

YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



Content

Your Drink Comes True: The Drink Innovation Challenge (DIC) at a glance.....	2
The baseline.....	2
Your task.....	2
Your chance.....	2
Procedure of the Drink Innovation Challenge.....	3
Start.....	3
Idea Sketch.....	4
Topping.....	5
Production & Presentation: Now „Your Drink comes true“.....	5
Conditions of participation.....	6
Protection of the idea.....	7
Protection of data privacy & publication.....	8
Your contact person.....	8



Gefördert durch:



aufgrund eines Beschlusses des Deutschen Bundestages



YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



Information and conditions of participation

Your Drink Comes True:

The Drink Innovation Challenge (DIC) at a glance

The baseline

Ever heard of the spicy mate tea pop? Neither have we. But maybe you're already tingling with an ingenious idea for an unprecedented non-alcoholic drink that also thinks about the environment. And you think: This has to be bottled and discovered by thirsty people. Here is your chance.

We are looking for the Beverage 2022 at Geisenheim University of Applied Sciences (HGU) and EBS Universität für Wirtschaft und Recht (EBS). Together with experts in beverage research and sustainability and with the support of major industry partners, this idea competition offers the opportunity to realize your idea.

Both at HGU and at EBS there is profound expertise in developing and marketing innovative products - with different focuses. Show us that this is true.

Your task

The path to founding leads through the idea. With this in mind, the Gründungsfabrik Rheingau invites all creative minds from EBS and HGU to formulate ideas for the development of an innovative, sustainable and alcohol-free beverage in a sketch and send it into the competition. Supported by the HGU Institutes of Beverage Research and Applied Ecology, you will have the chance to test your idea for feasibility and sustainability and optimize it for the Challenge. Use this advantage and ... a drink may come true.

Your chance

The best idea will win - in addition to prize money of 1,500 EUR - a prototyping production and the presentation of the drink as part of the 150th anniversary of HGU as well as under the new HGU brand "Wissensdurst". Of course, the whole event

YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



will be accompanied by media and your idea will be presented and published accordingly.

Organizer & Jury

The DIC is a venture of the GründungsFabrik Rheingau as a joint project of the Geisenheim University of Applied Sciences and the EBS.

The jury consists of professional representatives of the industry as well as the faculties and interest groups of the participating universities.

Procedure of the Drink Innovation Challenge

Start

From March 15 to June 1, 2022, you can apply with your idea. At www.gruendungsfabrik-rheingau.de you will find a template for submission of your idea outline - in addition to these conditions of participation.

Date: March 15, 2022

Sustainability Workshop "Sustainable Beverages: How to go green?" at GründungsFabrik Rheingau

Prof. Dr. Moritz Wagner (Institute for Applied Ecology at Geisenheim University of Applied Sciences) provides helpful information on the meaning of sustainability in an ecological, but also social and economic, context. You will learn how sustainability can be measured, which criteria exist and how you can fulfill them in your project. Not a mandatory event, although an important building block for a successful DIC. Your chances of winning increase if you can credibly make your product sustainable.

Afterwards, the staff of GründungsFabrik Rheingau will also be available to answer general questions about the competition.

Date: April 28, 2022 (time to be announced)

Topic: "Sustainable Beverages: How to go green?"

Place: GründungsFabrik Rheingau

YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



Feasibility check in May

Please note, your idea must be technically feasible, either way you will have no chances to win. Therefore, be sure to take advantage of our offer to check the feasibility. For the technical feasibility check, students from the Department of Beverage Technology will be available in May to work with you on a process diagram that you will need for your idea sketch. You can contact them via the GründungsFabrik Rheingau.

Period: May 1 - 31, 2022

Final on June 14: Pitch deck required

The participants with the best ideas will be invited to pitch their concept live on June 14. Please note that a pitch deck of max. 5 slides is required for this. Even if a pitch deck is not required for submission, we advise you to already prepare it in advance. The staff of the GründungsFabrik Rheingau will be happy to support you in creating your presentation, which in the end will put both production and the topics of sustainability and marketing into a conceptual framework.

Idea Sketch

In order for your idea to convince the jury, you must describe it in detail in an idea sketch. The following contents are required:

- Description of the idea
- Production concept
- Sustainability concept
- Marketing concept

For a detailed requirements profile, please refer to the document "DIC 2022 IDEA SKETCH".

Submission Deadline: June 01, 2022, 11:59 p.m.

YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



Selection of the best ideas and announcement of the finalists

A jury (consisting of representatives of the company sponsors, HGU experts, student representatives and start-up founders) will select the best ideas from the submitted sketches and invite them for the final at the GründungsFabrik Rheingau on June 14, 2022. The selected teams will present their ideas to the jury at an event. For this, all nominated teams have to deliver a presentation in a final pitch. The winning idea will be selected live!

1st Price: EUR 1.500

- + Implementation of your idea at the Department of Beverage Technology
- + Presentation of your drink as part of the 150th anniversary of Geisenheim University and under the new umbrella brand of HGU "Wissensdurst" (see also below).

2nd Price: EUR 1.000

3rd Price: EUR 500

Topping

In addition, the first 30 submissions will receive an exclusive wine and sparkling wine seminar at the newly founded Rotkäppchen-Mumm Academy in Eltville.

Furthermore, all participants will be invited to have the opportunity to further develop their idea in the Founder Workshop (in English) of the GründungsFabrik Rheingau with regard to developing a company strategy.

The event will take place – in accordance to the current situation - as a presence event. At the same time, interested parties can participate online.

Date: June 14, 2022, 7 p.m.

Production & Presentation: Now „Your Drink comes true“

For the winner of the DIC it will now become really exciting. Together with the Department of Beverage Technology, the winning drink will be produced and then presented as part of the 150th anniversary celebration of Geisenheim University and as part of the EBSpreneurship Forum under the new HGU umbrella brand "Wissensdurst".

Period: June - October 2022

5



Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages



YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



Overview: Schedule Drink Innovation Challenge (DIC)



Conditions of participation

- All students and employees of Geisenheim University and EBS Universität für Wirtschaft und Recht, as well as alumni of the two universities (up to a maximum of five years after graduation – the reference date is June 1, 2022), are invited to participate.
- Participation in the sustainability workshop "Sustainable Beverages: How to go green?" and the feasibility assessment is not mandatory, but offers you the opportunity to significantly improve the criteria sustainability and feasibility (core criteria in the assessment). Please, take advantage of the offer!
- All idea sketches submitted by June 1, 2022 until 11:59 p.m. will be considered.
- You can participate either as an individual, as well as in a team.

YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



- The ideas have to be developed and formulated independently and must not violate the rights of third parties.
- Participants who are employed by a university (including student assistants) must clarify the release of the patent-relevant idea with their university.
- The copyrights and statutory property rights of the own university remain unaffected.
- The participants exempt the organizer against all conceivable claims of third parties which could be derived from the violation of any copyrights, statutory property rights, trade secrets and other rights by the submitted documents.
- The organizer assumes no liability for the statements of the jury and other persons involved in the competition.
- Participation in the contest implies agreement with the above stated conditions.
- Prior to participation, no company may have been founded with the aim of producing and marketing the presented idea.
- The intention to found a company is not required.
- By participating you already agree that pictures and information of your idea and you may be published within the framework of the DIC for advertising purposes.
- Participation in the competition does not entitle participants to any prize.

Protection of the idea

The organizer - GründungsFabrik Rheingau - assures the confidential treatment of the submitted ideas. All jury members sign a non-disclosure agreement before viewing the idea sketches and assure confidential cooperation not only during the competition, but especially after its end. The personal data of the participants will not be passed on to unauthorized third parties by the organizer.

Participants are encouraged to have their idea examined under patent law. It is their own responsibility to protect their idea under patent law and not to infringe the rights of third parties.

The first point of contact for advice on patent protection is the respective university of the participants. If no advice is offered at your own university or if there are any open questions, participants are welcome to contact the organizer.

YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2022



Protection of data privacy & publication

All participants agree that their data may be stored exclusively for the purpose of handling and conducting the competition.

During the Drink Innovation Challenge events, the basic ideas will be presented to the public, either by the teams themselves or by the organizers (final). All participants agree that pictures taken during these presentations may be used for the purpose of press releases and public relations of HGU, EBS and GründungsFabrik Rheingau.

The above English translation of the conditions for participation in the Drink Innovation challenge does not claim to be complete and is only valid in combination with the German version.

Your contact person

Dr. Elena Siebrecht
Knowledge transfer manager
Hochschule Geisenheim University
Research promotion and knowledge transfer

Contact

Tel. +49 6722 502 635

Mobile: +49 170 789 13 55

E-Mail: elena.siebrecht@hs-gm.de