# Kisafiiliksiä: Food Business Challenge – also in English

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*In English below.*

Rahapalkintoja, liike-elämän kontakteja ja opintopisteitä – vai onnistumisen elämyksiä, tiimityötä ja sopivasti itsensä ylittämistä? Food Business Challenge on tarjonnut osallistujille molempia. Vuosittainen innovaatiokilpailu ruoka-alaan liittyville ideoille on taas avattu, ja on hyvä aika kurkata viime vuoden tunnelmiin.

Kun FBC 2019 -finalisteilta kysyttiin kisan fiiliksistä, painottui niissä erityisesti itsensä ylittäminen ja arvokkaat kokemukset. Finalistit olivat osallistuneet kisaan ilman suurempia odotuksia, mukana aluksi vain ideanpoikanen, jonka potentiaalia halusivat lähteä testaamaan. Osalle mahdollisuus osallistua tiiminä oli madaltanut kynnystä. Mukaan innosti myös halu vaikuttaa ja edistää kestävää kehitystä.

Kisasta finalistit kokivat saaneensa palkintorahojen lisäksi muun muassa varmuutta esiintymiseen sekä mahdollisuuden kokea jotain uutta ja erilaista osana opintoja.

Kristina, yksi finalisteista, kirjoitti näin:

*”I got the opportunity to experience something new and different. – – The entire process of preparation, and then when presenting the idea was of extreme importance for me, as I proved to myself that we are always capable of more, and we never know what will we get until we try it.”*

Kisaan voi osallistua minkä tahansa alan opiskelija, vain kisaidean täytyy liittyä ruokaketjuun. Varsin herkullista osallistuminen toki on, jos ruoka-alan liikeideaa on pyöritellyt jo muutenkin. 2019 finalistin Annin sanoin:

*“As a food enthusiast myself and having played with the idea of having a food business of my own some time in the future, the competition caught my eye and sparked interest to participate. The whole competition journey from creating the business plan, refining the idea based on judges’ feedback, and finally pitching it to a group of professionals was an extremely useful experience and further developed a range of personal and professional skills. I am excited to continue working on my idea and who knows maybe one day my idea will turn into a reality!”*

Parhaina juttuina kisaan osallistumisessa finalisteilla nousivat esiin kisaprosessin erilaiset hauskat, haastavat ja jännittävät vaiheet brainstormauksesta pitchaukseen. Arvokasta oli myös oppia tekemään tämä kaikki tiiminä ja oman idean ympärillä.  Myös voittaminen ja palkintorahat toki toimivat mukavasti!

Saldona finalisteilla oli myös yrityselämän kontakteja sekä arvokasta palautetta kisaidean viemiseksi eteenpäin. Vuoden 2020 osalta tässä on vielä varsin mukava lisä: jo valmiiksi vahvaa tuomaristoa täydentämään saapuu Lauri Reuter Nordic FoodTech VC:lta. Tälle kaverille kannattaa esitellä isoja ideoita!

Se isoin juttu osallistumisessa on kuitenkin ollut palautteen perusteella kisaajien omat, hyvät kokemukset.  Kun kisan aikana on huomannut, että oma idea kantaa ja itsekin pystyy enempään kuin olisi uskonut tai uskaltanut toivoa, saa siitä myös rohkeutta kokeilla jatkossakin uutta!

Kuten Ilja, yksi 2019 finalisti kirjoitti: *“Competition and participation gave me more courage to give it a try even though you might not believe the end result. Dare to believe in yourself!”*

Vuoden 2020 Food Business Challenge on nyt auki, joten on hyvä aika koota tiimi, kehitellä idea ja osallistua! Avuksi kisaidean kehittelyyn on tarjolla myös VVO-verkkokurssi.
Lue lisää kisasta: https://www.facebook.com/foodbusinesschallenge

Food Business Challenge 2019 voittajan James:n fiiliksiä voi tsekata myös videolta, joka tulee lähiaikoina löytymään muun muassa kisan Facebook-sivulta. Se kannattaa muutenkin laittaa seurantaan!



Food Business Challenge 2019 -finalisteja Rytmikorjaamon Backstagella ja etäyhteydellä. / Finalists of FBC 2019 .

# Competition vibes from Food Business Challenge

Prize money, contacts from the business field and study credits – or great experiences, teamwork and the rewarding feeling of doing your best? Food Business Challenge is both. The annual innovation

competition for the ideas related to the food value chain is open again! Now it's a good time to go back to the feelings of the FBC 2019 finals.

When the last years Food Business Challenge finalists were asked about their feelings about the competition, it was the valuable experiences and learning, that were emphasized.

The finalists had participated in the competition without bigger expectations, with only rough idea, to test. The opportunity to participate as a team had also encouraged. The competition was also seen as a way to make an impact and promote sustainable development.

In addition to the prize money, the finalists said that they had gained stage confidence and the opportunity to experience something new and exciting as a part of their studies.

Kristina, one of the finalists, wrote:

*"I got the opportunity to experience something new and different. – – The entire process of preparation, and then when presenting the idea was of extreme importance for me, as I proved to myself that we are always capable of more, and we never know what will we get until we try it."*

The competition is open for students from all study programs, only the idea has to be connected to the food value chain. Certainly, the participation is even more intriguing, if you already have had a business idea from the food sector. 2019 finalist Anni wrote:

*"As a food enthusiast myself and having played with the idea of having a food business of my own some time in the future, the competition caught my eye and sparked interest to participate. The whole competition journey from creating the business plan, refining the idea based on judges' feedback, and finally pitching it to a group of professionals was an extremely useful experience and further developed a range of personal and professional skills. I am excited to continue working on my idea and who knows maybe one day my idea will turn into a reality!"*

As the best things about participating the finalists highlighted the fun, challenging and exciting stages of the competition from brainstorming to pitching. It also was valuable to learn to do this all as a team and around the own idea. Of course the winning and the prize money was great too!

The finalists also gained contacts from the business field and valuable feedback to take the competition idea forward. Concerning this, the 2020 FBC competition has a nice addition: to complement the strong jury comes Lauri Reuter from Nordic FoodTech VC. You want to present really big ideas to this guy!

However, based on the feedback, the biggest rewards for the competitors were their own good experiences. They said it was great to realize how their own idea pulled through and qualified. Also the experience of being able to do more than they even dared to hope in the beginning, pays off in the future too.

As Ilja, one of the 2019 finalists wrote: *"Competition and participation gave me more courage to give it a try even though you might not believe the end result. Dare to believe in yourself!"*

Food Business Challenge 2020 is now open, so it's perfect time to put the team together, develop the idea and participate! There is also a Moodle-course to help with the idea. Read more about the competition:

https://www.facebook.com/foodbusinesschallenge

You can also see the vibes of Food Business Challenge 2019 winner James from a video that will be found on the competition Facebook-page in the near future. Remember to follow the page in any case!

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