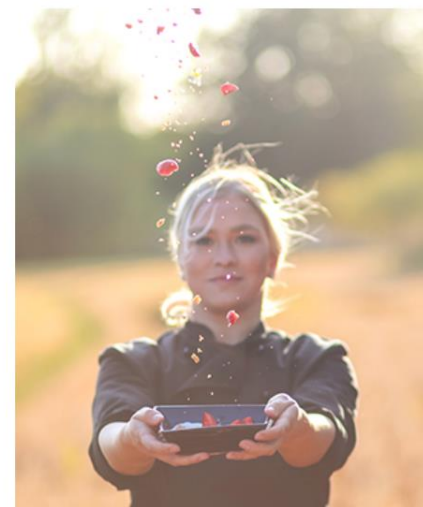
Recommended schedule: by 20.2.2022.

Participate the competition: upload the final entry here!

Rajoitettu Saatavilla vasta, kun: Kuulut ryhmään **English** (muuten piilotettu)

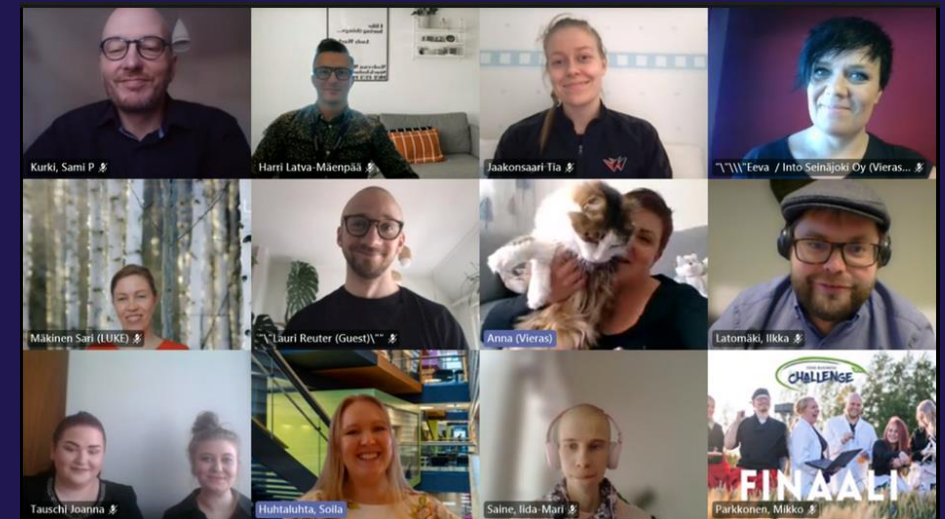
 RETURNING THE FINAL COMPETITION ENTRY

DL: 23.2.2022 by 16.00



The final event 24.3.2022

- 3 finalists from both categories
- 15+5 minutes for each finalist
- Feedback + announcing winners
- Media invited
- Pictures from finals of 2018 and 2021 (online)



Thank you!
Questions?



FOOD BUSINESS CHALLENGE

MUUTA RUOKAA!

Ideakilpailu ruoka-alalla pelloilta pöytään,
teemana kestävä ruokaratkaisut.

RAHAPALKINNOT

SARJAT

- IDEASARJA - korkealentoisuutta ja rohkeaa muutosta
- STARTUP -SARJA -liiketoimintamahdollisuuksia ja toteutettavuutta

Rahapalkintojen lisäksi startup -sarjan voittajalle 3000 eurolla asiantuntijapalveluita idean testaamiseen ja kehittämiseen.

www.yzone.seamk.fi/yrityssuunnittelu/starttaa-yritys/food-business-challenge/