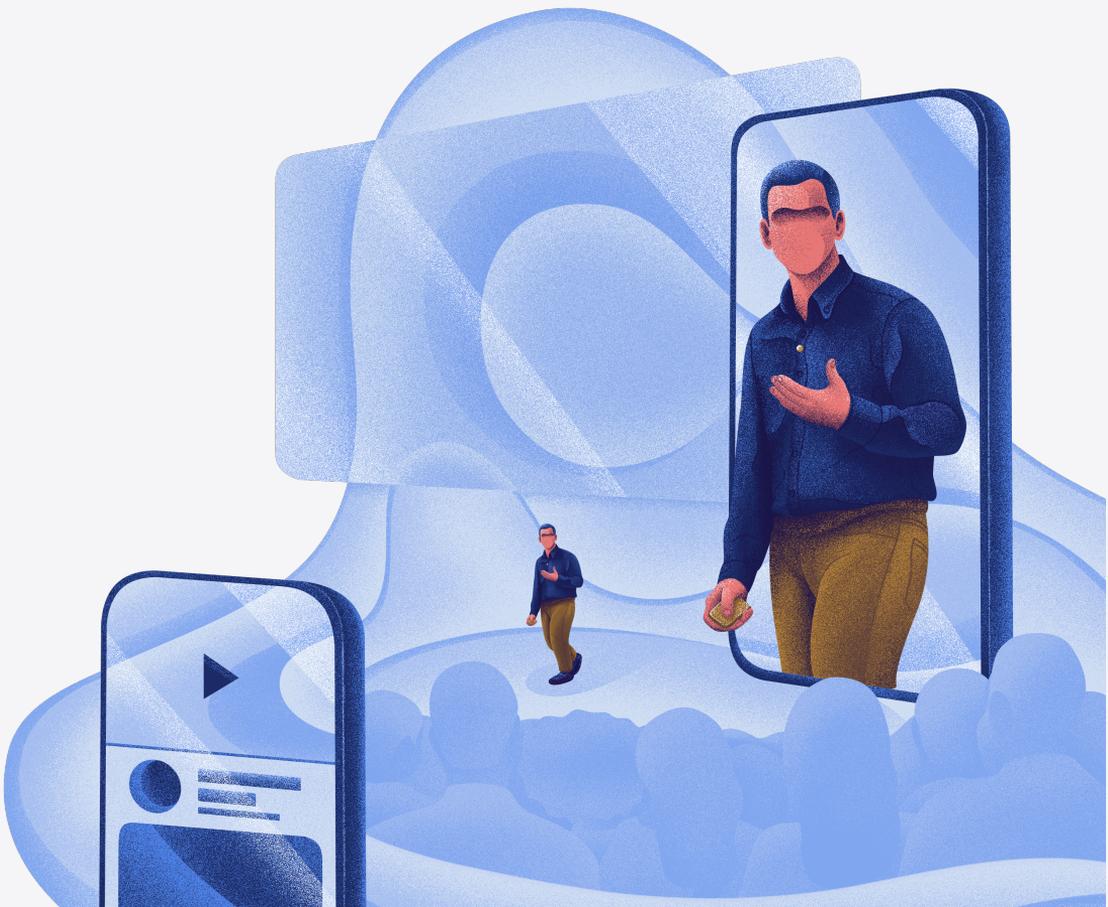


PLUGANDPLAY

Inspiration Day



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Welcome

Dear Partners, friends, and supporters of Plug and Play Brand & Retail Munich,

We are excited to welcome you to our virtual Plug and Play Inspiration Day.

At Plug and Play, our goal is to progress the world through open innovation and connection, by working with the best startups and digital-driven corporations. That is why we started several international hubs in the heart of Europe for future-thinking corporations and eager startups to (virtually) meet and engage.

You will meet various innovative startups who are changing the way we think about FoodTech, Edge Computing, and Sustainability.

Part of this virtual event will be focusing on how we as a digital and international platform are able to connect startups and corporations from all around the world: Germany (3), Israel (1), Ireland (1), Italy (1), Norway (1), UK (2), US (3).

