

## FUTURE OF WELLBEING & NUTRITION

Join us to identify  
opportunities  
for shaping a  
sustainable  
food ecosystem!

# STARTUP DAY

PARIS - NOVEMBER 29<sup>TH</sup> 2024

Join the EDHEC FIT Chair to be the first to **discover our 2034 scenarios** for the Well-Being & Nutrition Eco-System, **explore its implications** for your company and **discuss possibilities for cooperation** with other players.

The Future of Wellbeing & Nutrition program is designed to engage complementary partners across the nutrition and wellbeing value-chain to understand change, innovate together and demonstrate solutions that can be scaled.

## The Startup Day is perfect for



### Industry leaders: working for corporate venture capital, innovation, strategy

- ◆ Understand the context of the food and wellbeing ecosystem and discuss ways to transform challenges into opportunities
- ◆ Explore trends emerging in the future of food and health that are shaping a new value chain
- ◆ Work with startups towards new pathways for the industry, by creating new business models and driving innovation



### Startups: working in general positions in a start-up from the wellbeing & nutrition eco-system

- ◆ Connect with like-minded entrepreneurs, industry experts, and potential partners
- ◆ Learn about the emergence of new kinds of entrepreneurship and their best practices
- ◆ Unlock new opportunities by gaining insights on future trends shaping the well-being and nutrition sector

- 9:00 ◊ Check-in and welcome coffee
- 9:30 ◆ **Introduction**
- The Future of Wellbeing & Nutrition Program, René Rohrbeck
  - EDHEC Entrepreneurs, Maylis Gillet
- 9:45 ◆ **Keynote - Shakeup Factory**
- Marie Breyse, Head of Innovation, Shakeup Factory
- 10:00 ◆ **Keynote - Sodexo**
- Alexandre Leboeuf, Group VP Innovation & Partnerships
- 10:15 ◆ **Panel Discussion:  
Technology driving a sustainable & healthy food system**
- Moderated by Cédric Petitpas, Founder, Green Bambinos
  - Maxine Roper, Co-founder at Connecting Food
  - Jacob Kristensen, VP Digital Food Quality at Chemometric Brain
  - Tanguy de Cottignies, Co-founder at Stokelp
- 11:15 ◊ Break
- 11:30 ◆ **Workshop:  
Wellbeing & Nutrition 2035 - Which challenges can startups solve?**
- 12:30 ◊ Lunch break
- 14:00 ◆ **Panel Discussion:  
The future of proteins**
- Moderated by Romain Joly, Global Head of Proteins Business Line at Roquette
  - Aïda Khaldi, Director of Catering and International Health Operations at Fleury Michon
  - Oscar Castellani, Co-founder at The Very Food
  - René Rohrbeck, Director of the EDHEC Centre for Net Positive Business
- 15:00 ◆ **Keynote - EDHEC Centre for Responsible Entrepreneurship**
- Ludovic Cailluet, Director of the EDHEC Centre for Responsible Entrepreneurship
- 15:15 ◆ **Tour of Station F**
- 15:45 ◊ Break
- 16:00 ◆ **Workshop:  
Wellbeing & Nutrition 2035 - From Vision to Action**
- 17:30 ◊ Afterwork Cocktail

# OUR TEAMS

# FOWN | FIT CHAIR STARTUP DAY

## Your hosts



Chair for Foresight,  
Innovation & Transformation



**René Rohrbeck**  
Director of the EDHEC  
Foresight, Innovation &  
Transformation Chair  
EDHEC Business School

René Rohrbeck is a Professor of Strategy at EDHEC Business School, Chair Holder of the UNESCO Chair for Organizational Anticipation, Resilient Leadership and Educational Innovation hosted by EDHEC, Director of the Chair on Foresight, Innovation and Transformation and Director of the Centre for Net Positive Business. In his main research field Corporate Foresight, he is an internationally recognized thought leader and award winner.



