LABe Digital Gastronomy Lab
Ecosystem

Since 2020, LABe has served as the forefront living lab in digital gastronomy situated at Tabakalera, a contemporary culture center located in the heart of Donostia-San Sebastian, Basque Country.

Part of the BCC Innovation and Basque Culinary Center ecosystem, **our mission is to drive the digital transformation of gastronomy towards a healthier, more sustainable, and delectable future.**
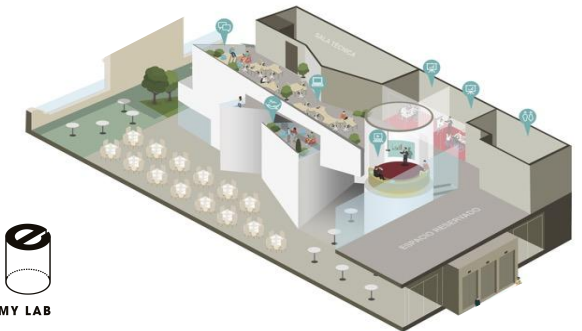
It's an open space dedicated to user experimentation, emphasizing the latest technology, collaborative efforts among different entities, and **sharing insights with industry and end-users.**

LABe operates within a robust technological ecosystem. The LABe strategy, led by the Gipuzkoa Territory Government and the Basque Culinary Center, falls under the Etorkizuna Eraikiz framework, driving the region's strategic goals. Stakeholders like the Association of Hospitality Entrepreneurs of Gipuzkoa and ACEDE play active roles in our initiatives.

+3 years of operational living lab

+30 projects carried out in digital gastronomy

+20 technologies tested in the living lab with real users

Experimental Room

Prototyping Kitchen

Co-working

Restaurant

Meeting Rooms

Living Lab Activities

Co-development and testing of new technologies in real context with companies, startups and technology centres.

Analysis of the perception of diners in real context: dining room and kitchen, immersive room 360º.

Knowledge transfer: events, lectures and workshops for the promotion of digital gastronomy

Horeca Testers: platform with a network of tester bars and restaurants

Scouting of RestTech technologies

Support for startups, co-working and prototyping spaces

Open innovation challenges between companies and startups

GOe: Gastronomy Open Ecosystem

Transforming society through Gastronomy 360º, innovation, entrepreneurship and talent

CARDUMEN CAPITAL

Lab
DIGITAL GASTRONOMY LAB

GOe
Gastronomy
Open
Ecosystem

The Basque Culinary Center, 10 years after its creation, evolves and proposes the creation of a new infrastructure, an **ecosystem of gastronomic innovation.**

Gastronomy has shown in recent years its contribution as an engine of economic and social development. At the same time, it serves as a means to express cultural values and an identity to the world.

GOe's mission follows Basque Culinary Center mission: **to develop gastronomy as an economic and social engine for change.**

On these pillars, GOe was born and will grow, a unique talent ecosystem, **a center for Creativity, Innovation, and Development for the gastronomy value chain** to ride the wave of Food-Tech Innovation to address the future challenges in the food, agricultural, and gastronomic sector.
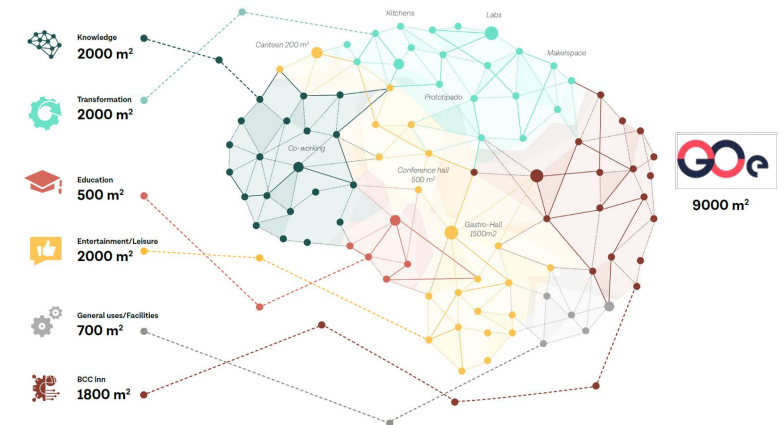
EDUCATION
Universities, PhD and research