Get inspired!

Johannes Brenninkmeyer

Director

Plug and Play Brand & Retail
Munich

j.brenninkmeyer@pnptc.com

Event Features

While we can't replicate all of the serendipitous meets at Event's lunches or networking drinks & dinner, we wanted to create an opportunity for our partners, startups and the general ecosystem to connect, share and learn from peers whilst retaining the casual and fun feeling of a Plug and Play event. We are launching this virtual networking mixer to help do just that.

Networking Mixer via Remo

Inspiration Day

<http://bit.ly/insnetworking>



ASK QUESTIONS

Sli.do

Scan the code or go to **sli.do** and enter the event code **#InsDay**



Inspiration Day

Join us for a session full of exciting startup pitches, insightful discussions and great online networking. A total of 4 startups from each category will present their innovative business case. Our Plug and Play Brand & Retail partners as well as the community will evaluate the pitches and vote for the most inspiring startup. The startups pitching will have the chance to get a 1:1 meeting with our Partners to discuss pilot opportunities and get exposure to the global Plug and Play offices.

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PLUGANDPLAY FOOD

FoodTech - how will new innovations such as demand forecasting, DNA based products etc. shape the future of Food?

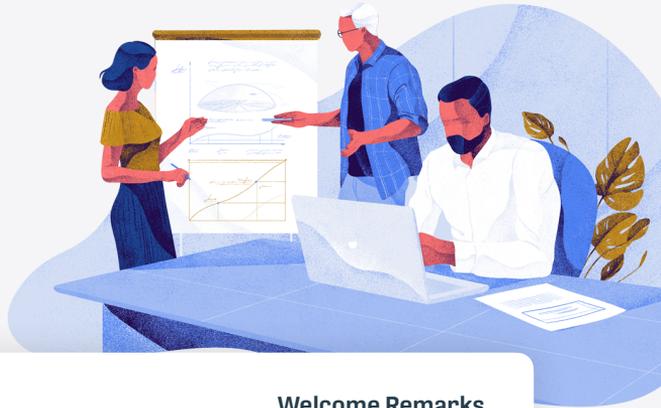
PLUGANDPLAY RETAIL

Edge Computing - a game changer for retailers where it's all about a faster image recognition, faster phone processing, etc.

PLUGANDPLAY SUSTAINABILITY

Sustainability - looking for solutions for retailers on how to gain efficiency, work with new energy resources improve logistics, energy savings, and last mile delivery.

Agenda



2:00-2:10 pm

Welcome Remarks

2:10-2:35 pm

Edge Computing
OpenBack - Nomitri - ICE Gateway - Edgetsensor

2:35-3:05 pm

Sustainability
Provenance - Kleiderly - Bockatech - Empower

3:05-3:15 pm

Break

3:15-3:35 pm

Keynote
Dr. Günther Helm - CEO of Müller Drogerie

3:35-4:00 pm

FoodTech
Nourished - Hexagro - Natural Machines - MeaTech3D

4:00-4:10 pm

Closing Remarks

4:10-5:00 pm

Virtual Networking

Startups Quick Overview

EDGE COMPUTING

- Nomitri** Unique mobile-based cashier-less checkout using AI technology.
- OpenBack** Next-generation mobile engagement using edge computing to deliver reliable, dynamic push notifications and in-app messaging at the right moment for each user.
- ICE Gateway** ICE Gateway enables the collection and processing of data from any device and connect to any IoT platform for any organization or city.
- Edgetsensor** Proprietary and hardware agnostic Neural Inference Engine that powers the AI applications that run on various architectures.



Startups Quick Overview

SUSTAINABILITY

Provenance

Powered by blockchain and open data, Provenance's platform gathers and shares key product information and journeys in a way that's secure, trustworthy and accessible.

Kleiderly

Kleiderly recycles clothing waste into a new and sustainable material for the fashion industry.