**Axel Tagliavini**  
Operational Director of the  
Foresight Innovation &  
Transformation Chair  
EDHEC Business School

Axel Tagliavini is a seasoned leader passionate about ethical management, dedicated to designing and guiding expert teams for purpose-driven organizations. With extensive experience as a General Manager, Executive Director of a non-profit foundation, and Board Member, Axel also spent five years as Global Chief Communications Officer at INSEAD. He brings over 15 years of expertise in brand management and communications, building on a strong foundation as a former journalist.



**Alix La Cotte**  
Future of Wellbeing &  
Nutrition Program Manager  
EDHEC FIT Chair

Alix La Cotte holds a double masters degree in industrial design & management. She works on developing meaningful engagement for partners of the Future of Wellbeing & Nutrition program. Building a co-innovation platform that leverages on the power of foresight & design tools, the creativity of students, and the strong partnership to draw sustainable pathways for the agrofood industry.



**Bram Roosens**  
Foresight Expert  
EDHEC FIT Chair

Bram Roosens is a foresight expert and senior advisor with the mission to leverage strategic foresight for innovation, strategy and sustainability. He works on building systematic foresight and innovation capabilities inside organizations, advising both on how to set-up operational processes with impact, as well training employees and building a future-oriented culture.



Centre for Responsible  
Entrepreneurship



**Ludovic Cailluet**  
Director of the EDHEC Centre for  
Responsible Entrepreneurship  
EDHEC Business School

Passionate about education and research, Ludovic Cailluet believes in the positive impact of responsible entrepreneurship. He is in charge of executing EDHEC Business School strategic plan for entrepreneurship through its Centre for Responsible Entrepreneurship. It covers educational programs, research (Family Business and entrepreneurship) and school incubators (Campus Jean Arnault in Roubaix, Station F in Paris, and Edhec Nice).



**Maylis Gillet**  
Startup & Ecosystem  
Manager  
EDHEC Entrepreneur

Maylis Gillet is working in the startup ecosystem, managing EDHEC Entrepreneurs at Station F, where she empowers early-stage ventures with resources and guidance. She also leads fundraising initiatives for GENERATIONS, EDHEC's impactdriven VC fund. Passionate about fostering innovation, Maylis is dedicated to cultivating thriving entrepreneurial communities.



Chair for Foresight,  
Innovation & Transformation

*Make an impact*



# SPEAKERS

# FOWN | FIT CHAIR STARTUP DAY

## Keynotes



**Marie Breyse**  
Head of Innovation  
ShakeUp Factory

Shakeup Factory is a reference Food & Ag-tech Accelerator and Open Innovation platform accelerating the development of the future of food champions. Marie Breyse is a seasoned FMCC marketing expert with 15+ years of experience. She piloted Unilever's first global Foods Incubator and co-founded innovative ventures like the RedRed brand. Now at ShakeUp Factory, she empowers foodtech startups to revolutionize the industry.



**Alexandre Leboeuf**  
Group VP Open Innovation  
& Partnership  
Sodexo

Since 1966, Sodexo has been the global leader in sustainable dining services and quality experiences at every stage of life, from childhood to the end of life. As an innovation and partnerships expert at Sodexo, Alexandre Leboeuf harnesses the power of technology, AI, and innovations to enhance the quality of life for their clients' communities while contributing to economic, social, and environmental progress in the areas where they operate.



## Panel discussion

### Digital technology driving a sustainable & healthy food system

The food and nutrition industry is entering a new era, driven by rapid advancements in technology that are reshaping how food is produced, sourced, and delivered. These innovations are pushing the sector toward sustainability, efficiency, and resilience, meeting modern consumer demands and global challenges.



**Moderator**  
**Cédric Petitpas**  
Founder  
Green Bambinos

Cedric is a growth strategist and the founder of Green Bambinos, a consultancy focused on driving innovation in the agri-food sector. A Cambridge Institute for Sustainability Leadership, Wageningen and Cornell alumnus with a background in building strategic B2B partnerships and launching educational consumer tech at Google and YouTube, Cedric brings a unique blend of expertise in leveraging technology and innovation to transform food systems for a healthier planet, and is currently advising impact-driven startups in this space.



