

## Idea sketch for participation in the Drink Innovation Challenge 22

(Submission deadline June 01, 2022 / 23.59)

Dear Participants,

The following idea sketch is the basis for your participation in the "Drink Innovation Challenge 22". Please describe your idea as concisely and convincingly as possible. Make sure that - in addition to the specification "alcohol-free" - you particularly emphasize the innovative character of your drink and the aspect of sustainability. This is where a special focus will be placed in the evaluation. Please also note our offer "Sustainability workshop with Prof. Moritz Wagner - "Sustainable Beverages: How to go green?" on April 28, 2022.

Please fill in the following fields with the appropriate descriptions. The questions are for orientation purposes, not to limit your comments.

### 1. Name and a logo design of your drink (if necessary claim, slogan etc.)

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## 2. Description of your idea (max. 2,000 characters)

- What is the basic idea for your drink?
- What ingredients and additives are used? Where do they come from? Are all ingredients and additives approved for use in beverages in the European Union?
- Where does the innovation come from? What distinguishes your beverage?
- Why will this drink be successful?

### 3. Implementation / feasibility (max. 2,000 characters)

- What does the production process look like?
- What are the special features of production?
- Show us the manufacturing process of your beverage by means of a flow chart (if necessary as attachment, in other file format). Please take into consideration our offer to work on the manufacturing process with experts in advance - "Feasibility analysis" in May 2022.

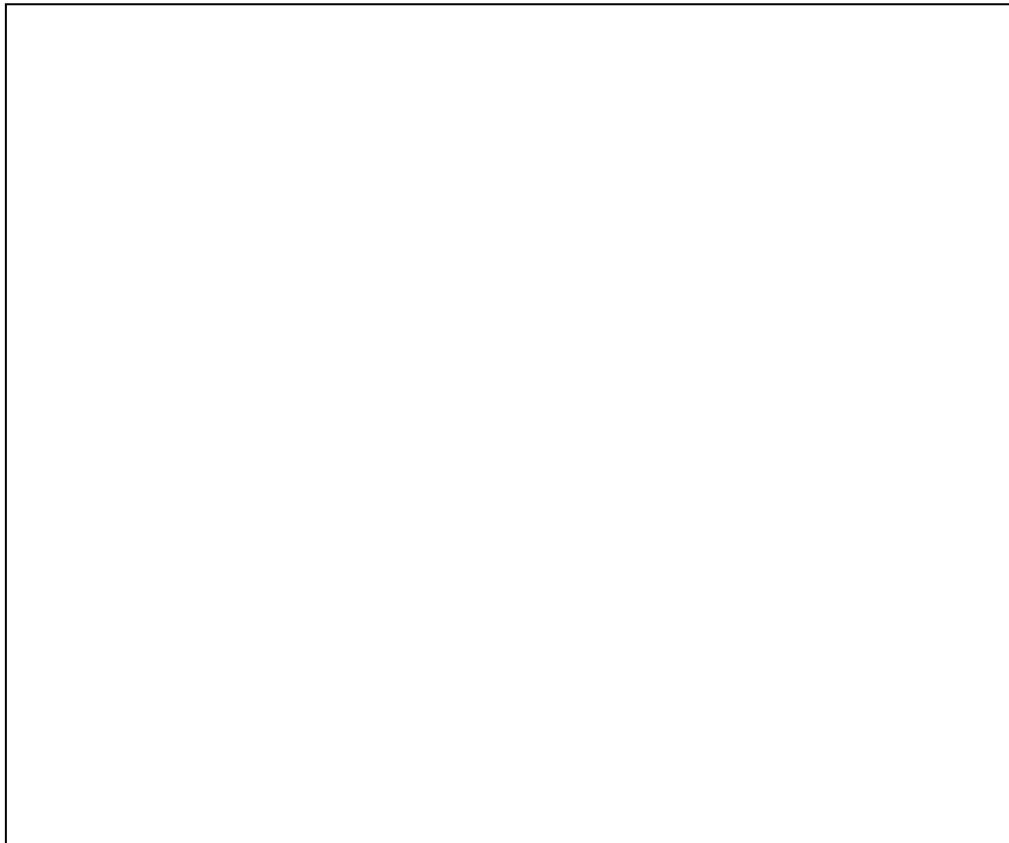
## 4. Sustainability concept (max. 2,000 characters)

Please note our workshop "Sustainable Beverages: How to go green?" on April 28, 2022.

- Why is your drink sustainable?
- How do you ensure sustainability in production and in the raw materials used?
- What are the biggest challenges you notice in terms of sustainability?

## 5. Market assessment (max. 2,000 characters)

- In which market segment is your product located?
- Who are your competitors?
- What are the strengths/weaknesses compared to competitors?
- What makes your product unique for the target group?
- How does your product fit in the 150 years of Geisenheim University?



## 6. Pitch deck for the final (not required for the submission)

Please note that if you make it to the final selection, you will need to prepare a pitch deck of max. 5 slides for the final presentation on June 14 for the jury. This is not required for participation; however, you will only have a few days to prepare it in the period from selection to the award event. Therefore, we advise you to start now. The Gründungsfabrik staff will be happy to assist you with questions regarding your pitch deck.

Thank you for your participation. We wish you best of luck and success!