Bockatech

A greentech licensing a patented eco-friendly plastics packaging technology.

Empower

Empower is delivering digital plastic waste deposit systems, a solution to the plastic waste problem by giving plastic a value and incentivising cost-efficient collection and segregation at source.



Startups Quick Overview

FOODTECH

Nourished

Patented 3D printing technology and a vegan encapsulation formula to create totally bespoke and delicious vitamin snacks.

Hexagro

Using exponential technologies to transform any interior into edible vertical gardens to reconnect people to Nature, boost wellness and produce healthy food.

Natural Machines

Foodini is the first 3D printer to print all types of real, fresh, nutritious foods, from savory to sweet.

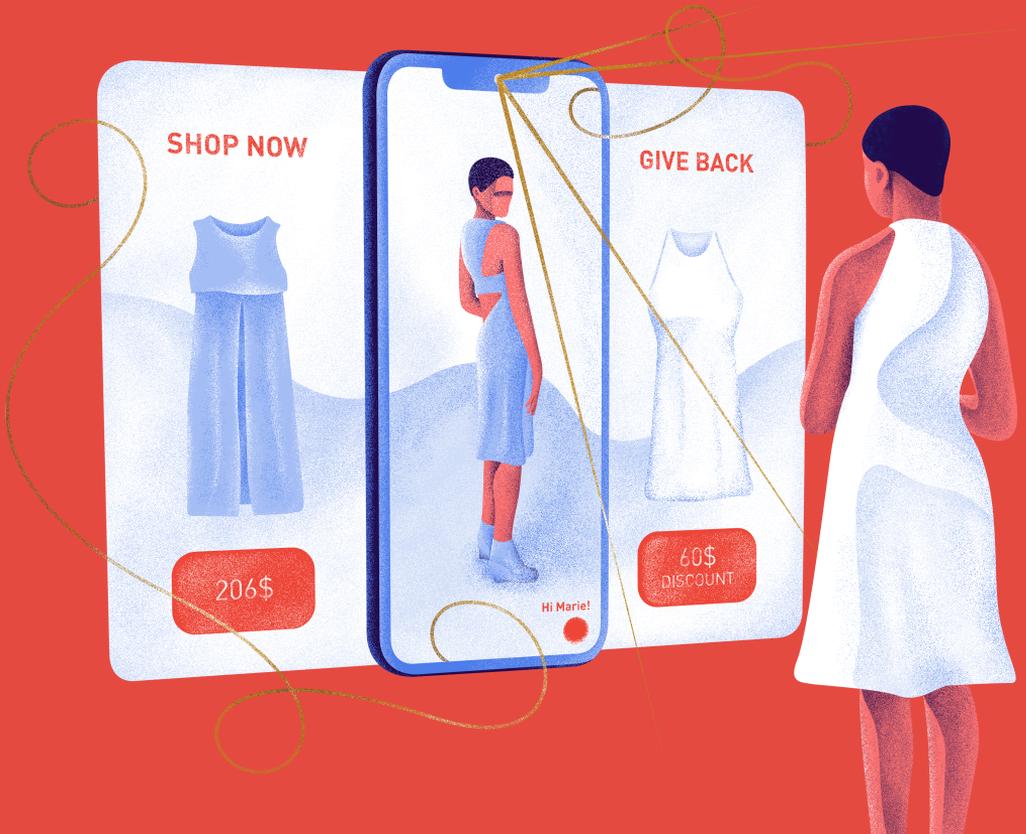
MeaTech

MeaTech develops complex cultured meat by combining advanced 3D printing technologies.



PLUGANDPLAY

Edge Computing



Nomitri

www.nomitri.com



HEADQUARTERS

Berlin, Germany

FOUNDED

2019

INDUSTRY

Checkout

COMPANY DESCRIPTION

Deployment of deep learning object detection AI (artificial intelligence) technology on shoppers' smartphones to recognize what shoppers put in or take out of their shopping cart.

