

## IDEA SKETCH

### to participate in the Drink Innovation Challenge 23

(Submission deadline 21 May 2023 / 23.59 hrs)

Dear Participants,

the following idea sketch is the basis for your participation in the "Drink Innovation Challenge 23". Please describe your idea as concisely and convincingly as possible and make sure that - in addition to the requirement "alcohol-free" - you emphasise the innovative character of your drink and the aspect of sustainability. This will be a special focus in the evaluation. Please also note our offer of the Innovation Workshop with Vanessa Mark - New & Sustainable - Idea meets Responsibility on 17 OR 18 April 2023 as well as the Sustainability Workshop with Prof. Moritz Wagner - "Sustainable Beverages: How to go green?" - on 04 May 2023.

Please fill in the following fields with the corresponding texts. The questions are for guidance, not to limit your presentation.

- **Name and logo design of your beverage**  
(if applicable claim, slogan etc.)

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

- What is the basic idea of 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?
- What is the innovation? What distinguishes your drink?
- Why is this drink becoming successful?

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

- What is the production process like?
- What are the special features of the production process?
- Show us the production process of your beverage by means of a flow chart (if necessary as an attachment if other file format).

- **Sustainability concept (max. 2,000 characters)**
  - Why is your drink sustainable?
  - How do you ensure sustainability in production and in the raw materials used?
  - What are the biggest challenges in terms of sustainability?

## ■ **Market assessment (max. 2,000 characters)**

- In which market segment is your product located?
- Who are the competitors?
- What are the strengths/weaknesses compared to competing products?
- What makes your product unique in the target group?

## ■ **Pitch deck for the final (not required for 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 presentation to the jury on 14 June. This is not necessary for participation, but you will only have a few days to prepare it in the period from selection to the final of the DIC on 21 June 2023. Therefore, we advise you to start now. The GründungsFabrik will be happy to assist you with any questions regarding the pitch deck. Please also note the offer of the GründungsFabrik pitch training shortly before the final.

**Thank you very much for your participation. We wish you every success!**