

Swiss

SEM

# ENTREPRENEURS Magazine

Showcasing and Celebrating  
our Swiss Entrepreneurs



# KICKSTART ACCELERATOR

BATCH 2017

SPECIAL EDITION

# FLAVORWIKI

*FlavorWiki leverages digital technology to allow untrained consumers, employees and food researchers to become accurate taste testers capable of profiling food products, with output similar to existing professional sensory labs. This means sensory research can be leveraged in areas where previously it was not affordable or practical.*

*Their tools are based on new product development, consumer insights and quality control throughout the supply and distribution chain. They can also be used to inform more targeted consumer offers based on taste preference, thus improving marketing and advertising results.*

## **What's your company's mission?**

FlavorWiki uses digital technology to help the food industry create incredible taste experiences.

## **Why did you join the Kickstart Accelerator program?**

One of the key reasons was the ability to gain entry to Coop and Migros for Proof of Concept opportunities. In addition we value having a dedicated mentor, getting to know other startups, being able to access the broader Swiss/Zurich startup community and the expert network, plus office space and, of course, the grant.

## **What has been the most valuable lesson that you have learned since joining the program?**

The program has been fantastic in many ways but the best take-away to date remains the need to focus on putting all of this valuable input to use in the service of customers. All of the workshops, pitches and mentoring really become valuable when you achieve the product market fit and you start to scale your business.

## **If you had a chance to change something in the Kickstart program what would that be?**

Given the extensive number of successful food companies in Switzerland, it would be great if there was a way for Kickstart to help take more advantage of this community by providing additional contacts for the startups.

## **What are your future plans for your company?**

We are still in the early stages of our company development but we have received good encouragement from both Coop and Migros so we aim to start collaborations with them. We will also continue to build on the network built during the program to pursue additional opportunities to keep growing our company.

## **What thought would you like to share with the entrepreneurial community?**

As someone who recently left the corporate world to join FlavorWiki, I highly recommend it to any corporate executive interested in flexing their thinking and learning. It's a parallel universe to the typical business experience but can be more exciting and challenging at the same time. I look forward to continuing to build our company by leveraging the combination of my previous experience with this new adventure.

[www.flavorwiki.com](http://www.flavorwiki.com)



**FlavorWiki-Team**

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