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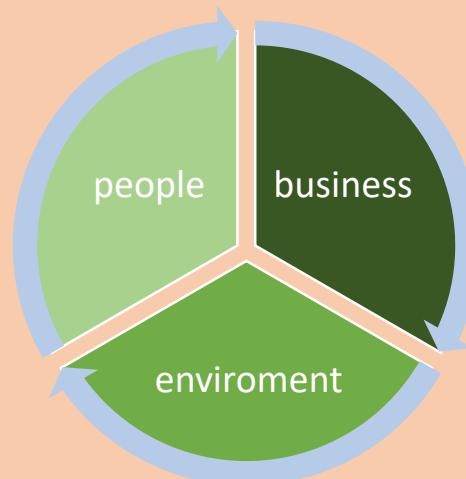
# Methodological and time plan Challenge Labs 2022 EIT Food Hub

Slovak Business Agency

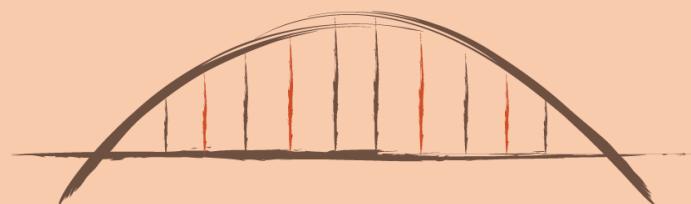
June 2022

# FMCG Circulation Cycle Innovations in Retail Chain

We create a synergistic ecosystem of people – business – environment.



We build bridges between innovators in start-ups with professionals.



We learn to Design thinking and create holistically



# FMCG Circulation Cycle Innovations in Retail Chain

## The Goals

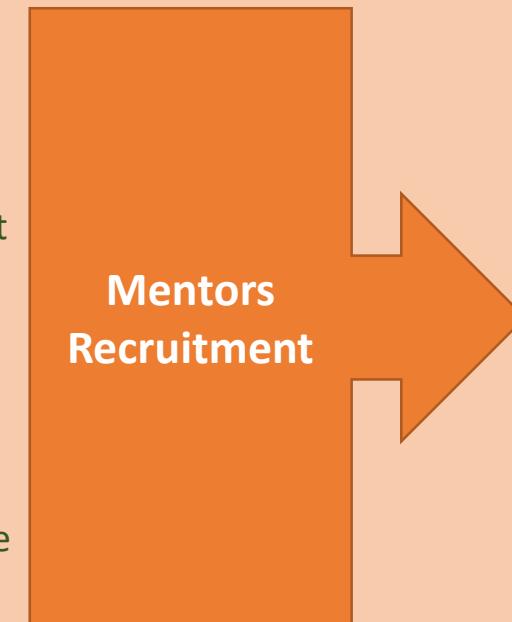
- Create innovative solutions for change traditional circulation cycle in FMCG
- Find a new approach to FMCG management with an emphasis on the commercial success and the reduction of environmental impact
- Contact the science of startups and business into one mutually supportive whole



# FMCG Circulation Cycle Innovations in Retail Chain

## 2.Q 2022

- Elaboration of conditions for recruitment of participants
- Technical planning of event conditions
- Economic planning of the event
- Challenge definition - adoption of the previous years' topic from Challenge Labs organized in Nov. 2021



## May/June 2022

- Definition competition topic
- Participant recruitment
- Technical planning for online and offline form of the event
- Mentors recruitment
- Moderator recruitment
- Jury board recruitment



## 24-29. June 2022

- Workshop
- Test of participants skills, validation of their outcomes

## Till end of 2022

Follow up development of participants (post event communication)

# Topic: Innovative solutions for changing the circulation cycle of fast-moving food goods in retail chains

Event: 24th-30th June 2022

**Design Thinking and Service Desing**  
24th-27th June

- Online form
- 1 Moderator
- 2 Lectors
- 5-7 Challenge teams
- 5-7 Mentors

**Challenge Day**  
30th June

- Offline form
- 1 Moderator
- 5-7 Challenge teams
- 5-7 Mentors
- Potential consumers
- 3 Jury members

**Award ceremony**  
30th June

- Offline form
- Competition evaluation



Realisation team



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# Topic: Innovative solutions for changing the circulation cycle of fast-moving food goods in retail chains

## 1st part

### Teams formation & Design Thinking

- Creation of teams
- Teams challenge topic definition
- (Farming, processing, packaging, consumers, holistic) in their topic
- Design thinking & Service desing
- Definition of project scope
- Sessions with mentors and feedback
- Creation of lead idea

## 2nd part

### Inspiration and creative day

- Inspiring team meeting
- Open questions and discussion with mentors
- Creation of prototype and definition of processing prototype draft
- Feedback to every prototype
- Preparing of presentation of prototype
- Pitching preparation

## 3rd part

### Challenge day & Award ceremony

- Pitching presentations
- Feedback from other participants
- Jury meeting (no-public)
- Inspirations of EIT Innovation Prize winners (public during jury meeting)
- Award ceremony