ENTREPRENEURSHIP
Start-Ups, Spin offs

R&D & TECHNOLOGICAL CENTERS
AZTI, Neiker, BCC Innovation

GOe
Gastronomy
Open
Ecosystem

PUBLIC INSTITUTIONS
Basque Government, Diputación, City Council

'DRIVER' ENTREPRISES
Driving-force companies, promoters, providers

SOCIETY - CITIZENSHIP
Community & Citizen participation

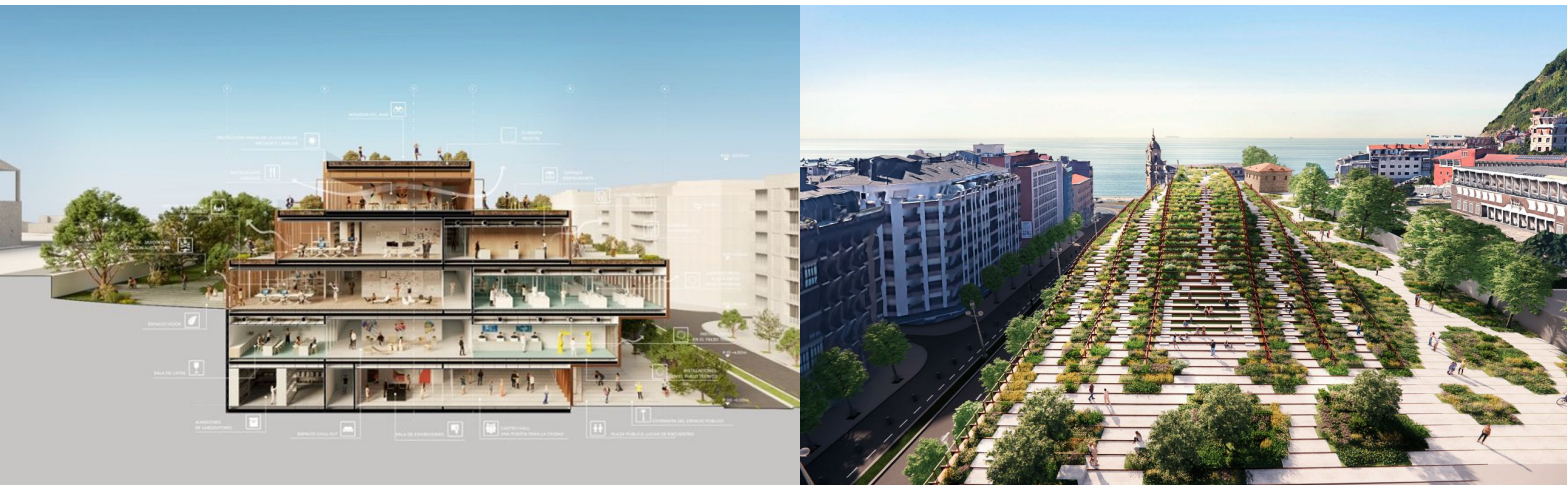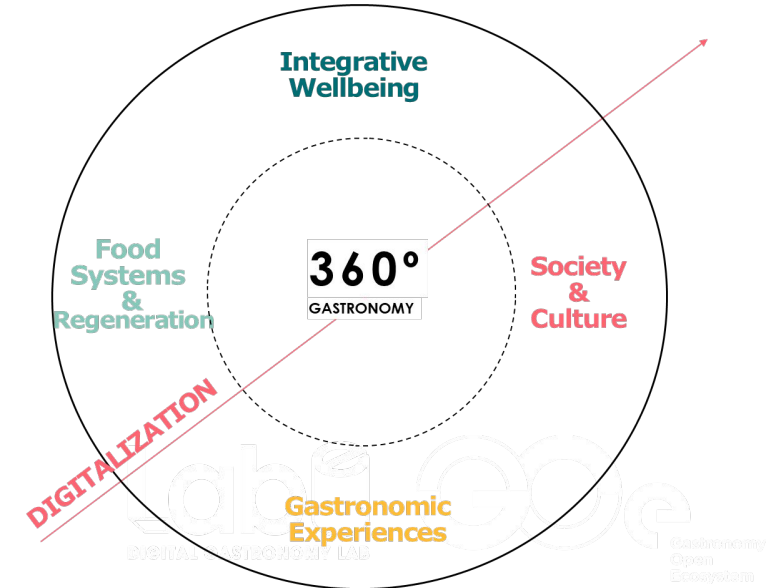# GOe Objectives & Future Activities

