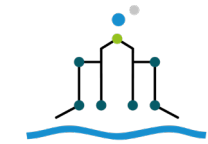




DRINK INNOVATION CHALLENGE 2025



GRÜNDUNGSFABRIK
RHEINGAU



Hochschule
Geisenheim
University



Information and conditions of participation

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DRINK INNOVATION CHALLENGE 2025



Your Drink Comes True: The Drink Innovation Challenge 2025 at a glance

The starting point

Three successful DICs and we're still thirsty. That's why this year we are once again looking for you and your idea for the drink of 2025. Together with experts in beverage research and sustainability and the support of major industry partners, we are once again offering you the opportunity to realise your idea.

What does it look like? Are you already tingling with the idea of an unprecedented beverage that also takes the environment into account or contributes 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 Hochschule Geisenheim University (HGU), EBS University or another university or technical college with a beverage or food background or a company in the beverage industry in Germany: As an applicant or team, show us how you can transfer your expertise into the beverage of your dreams.

Have the courage to do so, because no idea is superfluous!

Your task

The way to a start-up is through an idea. With this in mind, GründungsFabrik Rheingau invites creative minds to formulate ideas for the development of an innovative and sustainable drink in a sketch and submit it to the competition. It is up to you whether it is a non-alcoholic or alcoholic drink. Supported by the HGU Institutes for Beverage Research and Applied Ecology as well as partners from our network, you will have the opportunity to obtain helpful information for your concept. Take advantage of this resource and ... your drink may come true.



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Your Chance

The best idea will receive prize money totalling EUR 2,000. The second and third places will not go away empty-handed either and will be endowed with EUR 1,500 and EUR 1,000 respectively. Of course, the whole event will be accompanied by media coverage and your idea will be presented and publicised accordingly.

Do you make it to the top of the podium? Then there is a great additional opportunity: if your idea passes a feasibility test at the HGU Beverage Technology Centre, we will realise a prototype production of your idea! The presentation of your drink at events organised by EBS University and Hochschule Geisenheim University is on top. So it's worth taking a realistic approach if you want your drink to become a reality. If you make it to the final, a 'tasting' is obligatory so that the jury can get a sensory impression of your product.

Organiser & Jury

The DIC is an initiative of Gründungsfabrik Rheingau, a joint project of Hochschule Geisenheim University and EBS University of Business and Law.

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

DIC Procedure

Start

You can apply with your idea **until 28 May 2025** at www.gruendungsfabrik-rheingau.de you will find - in addition to these conditions of participation - a template for your idea sketch.

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 'DIC25 IDEENSKIZZE Template'.

Submission deadline: 28 May 2025, 11.59 pm

Selection of final ideas

In the first round, our jury (consisting of representatives of the corporate sponsors and experts from HGU) will evaluate all ideas received on time with regard to the above-mentioned core content. At the end, we will select the 5 final ideas, which we will invite approx. 2 - 3 weeks before the final.

Information on participation in the final: approx. 2 weeks before the final

Pitch-Training

So that you can get the best out of yourself in 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 always worthwhile. The training sessions are offered individually for each team on one day. Your ideas will be treated confidentially until the final. Online appointments are possible.

Approx. 1 week before the final



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The finals: Celebrating the best ideas

On 25 June 2025, all nominated ideas will be presented to the jury and audience at a pitch event in the new lecture theatre at Hochschule Geisenheim University. In addition to the jury, there will also be an audience vote. The three best ideas will be chosen live and duly celebrated!

Your Drink comes true ...

- **Important:** Only if your idea is technically realisable at the Institute of Beverage Technology at Hochschule Geisenheim University, you'll get the Bonus price: 'the realization of your idea as a prototype.'
- Presentation of your beverage at events organised by GründungsFabrik Rheingau, Hochschule 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 worth EUR 89.00 each.

All participants will be invited to further develop their idea into a business idea as part of the Founder Workshop organised by GründungsFabrik Rheingau.

The finals will take place in person.

Date Final:

25.06.2025, New Lecture Hall Campus Hochschule Geisenheim University

Production & presentation: Now 'Your Drink comes true'

Things are about to get really exciting for the winners. Together with the Department of Beverage Technology, the winning drink will be produced - after feasibility testing at the institute - and presented at events organised by Hochschule Geisenheim University and EBS University. Of course, you are also entitled to a contingent of these.

Period: tbd (see conditions of participation below)

Overview: Drink Innovation Challenge schedule (DIC25)

March 2025
Start DIC

May 2025
Submission deadline: 28 May
2025

Final: 25.06.2025
Pitch training (voluntary) : approx. 1
week before the final

Probably autumn 2025
Production prototype of the first-
placed beverage

Conditions of participation

▪ Who can take part?

- In principle, all vocational and technical students, students, employees of universities and technical colleges as well as alumni from Germany with a professional background in the food and beverage sector can take part in the competition.
- All idea sketches submitted by May 28, 2025 at 11:59 p.m. will be considered.
- You can participate as an individual or in a team.
- Personal participation in the final pitch on June 25 at Hochschule Geisenheim University is mandatory.
- To take part in the final, you need a prototype so that the expert jury can get a sensory impression of the product.
- The ideas must have been developed and formulated independently and must not infringe the rights of third parties.
- Participants who are employed at a university, school or company (including student assistants) must clarify the release of the patent-relevant idea with their institution/company.
- The copyrights and statutory property rights of your own university, school or company remain unaffected.
- There is no legal entitlement to the production of the first-placed beverage. Production will only take place if it can be realized with the university's possibilities after a feasibility check.
- The participants indemnify the organizer 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 organizer assumes no liability for the statements of the jury and other persons involved in the competition.
- Participation in the competition implies agreement with the above conditions.
- Prior to participation, no company may have been founded with the aim of producing and marketing the idea presented.
- There must be no intention to found a company.
- By participating, you agree that images and information about your idea and yourself may be published for advertising purposes within the framework of the DIC.
- By taking part in the competition, participants are not entitled to a prize.

Protection of the idea

The organizer - Gründungsfabrik Rheingau - guarantees that the ideas submitted will be treated confidentially. All jury members sign a non-disclosure agreement before viewing the idea sketches and guarantee confidential cooperation not only during the competition, but above all after it has ended. The personal data of the participants will not be passed on to unauthorized third parties by the organizer.

Participants are advised 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) school/company of the participants. Participants are welcome to contact the organizer if no advice is offered at their own university or if they have any questions.

Data protection & publication

All participants agree that their data may be stored solely for the purpose of processing and implementing the competition.

As part of the Drink Innovation Challenge events, the basic ideas will be presented publicly, either by the teams themselves or by the organizers (final). All participants agree that images documenting these presentations may be used for the purpose of press and public relations work of Hochschule Geisenheim University, EBS University and Gründungsfabrik Rheingau.

Your contact partner

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Hochschule Geisenheim University
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