**Jacob Kristensen**  
VP Digital Food Quality  
Chemometric Brain

Jacob Kristensen leads the team at Chemometric Brain, the world's first hardware agnostic platform for near-infrared spectroscopy, which is working to accelerate digitized quality control that enables immediate decision making for all food industry stakeholders. Jacob has a background in computer science and software development that he bridges with an intimate knowledge of the food industry, its drivers and challenges. Together with the rest of the team, they offer testing for any food product through a unique platform business model.



**Maxine Roper**  
CEO  
Connecting Food

After working in the food industry for 20 years (Nestlé, Mars, Sara Lee, Andros) in 2016 Maxine Roper cofounded with Stefano Volpi Connecting Food, a confidence platform using blockchain technology. Connecting Food is a data-driven intelligent supply chain management platform for agrifood actors. It centralizes precise, cost-efficient and comprehensive data for transparency and traceability. It helps increase visibility, precision and compliance across a company-wide supplier base to enable agrifood industries to be compliant to European and US regulation, while increasing accuracy and security.



**Tanguy De Cottignies**  
Co-founder  
Stokelp

Tanguy De Cottignies is the co-founder of Stokelp, a French startup launched in 2021 that focuses on reducing industrial food waste. Trained as an engineer, he was initially working in the luxury watch industry in Switzerland and later transitioning into roles in supply chain management. Together with co-founder William Launay, he developed Stokelp, a digital marketplace connecting food producers with surplus stock to potential buyers. The platform helps industries sell excess raw materials such as produce, meat, and seafood at reduced prices, offering logistical support and reducing food waste.



## Panel discussion

### The future of proteins

Growing consumer awareness of environmental issues is reshaping food choices and positioning sustainability as a key driver in the food market. As concerns about climate change, resource depletion, and ethical considerations increase, individuals are seeking foods that support both their health and the environment. This shift reflects a broader approach to consumption, where the environmental impact of food production is as crucial as its taste and nutritional value.



**Moderator  
Romain Joly**  
Global Head of Proteins  
Business Line  
Roquette

Romain Joly leads Roquette's Proteins business line, driving innovation in plant-based proteins and advancing sustainable food solutions. With extensive experience in the food industry, he has successfully led global marketing and innovation initiatives, spearheading product launches and increasing innovation-driven sales.



**Aïda Khaldi**  
Director of Catering and  
International Health Operations  
Fleury Michon

Aïda Khaldi, an engineer by training, has held various industrial positions, such as plant management and process management. She then continued her career by leading the R&D department of the Fleury Michon group, where she contributed to the creation of the plant-based slice.



**Oscar Castellani**  
Co-founder  
The Very Food Co.

Oscar leads R&D&I at The Very Food Co., a startup helping the food industry transition to sustainability with plant-based egg and dairy alternatives. Drawing on experience from top food companies and research centers, he develops innovative products that deliver functionality, taste, and nutrition while significantly reducing the food system's carbon footprint.



**René Rohrbeck**  
Director of the EDHEC  
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# STARTUP DAY

The Future of  
Wellbeing & Nutrition

## STATION F - Paris

### STATION F - Founders Café

5 Parvis Alan Turing  
75013 Paris- France



Please make sure you have your ID card, it will be asked at the reception. Be aware that there is a security check at the entrance.

From the reception follow the signs post or wait for a team member to accompany you from reception to the room.

Should you need further information, please contact :

Sylvie Larde - FIT Chair Coordinator

[sylvie.larde@edhec.edu](mailto:sylvie.larde@edhec.edu)

Mobile / WhatsApp: +33 6 33 89 53 70

Alix La Cotte - Program Manager

[alix.lacotte@edhec.edu](mailto:alix.lacotte@edhec.edu)

Mobile / WhatsApp: + 33 7 66 41 91 25

## Participation

[Click here to register](https://www.edhec.edu/en/agenda/startup-day-future-wellbeing-nutrition)



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*Make an impact*



## STATION F

EDHEC  
BUSINESS SCHOOL

Chair for Foresight,  
Innovation & Transformation