- No bar code scanning or RFID technology, hence better theft protection mechanism.
- Usage of retrofitted shopping carts & basket suffices. No full-store camera & sensors installation needed.
- Smartphone allows direct & real-time communication btw. retailer & shopper while shopping in store

OpenBack

www.openback.com



HEADQUARTERS

Dublin, Ireland

FOUNDED

2015

INDUSTRY

User Experience

COMPANY DESCRIPTION

OpenBack® is the only Mobile Engagement Platform with edge computing and real-time device-side decisions – guaranteed to reach every user every time. Compose feature-rich push notifications that drive action and get results. Get Smart, grow aggressively and stay compliant.

Founded in 2015, OpenBack is headquartered in Dublin with offices in San Francisco and London. Many of the world's leading mobile companies use OpenBack, in Telecoms and Media like Ultimate Rugby; in Children and Gaming like DreamWorks, JumpStart Games; in healthcare like HelloHeart; and hundreds of others.

ICE Gateway

www.ice-gateway.com



HEADQUARTERS

Berlin, Germany

FOUNDED

2013

INDUSTRY

**Analytics & Predictive
Maintenance**

COMPANY DESCRIPTION

ICE Gateway offers the next-generation IoT services for light, energy, mobility, security and environment, intruder detection and assistive technologies for blind and elderly people. We developed all services based on Edge Computing. ICE Gateway designed iceMEC, an affordable Multi-access Edge Computer to power any IoT device, along with iceOS to collect, manage and process data locally, prior to sending to the cloud. ICE Gateway developed the iceNET, a highly secure connectivity layer to send the processed data to any IoT platform, database or legacy system. We offer iceMEC and iceNET as an IoT Middleware to cooperate with IoT Platform suppliers. ICE Gateway provides the iceSTORE, a flexible and scalable IoT-App-Store with the full suite of cloud services provided in iceCLOUD. We offer the reliable data needed for Analytics, AI and data market places.

