

# YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2023



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DRINK INNOVATION CHALLENGE 2023



## Information and conditions of participation

### Your Drink Comes True: The Drink Innovation Challenge 2023 (DIC23) at a glance

#### The starting point

The success of the first DIC in 2022 has made us thirsty for more. That's why we're looking for you and your idea for the 2023 beverage. Together with the experts in beverage research and sustainability and the support of major industry partners, there is once again the opportunity to realise your idea.

How about you? Are you already tingling with the thought of an unprecedented non-alcoholic beverage that also thinks about the environment or pays attention to other sustainability goals? A drink that should definitely be bottled and discovered by thirsty people? Here is your chance.

Whether you are studying, learning or working at Geisenheim University of Applied Sciences (HGU), EBS University or another university or technical college with a beverage or food background or a company in the beverage industry: Show us as an applicant or team how you transfer your know-how into a realistic product.

**Have the courage, because no idea is superfluous!**

#### Your Task

The way to a start-up is through the idea. With this in mind, the GründungsFabrik Rheingau invites creative minds to formulate ideas for the development of an innovative, alcohol-free and preferably sustainable beverage in a sketch and send it into the competition. Supported by the HGU Institutes for Beverage Research and Applied Ecology as well as partners from our network, you will have the opportunity to receive helpful information for your concept in workshops. Use this chance and ... your drink might come true.

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# YOUR DRINK COMES TRUE

DRINK INNOVATION CHALLENGE 2023



Hochschule  
Geisenheim  
University



GRÜNDUNGSFABRIK  
RHEINGAU

EBS  
UNIVERSITY



## Your Chance

The best idea will receive prize money of 1,500 EUR. Second and third place will not go empty-handed either, with prize money of 1,000 and 500 euros respectively.

Are you among the winners? Then you have an additional chance. If your idea stands up to a feasibility test by the HGU Beverage Technology Centre, we will produce a prototype of your idea. The presentation of your drink at events of the EBS University and the Geisenheim University of Applied Sciences is on top. So, it's worth being a bit realistic if you want your drink to come true. Of course, the whole event will be accompanied by the media and your idea will be presented and publicised accordingly.

## Organisers & Jury

The DIC is an initiative of the GründungsFabrik Rheingau, a joint project of the Geisenheim University of Applied Sciences and the EBS Universität für Wirtschaft und Recht.

The jury is made up of professional representatives from the industry, associations and the faculties and interest groups of the participating universities.

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EXIST  
Existenzgründungen  
an der Hochschule



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## The Drink Innovation Challenge

### Start

You can apply with your idea from 20 March to 21 May 2023. At [www.gruendungsfabrik-rheingau.de](http://www.gruendungsfabrik-rheingau.de) you will find - in addition to these conditions of participation - a template for your idea outline.

**Date: 20 March 2023**

### DIC Innovation Workshop

#### New & sustainable - idea meets responsibility

An important criterion of the Drink Innovation Challenge is the degree of innovation of your product... but how does creativity get bubbling? How can I develop my idea further? How can my product then also contribute to a better world? Big questions - jointly developed answers. In a workshop with Vanessa Mark (Sustainability Office, Geisenheim University of Applied Sciences) you will learn more about creativity techniques, scientifically based sustainability criteria as well as diverse innovation methods - and apply them directly.

Feel free to bring an idea or simply a smile. You will leave with perspectives for the innovative and sustainable (further) development of your drink.

**Date: 17 OR 18 April 2023, 5 pm (date to be announced).**

**Topic: Innovation, sustainability-promoting and creative.**

**Location: GründungsFabrik Rheingau, Winkeler Straße 100b, Geisenheim**

### DIC Sustainability Workshop

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

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 fulfil them in your project. This is an in-depth offer. Your chances of winning will increase if you can credibly present the aspects of sustainability around your product.

Prof. Wagner's workshop will be complemented by one or two practical impulses. Afterwards, the staff of the GründungsFabrik Rheingau will also be available to answer general questions about the competition.

**Date: 04 May 2023, 5 pm**

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

**Location: GründungsFabrik Rheingau, Winkeler Straße 100b, Geisenheim**

## Submission of your 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 2023 IDEA SKETCH".

**Submission deadline: 21 May 2023, 23.59**

## Selection of the final ideas

In the first round, our jury (consisting of representatives of the corporate sponsors, HGU experts, student representatives and start-ups) will evaluate all ideas received in time with regard to the above-mentioned core contents. At the end, there are 5 final ideas, which we invite about 2 - 3 weeks before the final.

