

# #RESTwithEUHackathon 17- 19 June 2023

A unique **European experience** for like-minded restaurants, developers, designers, and business professionals to **co-create new digital paths** in the restaurant sector.



**+150**

pre-inscriptions

**85**

participants

**From 14**

European countries



Fostering  
innovation



Collaboration  
and teamwork



Intensive  
learning



2 days of ideation  
and prototyping

# La Nave - Madrid City Council's most important innovation centre



## Activities



Culinary workshop



Yoga classes



Guitar concert



City tour



Mindfulness



Prototyping workshops

## Sustainability



### Carbon Footprint

Our commitment as suppliers is to reduce the carbon footprint of our event as much as possible, considering sustainability and CSR criteria.



**goCircular PASS**  
CIRCULAR ECONOMY STARTUP  
TheCircularlab ecoembes



### Catering

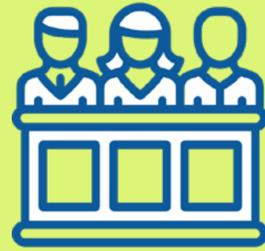
- Avoiding food waste
- Local and proximity products
- Inclusive meal service
- Reusable tableware and water bottles



## Participants

Coming from all over Europe and formed into multidisciplinary teams to solve the challenges of the Hackathon.

**14 teams**



## Jury

Representing the restaurant industry from the most prestigious Restaurant and Hospitality Associations and Digital Innovation Centers.

**11 experts**



## Mentors

From European Innovation Centres, Associations and Food Hubs to help participants and guide them towards their solutions.

**23 experts**



- 32%** Developers
- 24%** Restaurant experts
- 19%** Designers
- 25%** Business Professionals



- 70%** live experience in Madrid
- 30%** online experience



- 9%** online
- 91%** live



- 18%** female
- 81%** male



- 55%** Representing the whole EU- European Organisations
- 18%** Spain
- 9%** Ireland
- 9%** Germany
- 9%** Portugal



- 48%** female
- 52%** male



- 59%** Representing the whole EU- European Organisations
- 17%** Spain
- 8%** Germany
- 4%** Italy
- 4%** Bulgaria
- 4%** Iceland
- 4%** Austria

# CHALLENGES AND WINNERS

RESTwithEU Hackathon's goal is to find innovative solutions for the restaurant sector to create more **resilient, efficient, and sustainable business practices.**

## Challenges



Challenge 1.

### Streaming operations

Implementing business intelligence and data analytics solutions can help restaurant SMEs optimize their processes by providing real-time information regarding on inventory levels, customer demand, and staff availability.

3 solutions created by the teams.



Challenge 2.

### Enhancing the customer experience

By implementing solutions such as mobile ordering, personalized recommendations, and loyalty programs, restaurants can attract and retain customers, increase revenue, and gain a competitive advantage in the market.

3 solutions created by the teams.



Challenge 3.

### Managing online presence and reputation

The development of solutions that help restaurants manage their online reputation, track customer reviews, and engage with customers online can lead to building a loyal customer base, and increase their online visibility.

3 solutions created by the teams.



Challenge 4.

### New Solutions in Food Waste and Sustainability

Stock monitoring and optimization, partnering with food banks or startups, can create a more efficient preparation processes and kitchen management, or better demand foresight can help the sector financially and environmentally.

4 solutions created by the teams.

# CHALLENGES AND WINNERS

RESTwithEU Hackathon's goal is to find innovative solutions for the restaurant sector to create more resilient, efficient, and sustainable business practices.

## Winners

### WASTE BUSTERS

Special prize winners  
6.000 €

#### Solutions in Food Waste and Sustainability prototype

**Problem to solve:** Food waste caused during the step of reception and further processing of ingredients due to an inefficient usage.

**Value proposition:** AI optimized stock monitoring and menu planning, to help SME restaurants keep track of their stock and optimize ingredient usage.

### GOOSTO

Second prize winners  
2.500 €

#### Enhancing the customer experience prototype

**Problem to solve:** Restaurants SME's need to improve service customization because it highly impacts the overall customer experience.

**Value proposition:** Create a responsive web-app that captures data through gamification to generate a curated menu, generating insights and improving the dining customer journey.

### CUSTOMEALS

First prize winners  
4.000 €

#### Enhancing the customer experience prototype

**Problem to solve:** Local restaurants slow to adapt to market changes.

**Value proposition:** A customer-centric PoS system that makes it easy to tailor meals to each customer's preference.

### GASTRO FREAKS

Third prize winners  
1.500 €

#### Streamlining operations prototype

**Problem to solve:** independent restaurants fail to effectively understand and use their data, resulting on lower sales and lower profits.

**Value proposition:** Create a software to analyze and collect data and present it as actionable information.

Congratulations!



Congratulations!