Stay tuned for its opening in 2025

CARDUMEN CAPITAL

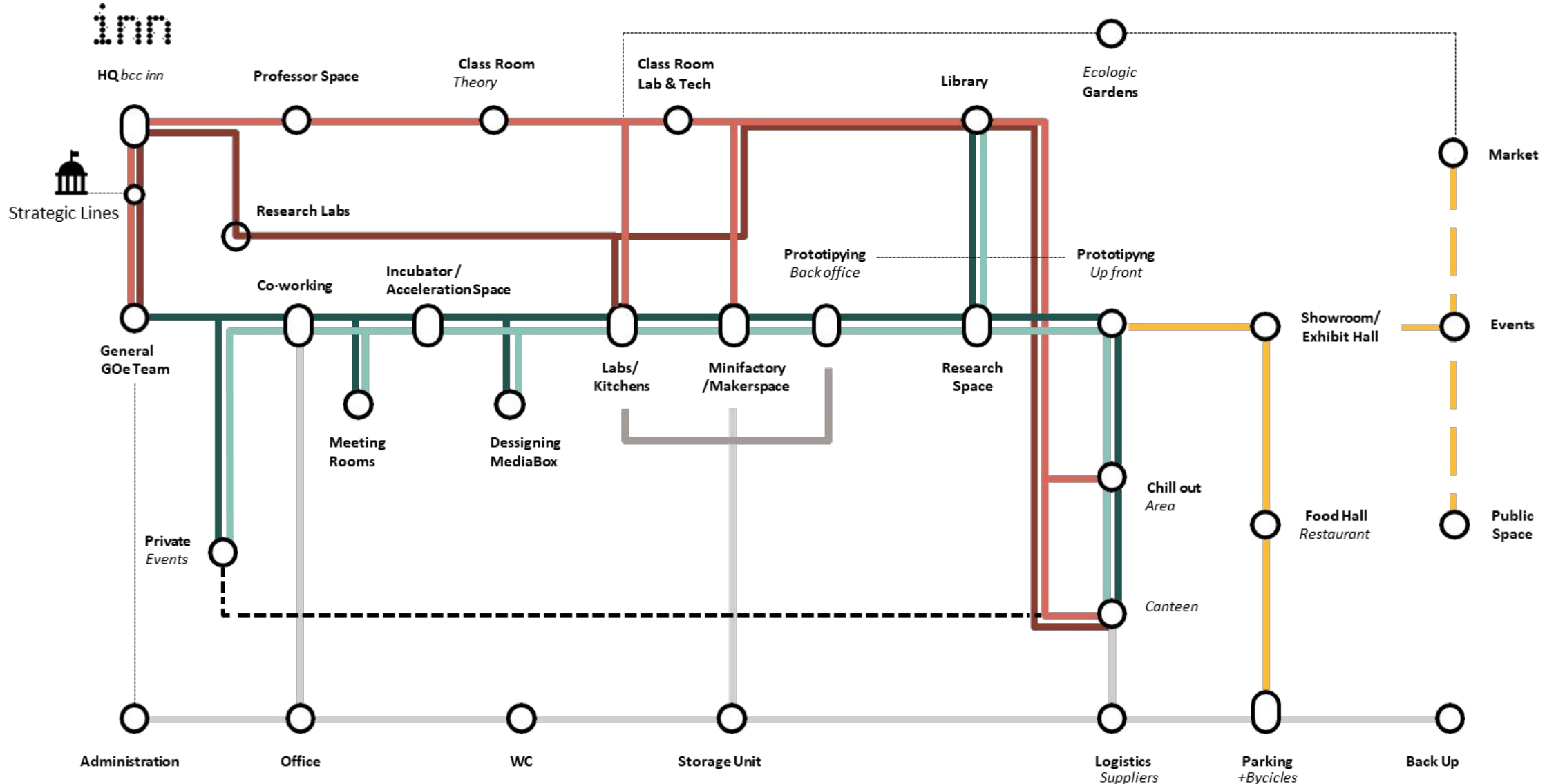**Lab** DIGITAL GASTRONOMY LAB

GOe Gastronomy Open Ecosystem

1 To **create a reference ecosystem** in the sector for the development, innovation, prototyping, and scaling of new products, services, and startups in gastronomy and food-tech sector.

