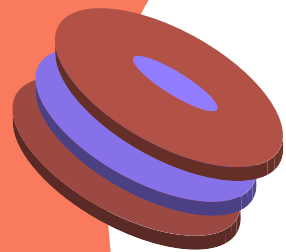




OpenDoor



# Discover our call for Applications



ALIMENTAMOS UN MUNDO MEJOR

# Who is Grupo Bimbo?

Grupo Bimbo is the world's leading and largest baking company, and a significant player in snacks. It operates 216 bakeries and other plants, along with over 1,500 strategically located sales centers across 34 countries in the Americas, Europe, Asia, and Africa.

The company manufactures more than 9,000 products and boasts one of the world's largest distribution networks, with over 3.5 million points of sale, more than 56,000 routes, and a workforce of over 145,000 associates.

Grupo Bimbo is guided by its global sustainability strategy, which is divided into three pillars:

## **Baked for You**

For your health and the health of the planet, with more plant-based nutrients baked into your everyday bread.

## **Baked for Nature**

Protect the environment through sustainable production, from farm to your table.

## **Baked for Life**

Be fairer with a simple commitment: put bread on every table.

For the sixth time, Grupo Bimbo opens its doors to startups and invites them to participate in the second edition of its exploration and training program, Bimbo OpenDoor.

# What is Bimbo OpenDoor??

Driven by Bimbo Ventures, this open innovation platform represents Grupo Bimbo's exploration and training program with startups. Its purpose lies in establishing strategic connections with highly innovative startups, with a special focus on products in the food sector.

In its first edition in 2022, Open Door partnered with startups in the baking and snacks sector, where 11 startups from 7 different countries participated, including Mexico, Peru, Colombia, the United States, the United Kingdom, and Singapore.

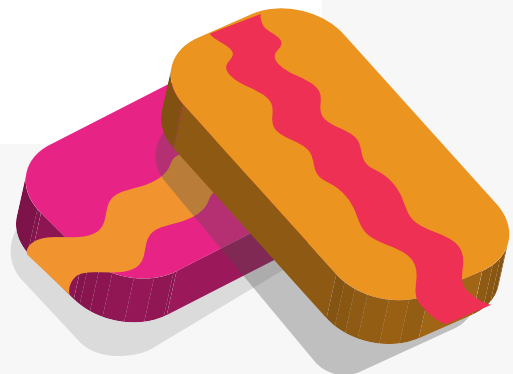
For this second edition in 2023, Open Door invites entrepreneurs with startups in the cookie and bar sector.

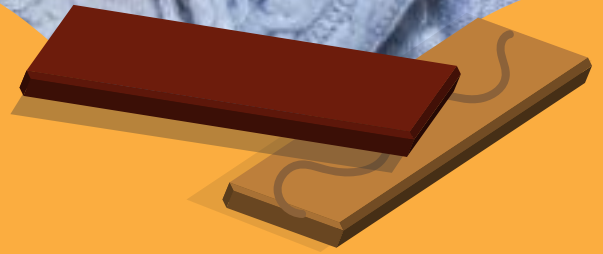
To participate in Bimbo Open Door, you need to apply through the following link:

<https://form.typeform.com/to/Un8L5j6v>

To select the finalists, the following will be taken into consideration:

- Value proposition
- Market opportunity
- Business model
- Differentiation
- Stage of development
- Alignment with search verticals





## Who can participate?

All entrepreneurs or change agents with an innovative startup who are fully dedicated to their entrepreneurship.

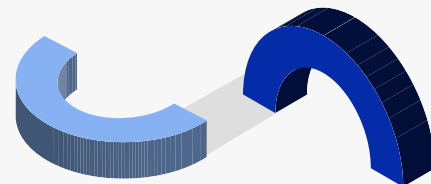
Individuals over 18 years old and/or legally constituted entities.

Startups should meet most of the following criteria:

- Product validated in the market
- Annual sales exceeding \$250,000 USD
- Willingness and availability to participate in the program and travel to Mexico City from November 20th to 24th, 2023.

# Our search verticals

We are looking for innovative startups in the cookies and/or bars sector that participate in one of the following verticals:



01

## For Children

We are seeking passionate entrepreneurs who create delicious and healthy products for today's children. If you share our vision of providing nutritious options that win over parents' hearts, we want to get to know you. Let's bring innovation to every bite. From the use of cutting-edge ingredients and production technologies to the creation of interactive packaging that delivers a unique experience for the little ones. Join our platform, and together, let's build the next generation of cookies and bars, merging fun and well-being in a way never seen before in the market.

