



Agrifood Innovation Day

24th of november 2025

IE University, Maria de Molina, 13, room A-304, Madrid

Limited to 40 participants

Registration deadline: 15th of november

👉 [Link](#) to register



Co-funded by the
European Union



PROGRAM

9:30 – 10:00	Welcome and Opening	Amparo de San José Riestra from EIT Food introduces the RIS programme, its goals, and broader mission within the agrifood innovation ecosystem.
10:00 – 10:45	Global Trends & Opportunities	Beatriz Romanos offers key insights into agrifood tech, the importance of innovation in this sector, the main challenges and trends, and some inspiring recent cases
10:45 – 11:30	Go-to-Market & Startup Growth	Marta Laorden shares practical frameworks and pitfalls to avoid when taking food innovations to market, with examples from venture acceleration.
11:30 – 11:45	Break	
11:45 – 12:30	Entrepreneurial Mindset in Agrifood	Alejandro Barrera Garciaorea will unpack the breakthroughs at the crossroads of deep tech and biology redefining how we grow, process, and fund food innovation, and what it takes to stay ahead.
12:30 – 13:00	Go-to-Market & Startup Growth	Panel discussion with Juan Jose Caravaca Hernandez (Founder of Keepcool), Vincent Kuiper (Managing partner at Gota Ventures) and Vincent Rosso (co-founder of Consentio and BlaBlacar). Moderated by Matthieu Heusch .
13:00 – 13:45	Open Floor and Closing Remarks	Participants are invited to exchange around the real barriers and opportunities professionals face in driving scalable innovation and circular transformation in the agrifood sector. Wrap-up by Matthieu Heusch
13:45 – 15:00	Cocktail Networking	

Professors

Amparo de San
José Riestra

EIT Food Partner
supporting innovation
and entrepreneurship
across Europe's agrifood
sector



Beatriz Romanos

Founder of TechFood
Magazine & Agrifood
Innovation Strategist



Marta Laorden

Investor at McWin Capital,
specialized in go-to-
market strategies and
business validation



Alex Barrera

Serial entrepreneur, Deep
Tech research & strategy,
venture builder & Founder
at Press42



Professors

Juan Jose Caravaca Hernandez

COO and Founder of Keepcool, developing and operating innovative solutions for food conservation



Matthieu Heusch

Creator of From Idea to Scale-Up, helping innovators connecting startups with investors, partners, and markets.



Vincent Rosso

Serial entrepreneur, co-founder of Consentio and Blablacar Spain



Vincent Kuiper

Managing partner at Gota Ventures, supports circular and regenerative innovation at early stage.

