

## IDEA SKETCH

### to participate in the Drink Innovation Challenge 2025

(Submission deadline 28. May 2025 / 23.59 hrs.)

Dear Participants,

the following idea sketch is the basis for participating in the “Drink Innovation Challenge 25”. Please describe your idea as concisely and convincingly as possible and make sure that you emphasize the innovative character of your drink and aspects of sustainability. This will be a particular focus of the evaluation.

Please fill in the following fields with the appropriate text. The questions are intended to guide you, not to limit your explanations.

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

## 2. 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?

### 3. 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).
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#### 4. 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?

## 5. 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?

## 6. Pitch-Deck for the Finale (not required for submission)

Please note that if you are selected as a finalist, you must prepare a pitch deck for your presentation to the jury on June 25. In the final, you will have five minutes (plus a Q&A session) to convince the jury and the audience. The pitch deck should be geared towards this. The deck does not have to be available for participation, but you only have a few days to prepare it between the selection and the DIC final on June 25, 2025. We therefore advise you to start early. The GründungsFabrik will be happy to assist you with questions about the pitch deck. Please also note the GründungsFabrik will offer a pitch training shortly before the final.

**Thank you for participation. We wish you every success!**