2 **Attraction of talent.** GOe will serve as a catalyst for companies, entrepreneurs, and multidisciplinary talent.

3 **Promotion of new spaces and innovative solutions in the gastronomic sector** through research, development, and collaborative work in open innovation, within an urban environment where many proposals interact and are open to the city's residents and visitors.

4 **Facilitate companies with a unique global-level space,** exposed to diverse talent and the world, where they can create their value propositions and solutions by shaping ideas through prototyping spaces, spin-offs, and other initiatives.

Integrative Wellbeing

Food Systems & Regeneration

360° GASTRONOMY

Society & Culture

Gastronomic Experiences

DIGITALIZATION

Knowledge 2000 m²
Transformation 2000 m²
Education 500 m²
Entertainment/Leisure 2000 m²
General uses/Facilities 700 m²
BCC inn 1800 m²

GOe 9000 m²

The GOe Innovation "Metro map"

Continuous interaction means much more than the sum of the parts.
A unique space in the world for Food innovation with a constant flux of talent.

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Lab DIGITAL GASTRONOMY LAB

GOe Gastronomy Open Ecosystem

inn

HQ *bcc inn*

Strategic Lines

Professor Space

Class Room *Theory*

Class Room Lab & Tech

Library

Ecologic Gardens

Market

Research Labs

Prototipying *Back office*

Prototipyng *Up front*

Co-working

Incubator / Acceleration Space

General GOe Team

Labs / Kitchens

Minifactory / Makerspace

Research Space

Showroom / Exhibit Hall

Events

Meeting Rooms

Dessigning MediaBox

Chill out *Area*

Food Hall *Restaurant*

Public Space

Private *Events*

Canteen

Administration

Office

WC

Storage Unit

Logistics *Suppliers*

Parking *+Bycicles*

Back Up

Cardumen Capital

*Leading Venture Capital firm investing in early-stage DeepTech and AgriFoodTech
companies with more than a decade of experience investing in technology worldwide*

CARDUMEN CAPITAL · Lab Digital Gastronomy Lab · GOe Gastronomy Open Ecosystem
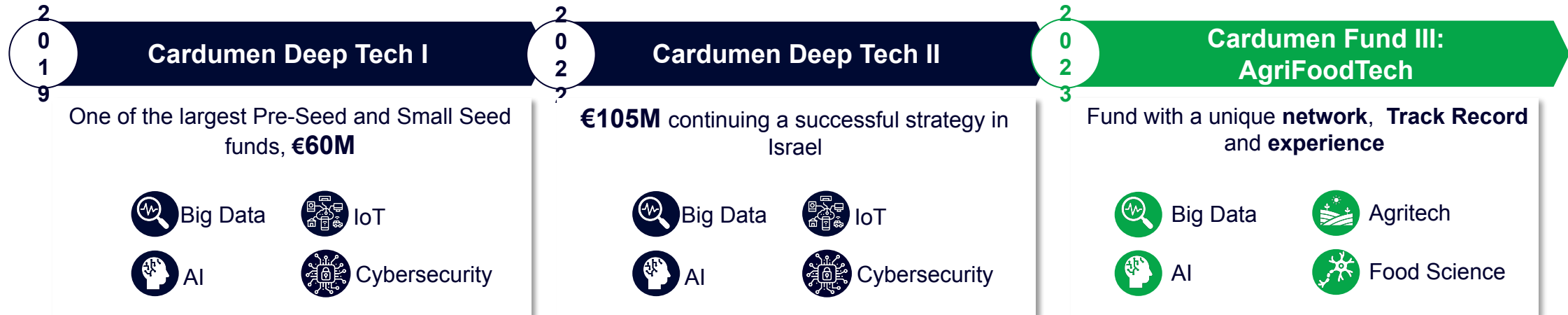
€400M+	€225M+	32	2 Offices	19
Invested	AUM	Portfolio Companies	Madrid & Tel Aviv	Professionals

2019 — Cardumen Deep Tech I

One of the largest Pre-Seed and Small Seed funds, **€60M**

- Big Data
- IoT
- AI
- Cybersecurity

2022 — Cardumen Deep Tech II

€105M continuing a successful strategy in Israel

- Big Data
- IoT
- AI
- Cybersecurity

2023 — Cardumen Fund III: AgriFoodTech

Fund with a unique **network**, **Track Record** and **experience**

- Big Data
- Agritech
- AI
- Food Science

Some of our portfolio companies and co-investors include:

