

Callout 2021

Sigma invites you to join our second generation of “Tastech by Sigma”. We are looking for startups and scaleups with the potential to collaborate with our company in 2021.

Challenges

If you think your startup or scale up has what it takes to surprise us, apply to Tastech by Sigma through one of our challenges for 2021 callout:



Future Food

We continue with the mission of strengthening our portfolio with the integration of new products and ingredients that help us bring solutions to sustain, protect and improve current core business.

- **New food concepts & formats:** Products “On the go”, ready meals, foods containing both animal and plant protein (hybrids), culinary experiences at home.
- **Snacks:** Protein based, snacks that offer additional benefits beyond their regular nutritional value.
- **Novel ingredients & nutrition:** Nutraceuticals (ingredients & products that offer health benefits beyond their nutritional value), clean label solutions and reduction or replacement for sodium, sugar & fat.
- **Future of protein:** Alternative proteins; new protein solutions, categories, process & products.



Green Tech

As a socially responsible company, sustainability plays an important role in Sigma's strategy. We are looking for technologies that help us generate more sustainable processes for the benefit of our planet.

- **Circular economy:** Novel ways to utilize Sigma (food industry) byproducts in a value-add manner within our industry or elsewhere. Opportunities to utilize byproducts from other industries in Sigma's value chain'.
- **Packaging:** Reduce our plastic carbon footprint through plastic reduction solutions, reduction solutions, alternative materials including bio-based, biodegradable & recycled.
- **Sustainable transportation:** Make freight transportation for refrigerated food cleaner & more efficient.



Power Connections

We look for solutions that allow us to approach and know our consumers in a more personal way under the challenges of the new normal; New business models and/or approaches to serve our consumers.

- **Direct to consumer:** New proximity formats (i.e, dark stores, dark kitchens, etc.), ecommerce, last mile delivery.
- **Consumer & customer experiences:** Shopper analytics, consumer intelligence, loyalty and listening.

Objective of the program

The program aims to implement a up to 18 weeks pilot test , where the selected participants will have access to:

Financial support for the development of the pilot test.	Sigma's infrastructure for the realization of the pilot test.	Conferences, workshops and mentoring taught by managers and executives from Sigma their allies in the implementation of the program.
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.

Tastech 21 stages

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.

Callout start: February 1, 2021

Callout end: April 26, 2021

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 committee.

Selection day date: May 13, 2021

Place: TBD

Stage 3 - Program

The startups / scaleups selected in the previous stage will participate in our program, which lasts for 18 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 their allies in the implementation of the program.

Program start: June 7, 2021

Program end: October 7, 2021

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 the program.

Demo day date: October 21, 2021

Place: TBD

Who is the program aimed at?

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

Early stage startups

Seed startups with ideas developed in an MVP.

Startups with the need to validate their MVPs with allies of the ecosystem.

Startups in the process of validating their business model.

Have at least small investments 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 their own production capacity or well established suppliers.

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.

Have recurring sales.

Have a cross functional team.

Have their own production capacity or well established suppliers.

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

Elements to consider during participation in Tastech by Sigma 2021

- Value proposition
- Market opportunities
- Business model
- Differentiation
- Degree of development
- Team
- Attractive investment



Terms and conditions

If you are pre-selected, you must participate in 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, 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 the Tastech team 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.

About Tastech

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

Thanks to Sigma's global presence, Tastech receives applications from entrepreneurs from all over the world. So no matter where you are you will be welcome in our program.

Some numbers about Tastech

- 123 startups from 19 countries apply in the first generation
- 7 startups were selected to develop pilot tests
- 4 startups are in the process of having a long-term relationship with Sigma

- +20 people from Sigma participated in the pilots
- +1000 people from Sigma around the world connected in our selection & demo day
- 4 countries participated in the development of the pilot tests (Mexico, Ecuador, Portugal & Spain)

About Sigma

Sigma is a global food company that produces, markets, and distributes quality branded foods. With a presence in 18 countries, Sigma offers quality products in various categories and prices.

Sigma is a leading multinational food company that produces, markets, and distributes quality branded foods, including packaged meats, cheese, yogurt and other refrigerated and frozen foods. Sigma has a diversified portfolio of leading brands in various categories and market segments, highlighting: Fud, San Rafael, La Villita, Tangamanga, Chimex, Fiorucci, Navidul, Campofrío, Bar- S, Breaedt among others. We operate 70 plants and 210 distribution centers in 18 countries across four key regions: Mexico, Europe, the United States, and Latin America.

Some numbers about Sigma

- +640,000 points of sale
- 7,900 vehicles
- 210 distribution centers
- 69 manufacturing plants
- +45,000 employees

Sigma continues its focus on innovation and the development of new products in each of its markets, to meet the growing demand of consumers. We continuously invest in consumer analysis to keep understanding consumer preferences and improve our product offering.

We have a long and successful mergers and acquisitions trajectory that has allowed us to successfully execute and integrate 30 high-value M&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.tastebysigma.com