**Approx. 2 weeks before the final**

## Pitch-Training

In order for you to get everything out of yourself at the final, we give you the opportunity to hold and further develop your presentation in front of coaches from the GründungsFabrik in a pitch training session. Participation is voluntary, but makes sense in any case. The training is offered on one day for each team individually. After all, your ideas should be treated confidentially until the final.

**Approx. 1 week before the final**

## Final: Selection of the winning ideas

As part of the career fair "meet@hochschule-geisenheim" on 21 June 2023, all nominated concepts will be presented to the jury and the public in a pitch event. In addition to the jury, there will also be an audience vote. The winning idea will be chosen live and celebrated in style!

# YOUR DRINK COMES TRUE

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Hochschule  
Geisenheim  
University



EBS  
UNIVERSITY



## Your Drink comes true ...

- Important notice: Only if your idea is technically feasible at the Institute of Beverage Technology at Geisenheim University of Applied Sciences, the "icing on the cake" will be a prototype.
- the "icing on the cake" will be the realisation as a prototype and presentation of your beverage at events of Geisenheim University and EBS University

## Topping

In addition, the first 15 submissions will receive a voucher for courses at the Rotkäppchen-Mumm Academy in Eltville in the amount of EUR 89.00 each.

Furthermore, all participants will be invited to further develop their idea into a business idea at the Founder Workshop of the GründungsFabrik Rheingau.

The event will take place as a face-to-face event - current guidelines permitting. At the same time, interested parties can participate online.

**Finals: 21 June 2023**

## Production & Presentation: Now „Your Drink comes true“

For the winners, it will now be really exciting once again. Together with the Department of Beverage Technology, the winning drink will be produced - after feasibility testing at the institute - and presented at events at Geisenheim University and EBS University. Of course, you are also entitled to a contingent of it.

**Period: October 2023**

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## Overview: Schedule Drink Innovation Challenge (DIC23)

**20 March 2023**  
**Start DIC**

**17. oder 18. April 2023**  
**Innovations-Workshop**  
*New & sustainable - Idea meets responsibility*

**04. Mai 2023**  
**Sustainability-Workshop**  
*Sustainable Beverages: How to go green?*

**May / June 2023**  
Submission deadline: 21 May 2023  
Pitch Training: approx. 1 week before finals  
Final Pitch-Event: 21 June 2023

**October 2023:**  
**Production of the drink**

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## Terms and conditions of participation

- Who can take part?  
In principle, all vocational and technical school pupils, students, employees of universities and technical schools as well as alumni from Germany with a professional background in the beverage sector can participate in the competition.
- Participation in the sustainability workshop "Sustainable Beverages: How to go green?" and the innovation workshop is not obligatory, but offers you the opportunity to significantly improve these criteria (core criteria in the evaluation). Take advantage of this offer!
- All idea sketches submitted by 21.05.2023 at 23:59 will be considered.
- You can participate as an individual, but also as a team.
- Personal participation in the final pitch on 21 June at the Geisenheim University of Applied Sciences as part of the career fair "meet@hochschule-geisenheim" is obligatory.
- The ideas must have been developed and formulated independently and must not infringe the rights of third parties.
- Participants who are employed by a university, school or company (including student assistants) must clarify the release of the patent-relevant idea with their institution / company.
- The copyright and legal protection rights of their own university, school, company remain unaffected.
- There is no legal entitlement to the production of the winning drinks, which will first be subjected to a feasibility check by specialist staff from the Institute for Beverage Research at Geisenheim University. Production will only take place if it is feasible within the university's possibilities.
- Participants shall indemnify the organiser against all conceivable claims by third parties that could be derived from the infringement of any copyrights, statutory property rights, trade secrets and other rights by the submitted documents.
- The organiser accepts no liability for the statements of the jury and other persons involved in the competition.
- Participation in the competition implies agreement with the aforementioned conditions.
- No company must have been founded prior to participation with the aim of producing and marketing the idea presented.
- There does not have to be an intention to found a company.
- 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 a prize.





DRINK INNOVATION CHALLENGE 2023



## Protection of the idea

The organiser - GründungsFabrik Rheingau - guarantees the confidential treatment of the submitted ideas. All members of the jury sign a non-disclosure agreement before viewing the sketches of ideas and assure confidential cooperation not only during the competition, but especially after it has ended. The personal data of the participants will not be passed on to unauthorised third parties by the organiser.

**Participants are encouraged to have their ideas checked for patentability. 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) school/company of the participants. If no advice is available at your own university or if you have any questions, you are welcome to contact the organiser.

## Data protection & 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 organisers (final). All participants agree that pictures documenting these presentations may be used for press and public relations purposes by Geisenheim University, EBS University and GründungsFabrik Rheingau.

## Your Contact

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