Edgetensor

www.edgetensor.com



HEADQUARTERS

Plano, US

FOUNDED

2017

INDUSTRY

User Experience

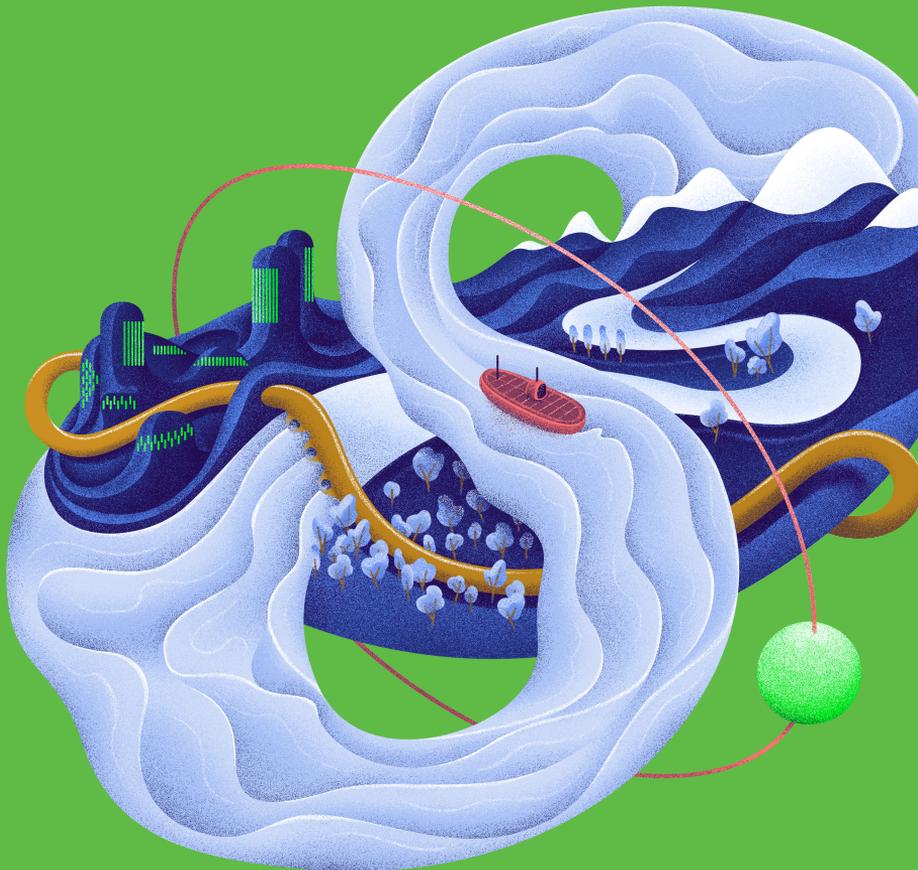
COMPANY DESCRIPTION

Edgetensor is a US based startup and its mission is to make edge-based AI affordable and accessible to the mass market. Our proprietary and hardware agnostic Neural Inference Engine powers our AI applications that run on various architectures such as ARM and Intel and is cross platform (Windows, Android, Linux etc) as well. Along with our algorithm innovations we are able to offer accurate, fast and efficient AI solutions at a substantial reduction in cost.

Currently, Edgetensor provides solutions for driver and in-cabin monitoring and in-vehicle smart content management, retail analytics and video security.

PLUGANDPLAY

Sustainability



Provenance

www.provenance.org



HEADQUARTERS

Huntington, UK

FOUNDED

2014

INDUSTRY

Computer Software

COMPANY DESCRIPTION

Provenance builds trust in great brands and products. We do this by making information open and accessible all along the supply chain and at the point of sale. Born out of a frustration for how little we know about the things we buy, Provenance is a digital platform that empowers brands to take steps toward greater transparency. With our software, businesses can easily gather and present information and stories about products and their supply chains, including verified data to support them. By connecting this information to things - in store, on pack and online, we can all discover the origin, journey and impact of our products.

Kleiderly

www.kleiderly.com



HEADQUARTERS

Berlin, Germany

FOUNDED

2019

INDUSTRY

Advanced Materials

COMPANY DESCRIPTION

We hate waste. Especially from fast fashion. Did you know, 87% of all clothing ends up in landfill or is incinerated?! Guess what - most of it ends up in landfill for another 200 years, producing CO2 emissions equivalent of 600 million return flights from Berlin to Australia, every year! That's why we've made it our mission to reuse clothes and give them a new and meaningful life. Kleiderly is recycling clothing waste and turning it into a new, sustainable material that can be used to replace plastic, something that has never been done before! Your old jeans and t-shirts could be your next water bottle or chair! Not only that, but our founder has the Engineering expertise to turn this into a large scale industrial process.

We are revolutionising the way clothing is being recycled and promoting circular economy thinking.

Bockatech

www.bockatech.com

BOCKATECH™

in partnership with Borealis

HEADQUARTERS

Huntington, UK

FOUNDED

2015

INDUSTRY

**Advanced
Manufacturing**

COMPANY DESCRIPTION

Bockatech EcoCore® is powering the creation of innovative low-cost, high performance and environmentally friendly packaging. Bockatech works with manufacturers as well as brands — enabling them to move away from environmentally damaging single-use packaging to sustainable reusable and recyclable alternatives without increasing costs. EcoCore® is a patented technology that can be used for a variety of packaging applications including beverages (e.g. to-go cups), food (e.g. noodle pots and microwave meals), industrial and healthcare. EcoCore® can be used to create low-cost reusable recyclable containers for multi-use applications (e.g. for food service in festivals). EcoCore® also helps migration from single-use packaging that is difficult to recycle (e.g. made from plastic lined paper and expanded polystyrene) or uses a lot of material resources, to lightweight fully recyclable alternatives.