02

## Guilt-free indulgence

We're on the lookout for cookies and bars that offer indulgence without guilt. If you're a daring entrepreneur who crafts delicious cookies with natural ingredients to satisfy cravings, Bimbo Open Door is awaiting your arrival! We partner with startups that share our passion for delivering delightful products with a distinctive touch of well-being. We're seeking unique ingredients and innovative processes that preserve the authentic flavor of our cookies so that every craving is accompanied by more natural ingredients. Join us, and together, we'll create cookies that captivate those in search of healthier and more delicious options

03

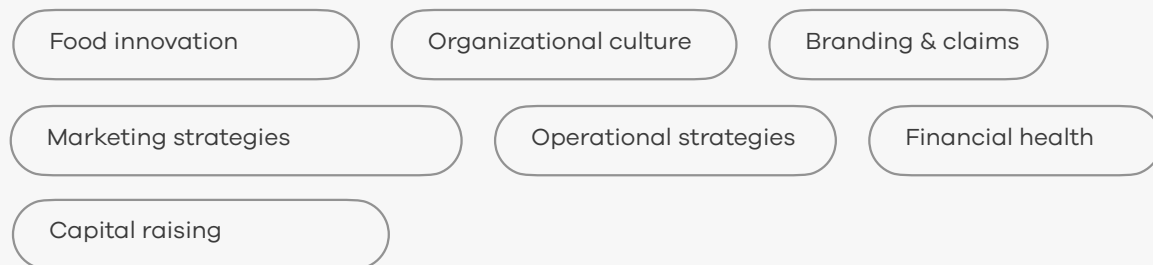
## Traditional - Homemade

We are seeking cookies/bars that capture the authenticity of traditional recipes and the love of grandmothers. If you are a passionate entrepreneur dedicated to creating products that evoke nostalgia and convey love through flavor, Bimbo Open Door invites you to participate! We are looking for startups that share our commitment to culinary craftsmanship, crafting cookies and/or bars with a unique and traditional touch. Simultaneously, we are open to innovation to explore new horizons. Together, we will experiment with culinary techniques and creative presentations to maintain the homemade essence and familiar taste in each product, but with surprising innovations. Join us, and together, we will create cookies and bars that provide comforting moments with every bite.

# What does the program entail?

The open innovation platform will be a hybrid immersion (in-person/digital) that will provide selected participants with the opportunity to access Grupo Bimbo's infrastructure and innovation centers, receive mentoring, and learn best practices in the food industry. Over 12 weeks, they will be able to establish valuable connections.

The selected participants will have the chance to establish a close relationship with the world's largest baking company, as well as one of the largest organizations in the global food sector. They will have access to knowledge from Grupo Bimbo's internal experts in areas such as:



Additionally, they will receive feedback on their product, considering market best practices and hearing from internal experts at Grupo Bimbo.

## FireChat with Daniel Servitje

As part of the Bimbo Open Door activities, entrepreneurs will have the opportunity to have a conversation with Daniel Servitje, CEO of Grupo Bimbo. They will be able to exchange experiences and hear about the challenges he has faced in the years during which the company has expanded to 34 countries across four continents, becoming the world's leading company in the baking industry and a significant player in snacks.

# What are the stages?

## Scouting

Search for startups with a presence in the American and European continents.

Apply by October 6, 2023!

## Selection Day

The innovation committee will select the startups that align the most with the corporate strategy and with which there is an interest in being part of the "Bimbo OpenDoor" program.

The event will be held virtually on October 13, 2023

## Program

Through a 12-week process, it will be possible to establish a close relationship with entrepreneurs who have highly innovative products.

Duration: 12 weeks.

## DemoDay

Final event where the synergies identified during the 'Bimbo OpenDoor' Program will be presented to a committee of top executives.

On-site event in March 2023

## Next steps

If clear synergies for collaboration with Grupo Bimbo are identified, we will proceed with the selection of those startups with which we will forge a future relationship within the 'Behind the Door' program. This program executes clear and potential collaborations with startups that can positively impact and align with the global strategy.



**We are  
looking for  
you!**

