



Callout 2019

Sigma, through Tastech, summons startups and scaleups with the potential to collaborate with our company to sign up for our 2019 call. The program aims to implement a 4-month pilot test, during which the selected participants will have access to:



Financial support for the realization of the pilot test.



Sigma's infrastructure for the realization of the pilot test.



Conferences, workshops, talks and mentoring taught by managers and executives from **Sigma** and our ally in the implementation of the program, **BlueBox**.



Valuable connections with the **entrepreneurial ecosystem**.



Possibility of pilot implementation in one of the Sigma facilities **around the world**.



Final Pitch in our **Demo Day** to our management team with the possibility of establishing a relationship with Sigma: co-creation, supply, commercial alliance, investment or acquisition.

Challenges

We are looking for startups and scaleups within the entrepreneurial world that are capable of surprising Sigma in three challenges:

Amazing Tech.

We look for technologies that help us automate our processes in key aspects of the company.

- Technological tools to improve customer service.
- New last mile distribution systems.
- Traceability of the final product to the customer.
- End consumer knowledge based on big data.
- Technology to predict raw material costs.

Future Food.

We are looking for food and new ingredients that strengthen our product portfolio and prepare Sigma for the challenges of food in the coming years.

- Protein snacks of any origin.
- Alternative proteins: Plant based.
- Wellness products.
- New technologies to reduce sugar, salt and customized products.

New Opportunities.

We look for initiatives and new business opportunities based on the strengths that distinguish us as an organization.

- New opportunities based on Sigma's capabilities: production, distribution network, logistics, marketing, among others snacks of any origin.
- Attraction of startups and disruptive scale ups that can generate new business models for Sigma.

Process

Stage 1 - Callout & Scouting

At this stage we identify startups and scaleups that are looking to grow in terms of access to markets and income, adding value by establishing a win-win relationship with Sigma. The scouting will take place in face-to-face format, while for remote entrepreneurs they can do it through videoconferencing.

Callout start: September 09, 2019*

Callout end: November 11, 2019*

**Dates subject to change with prior notice.*

Stage 2 - Selection Day

Startups and pre-selected scaleups will be invited to participate in the selection event, which aims at each of the startups and scaleups pitching in front the Sigma steering committee.

Selection day date: November 21, 2019*

Place Monterrey, Nuevo León

**Dates subject to change with prior notice.*

Stage 3 - Program

The startups / scaleups selected in the previous stage will participate in our program, which lasts for 16 weeks, a period focused on the development and implementation of a pilot test within Sigma, with the aim of validating the technology and / or solution proposed to the Sigma team, having as a deliverable a proposal to join our value chain.

This stage is strengthened by talks, workshops, conferences, advice and mentors by managers and executives of Sigma and BlueBox.

Program Start February 10, 2020*

Program End June 12, 2020*

**Dates subject to change with prior notice.*



Stage 4 - Demo Day

Our Demo day is the day we close the acceleration program and we let each of the startups and scaleups selected to participate make a final pitch to the CEO and vice presidents of our company, where they present the results obtained from the pilot test, as well as the technical and commercial advances obtained during it.

Demo Day Date

June 17, 2020*

**Dates subject to change with prior notice.*

Who is the program aimed at?

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

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.

Scaleups.

- + 2 years operation.
- It must be legally constituted in its country of origin and be in order with fiscal commitments.
- You must have a defined business model and an established client portfolio.

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

Terms and conditions

- If you are pre-selected, you must attend in person or videoconference to the selection event, where the startups or scaleups participating in the program will be defined.
- Sign the non-disclosure agreement (NDA) that will be provided by BlueBox, our partner in this initiative, to have access to the selection event. Participants must send the confidentiality agreement previously scanned and take it in physical format, duly signed by a legal representative.
- Financial support for startups or scaleups will be assigned by Sigma with prior authorization and according to the scope and objectives of each pilot test.
- Sigma's right will not be limited, so that, without violating the confidentiality of the participating projects, it can explore on its own or through third parties, products related to the challenges 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 by BlueBox before or during the event and must be sent to the email address that, at the time, will be indicated. A digital copy of this contract, duly signed by a legal representative, must be attached to the email and the original version must be delivered at the welcome event.
- The members of the startup or scaleup will cover the pilot test's costs with the infrastructure they already have, Sigma will cover extra costs that the pilot test 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 above being an obligation for the parties, but nevertheless, 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 their technology in any company identified as a competition.

Elements to consider during participation in **Tastech 2019**

- Value proposal
- Market opportunity
- Business model
- Differentiation
- Degree of development
- Team
- Attractive investment


About Sigma

Sigma is a global company dedicated to offering the favorite foods of the communities. With a presence in 18 countries, Sigma offers quality products in various categories and prices.

Sigma has a broad portfolio of value-added brands, which are highly recognized and considered leaders in various categories and market segments, highlighting: Fud, San Rafael, La Villita, Tangamanga, Chimex, Fiorucci, Navidul, Campofrío, Bar- S, Breaedt among others.

Some numbers about Sigma

 **+642,000** Points of sale

 **69** Manufacturing plants

 **6,800** Vehicles

 **45,000** Employees

 **208** Distribution Centers

Sigma as a company, is distinguished by its focus on innovation and the development of new products in each of its markets, to meet the growing demand of consumers. We invest in consumer analysis to know your preferences and improve your product offer.

We have a long and successful mergers and acquisitions trajectory that has allowed us to successfully execute and integrate 29 high-value F&A operations since 1997. Our extensive experience in post-merger integration has been key to identifying and executing strategies that generate significant synergies.

For more information, visit:

www.sigma-alimentos.com

Apply in:

www.tastechbysigma.com

Here is the innovation