CoreTigo	NEUREALITY	DoControl.	IVIX	SecondNature	alison
amazon QUALCOMM	SAMSUNG SK hynix	INSIGHT PARTNERS CROWDSTRIKE	INSIGHT PARTNERS TEAM8	STAGE ONE zoom	CRESCENDO VENTURE PARTNERS

Program Schedule

-2	-1	00	01	02
Call for proposals	Project Selection	Kick-off Mentorship	Real user testing in LABe Ecosystem	Evaluation Demo day

00. Kick off and mentorship
April 2024

- **Be hosted** for 3-4 days within the BCC ecosystem in our LABe space for selected startups, together with accommodation.

- **Mentoring** sessions led by industry-leading experts on the following topics:

1-Concept & Idea

2-Product Development

3-Business Design

4-Marketing & Sales

5-Finance & Legal

6-Operational Rollout

7-Customers

8-Team & People

9-Growth

10-Expansion

- **Presentation of each project to LABe experts** and co-design of the technology testing phase. Each test will be tailored to the product and company needs, aligning with the Living Lab's daily operations. This will involve defining timelines, users, objectives, and procedures.

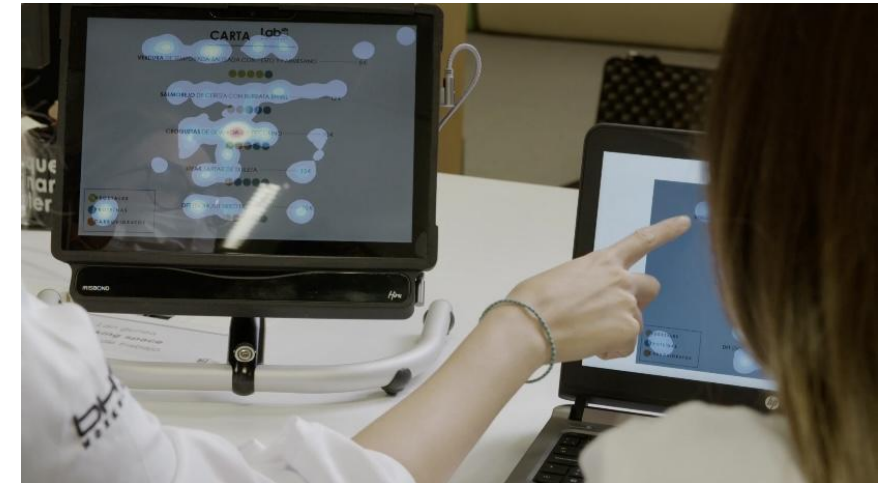## 01. Real user testing in LABe ecosystem
April 2024 - July 2024

The selected projects will undergo **real-context testing** over approximately one month within the specified dates.

Objectives:

- Gathering feedback from real users regarding usability and viability, if the user is the chef, waiters, providers, eaters or any other person in the restaurant ecosystem.

- Additionally, an assessment of this feedback will be conducted to identify areas for product improvement.

This process will be carried out by LABe professionals, experts in technologies, design, and product testing.

02. Evaluation and Demo Day
September 2024

- Participants in the program will be hosted for a one-day final event.

- Feedback on the conducted tests, observed results, and avenues for improvement noted by

the LABe team will be provided.

Demo day

Participating companies will present their projects to the team of experts and potential attendees.

Additionally, each event will feature talks by the BCC team and/or local partners, intended for all attendees.

The day will conclude with networking opportunities for all participants in a cocktail format.

Entities that shape the future of gastronomy, with **innovative value propositions in the Gastronomy 360º field**:

- Foodtech
- Consumer Tech
- Delivery
- Restaurantech
- ...

These technologies are geared towards the HORECA sector, making them suitable for testing within a gastronomic living lab involved in restaurant activities.

We are seeking products or services with innovative technology, whether at the **MVP or POC stage**, capable of being tested with real users. Startups, spin-offs from technological centers, or new business proposals—all entity formats are welcomed.

A team of experts comprising members from BCC and local partners will evaluate the submitted projects and make the final selection.

Startup Open Call for Innovative Gastronomy Technologies Testing

With open innovation, we drive digital transformation in gastronomy