Empower

www.empower.eco



HEADQUARTERS

Oslo, Norway

FOUNDED

2018

INDUSTRY

Computer Software

COMPANY DESCRIPTION

Empower is creating a solution to the plastic waste problem by giving plastic a value. By introducing an easily deployable digital deposit system, where plastic waste collection and recycling is incentivised, they are cleaning up the world while fighting poverty by providing a wage to those in need. The digital deposit systems provides financial incentives to crowdsource collection and segregation at source, vastly lowering the costs of collection and recycling of plastic waste while also contributing to higher quality materials. Empower has piloted its system in 16 countries across Europe, SE Asia and Africa and has permanent collection points in 7 countries where plastic waste is collected and brought to recycling. Through Empowers system it is possible to source socially collected plastic waste and track its journey through the value chain, from collection to recycled products.

PLUGANDPLAY

FoodTech



Nourished

www.get-nourished.com



HEADQUARTERS

Birmingham, UK

FOUNDED

2019

INDUSTRY

**Additive
Manufacturing**

COMPANY DESCRIPTION

Nourished 3D-prints personalised supplements containing seven different types of vitamins, minerals and/or superfood ingredients. Each stack is printed fresh and shipped to the customer on a monthly basis. Alternatively to personalised stacks customers can purchase pre-made stacks. Nourished formulations use a base made up of erythritol, pectin and maltitol to create a pleasing sweet taste without any sugar and the negative impacts sugar can bring.

All our packaging is recyclable and home compostable, and 98% of our ingredients are sourced from the UK.

Hexagro

www.hexagrouurbanfarming.com



HEADQUARTERS

Milan, Italy

FOUNDED

2016

INDUSTRY

Indoor Farming

COMPANY DESCRIPTION

Hexagro Urban Farming leverages exponential technologies like additive manufacturing, IoT and indoor farming to transform any existing space into vertical edible gardens. Its first product geometry is the Living Farming Tree: a modular and scalable aeroponic system reconnecting people to nature, producing healthy greens and boosting wellness standards.

Nourished

www.naturalmachines.com



HEADQUARTERS

Santa Monica, US

FOUNDED

2012

INDUSTRY

**Additive
Manufacturing**

COMPANY DESCRIPTION

Our launch product is a 3D food printer. We call it Foodini. We are using an open capsule model, meaning the consumer prepares and places fresh ingredients in Foodini.

Natural Machines is going to make preparing food healthier, easier, and so much fun. Foodini is the first 3D printer to print all types of real, fresh, nutritious foods, from savory to sweet. It uses fresh, real ingredients, making the Foodini the first 3D food printer kitchen appliance to contribute to a healthy eating lifestyle.

MeaTech

www.meatech3d.com



HEADQUARTERS

Ness Ziona, Israel

FOUNDED

2017

INDUSTRY

**Additive
Manufacturing**

COMPANY DESCRIPTION

MeaTech develops complex cultured meat by combining advanced 3D printing technologies. The company's technology aims to enable the production of meat directly instead of raising the entire animal.

The company takes a sample of stem cells from an animal, reproduces these cells, divides them into different meat components, and 3D prints the cultured meat in an accurate shape and structure. They plan to develop clean farming through an industrial cultured meat process without harming animals.

Keynote Speaker



Dr. Günther Helm
CEO of Müller Drogerie



Since mid 2019, Dr. Günther Helm has been the CEO of the German Retailer Müller. After obtaining his doctorate in law, he began his career at Aldi Süd. Subsequently, he worked for Hofer KG in Austria and became Managing Director within 7 years. During his time at Hofer KG, he was responsible for building the new innovation centre in Eberstzell, undertook several strategic measures and repositioned the company. Additionally, he contributed tremendously to improving the value chain and processes in the retail food industry. In October 2019, he was acknowledged with the "Decoration of Honour for Services to the Republic of Austria" for his extraordinary achievements.

How to Engage

Join our Brand & Retail Focus Weeks

September 15th-7th
October 13th-15th
November 24th-26th

Attend our Brand & Retail Events

Expo Batch 7 • February 3rd, 2021

Schedule a Deal Flow

A Deal Flow session is a curated meeting between Plug and Play's Corporate Partners and startups. If you would like to find out more message us at: c.wais@pnptc.com.

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