GFSI 2021 – STARTUPS CALL FOR PROPOSALS

Take the Stage with Industry Leaders at the 2021 GFSI Conference

We are excited to be opening our Startups Call for Proposals as we start building the conference programme for the next GFSI Conference, organised by the Global Food Safety Initiative. As the industry's annual rendezvous to advance food safety globally, it is essential that the GFSI Conference continue to deliver real-world solutions to participants and bring together the most instrumental people to collectively shape the agenda on a global scale. We hope you will assist us in this goal as we celebrate GFSI 2021 and set our sights higher yet than ever before.

The GFSI Conference Stage

Speaking at the GFSI Conference is a challenging and rewarding opportunity. As previous speakers can attest, it offers extensive exposure on the international stage, helping you gain recognition in the industry, widen your network and position yourself as a key player in shaping the agenda. Speakers and their organisations benefit from strong visibility throughout the event and beyond with GFSI's dynamic communities.

What We're Looking For

A Call to Food Safety Innovation - Startups

This year we're doing things a bit differently. We want GFSI 2021 to showcase the best of cutting-edge technologies in the food safety landscape. In a continuation of the Shark Tank sessions first introduced at the GFSI Seattle edition, this year's call for proposals will focus on startups: the real innovators, those that have developed pioneering solutions that break new ground and advance safety and trust in the food industry.

During next year's conference, we are planning a half-day dedicated to innovation and technology solutions supporting the industry's endeavors in Food Safety. The associated break-out sessions will take an exciting new interactive shape, where startups have the opportunity to explain and excite the audience about a tech application that is relevant to the food industry, very similar to the concept of "Shark Tank" or "Dragons' Den".

The technology needs to advance food safety and could be about managing supplier information, product traceability, interactive training, use of Information and Communication Technology (ICT), wireless process control and/or monitoring, etc. The solution could be a commercially available technology or a company's internal best practice that a food industry stakeholder is willing to share. The selected presenters will have about 7 minutes to explain:

1. The context in which the solution is utilised;
2. What the solution does; in particular, what it does better than the process it replaces (include metrics to clarify the advancements in coverage, speed, productivity or accuracy) or how it compares to competing similar solutions;
3. The technology supporting the solution: i.e. what type of Artificial Intelligence it uses (e.g. Natural Language Processing, Machine Learning, Robotics, Rule-based system); what the inputs are, how the inputs are used and converted, what the outputs are, etc.
4. What level of resource it has taken to develop the tool and/or what level of resource it takes to implement and operate the solution as part of running the business. A demo or video illustration may be used to further clarify how the technology works.

In the second part of each presentation - another 7 minutes-, the session hosts and "sharks" or "dragons" will ask each startup predefined questions with the objective of further clarifying the presented technology solution, its benefits or involved costs and implementation efforts to the audience. The GFSI audience will then be asked to vote and rate their interest in the presented technology solutions.

How to Submit a Proposal

If you are interested in being part of the Shark Tank sessions and presenting your technology solution, please send your proposal to this email address: t.bailey@theconsumergoodsforum.com, by addressing the four points above in no more than 250 words per point and no later than **14/08/2020 (EOBD)**. Please use the Call for Proposals Submission Form Template accessible on the Call for Proposals web page. All proposals received after this date will not be accepted. Please clarify if the tech tool or solution you intend to present is already available. If it is, feel free to share a demo or video link. The Conference Committee will select proposals to build a programme which reflects diversity in content, industry representation and geography. These sessions will run for a half-day so spaces will be very limited.

Please take into account the following details when preparing your proposal:
- Propose only one speaker for your presentation
- Submit only one proposal per startup

Selection Process

The selection process will take into account - but will not be limited to - the following criteria:
- Startups only
- Topics which are new, emerging and/or address areas not covered in the last 2 years
- Consistency and completeness of the proposal
- The Conference Committee will not be subject to any type of external pressure or influence (any such conduct will lead to the automatic rejection of the proposal).
- Due to space and time limitations, only the most relevant and promising proposals will be selected for further development.

Speakers Criteria
- Speakers should be experts in their field and be able to provide a professional presentation in line with the agreed topic (the topic or scope of a presentation is decided and approved by CGF and Conference Committee).
- Speakers receive a complimentary pass to the conference. As a non-profit, we seek to minimise costs and ask all speakers to provide their services free (including travel and accommodation).
- All changes in speakers must be reviewed by TCGF and Conference Committee - should a speaker need to be substituted, the speaker may provide replacement recommendations in case TCGF does not have a speaker on the waiting list.
- Speakers will be asked to provide their official title, photo and biography for use on the conference website (speakers and sessions pages).
- Speakers should make every effort to attend the speaker briefing calls prior to the conference in order to align on content and format with other session speakers (calendar invitations will be sent from CGF events team). Speakers should attend at least 1 briefing call with CGF and 1 briefing call with the moderator and other speakers/panelists of the session they are participating in.

Presentations Criteria

- Presentations should be non-commercial - we do not accept sales pitches or marketing presentations.
- A deadline for final presentation slides and related material (videos, links etc.) will be communicated by CGF closer to the conference. Speakers must respect this deadline as late slide submissions will not be accepted.
- Speakers should respect the time allocated for their presentation.
- Speakers are asked to use a GFSI PowerPoint template that displays the visual identity of the conference. Company logos may be incorporated on the opening slide where the presenter's title appears and/or on the last slide where their contact information appears.
- Should speakers wish to include demos or videos as part of their presentation, CGF would kindly ask that these be embedded into the master deck and inform CGF on the first briefing call that demos/visuals will be shown.
- Speakers are encouraged to share their PowerPoint presentation in PDF format on the conference website following the event. Should speakers not wish their slides to be shared, they should inform CGF before the start of the conference.

Pre-selection and final selection deadlines

If your proposal is successful and has been pre-selected by the Conference Committee, you will receive notification via email by no later than **01/10/2020**. After this date, a second round of selection will be made from those pre-selected proposals. Final confirmation to those that have been successfully selected will be provided by email by **30/10/2020**. This will signal the end of a competitive process through which many other potentially deserving proposals will have been turned away due to space limitations on the programme. If you have not heard from us before the first selection round deadline, your proposal has unfortunately not been selected.

Elements to Include in Your Proposal

In addition to addressing the 4 points above, please also include:

- Speaker details (1 speaker max. per proposal and per company):
  - Title
  - First name
  - Last name
  - Position
  - Company/Institution
  - Sector
  - Country
  - Contact details
- Short description of the startup
- Presentation title
- Presentation language
- Presentation outline (250 words max.)

Submission Form