

#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

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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!

