



## Fast-moving consumer goods (FMCG) industry leader is seeking innovative healthy bread products solutions

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**Challenge owner:** Anonymous

**Business opportunity:** Partner with a regional FMCG industry leader in developing new innovative solutions. The challenge owner is looking for Product acquisition, proof of concept leading to scale-up to manufacturing, joint development, supplier agreement and the project is co-funded to the tune of up to R1 million from the SANBio/BioFISA II Programme.

**Technology maturity:** The challenge owner is seeking solutions that have reached at least proof of concept stage.

### Eligibility

Innovative SMMEs and research groups from SANBio member states (Angola, Mozambique, Malawi, Mauritius, Seychelles, South Africa, Zambia, Zimbabwe, Botswana, Lesotho, Swaziland and Namibia) can apply. For this challenge, at least two SANBio member states should collaborate in finding a solution. Should a South African company/institution apply as a solution provider, the company/institution should collaborate with a company/institution from another SANBio member state. All other SANBio Member States can apply individually.

### Challenge statement

The SANBio/BioFISA II Programme in collaboration with the Innovation Hub Open Innovation Solution Exchange and on behalf of one of the leading companies in the FMCG industry invites proposals to provide a solution for a healthy nutritious bread. The bread should be better than what is currently offered on the market and actually offer consumers with proven health benefits while still remaining tasty and affordable for the lower income consumer.



## Background

The Global Nutrition Report 2015 (GNR)<sup>1</sup>, indicates that the cost benefit ratio of improved nutrition for low and middle income countries is at least at 1:16, meaning that, for every \$1 spent on better nutrition for children between the ages of 0 and three, the return can be \$16. Such returns easily outperform returns generated by the US stock market over the past 70 years. Yet, for most countries, nutrition does not receive much from public funding. In response to the regional need to provide affordable nutritious products, the SANBio/BioFISA II Programme has partnered with an industrial player to seek innovations that can address this need.

Currently, highly nutritious bread products on the market can be accessed at a more premium price and those with some added nutritious value for the low income consumers cannot be easily differentiated from the ordinary bread products. As such, the goal of this challenge is to find affordable bread products that are highly nutritious with a proven a health benefit that can be claimed on the pack. Through this challenge, the innovator will work with the FMCG industrial partner to scale-up and manufacture the proposed solution.

## Key specifications

The successful technologies must be:

1. Safe for human consumption;
2. Affordable to the low income consumers;
3. Ready to use or require only short term development;
4. Comparable in taste to other bread products on the market;
5. Made from ingredients with a well-established supply chain;
6. Ability to easily process in an industrial bakery;
7. Ability to make specific health claims on pack.

## Solutions not of interest

The following technologies are not of interest:

1. Ideas or concepts that have not been proven;
2. Fortified products with no health claims;
3. Solutions that require long term development;
4. Solutions made from ingredients that cannot be sourced locally.

## Project approach and deliverables

**Phase 1:** Individual Proposal submission – submit a proposal clearly outlining the solution, cost of production per unit (1 loaf of bread) and any regulatory approvals needed before the product is commercialised.

**Phase 2:** Proposal review – challenge owner reviews and shortlists proposals to develop a joint proposal with.

**Phase 3:** Joint proposal submission - Submit a joint proposal with the challenge owner to the SANBio/BioFISA II Programme for review and funding decision.

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<sup>1</sup> International Food Policy Research Institution. 2015. Global Nutrition Report 2015. Actions and Accountability to Advance Nutrition and Sustainable Development. Washington, DC



**Phase 4:** Contracting – contact with the SANBio/BioFISA II Programme (estimated to be done in May 2017).

**Evaluation criteria:**

Solutions are open to anyone with the necessary insight and will be evaluated on the below criteria:

- The scientific and/or technical merit and the ability of the proposed solution to meet the stated specifications;
- The feasibility of executing the project and commercialising the product;
- The stage of readiness of the proposed solution;
- The business case including projected revenues and investment, regulations, cost of product per unit;
- Communication and explanation of any associated proprietary or 3<sup>rd</sup> party intellectual property aspects involved in the proposed solution;
- The ability of the respondent to work successfully in a team with the Challenge owner's staff;
- The capability and experience of the respondent and associated track record;
- The presentation, motivation and data to support all scientific and/or technical claims.

**TO RESPOND TO THIS CHALLENGE, PLEASE COMPLETE THE RESPONSE TEMPLATE PROVIDED ONLINE**

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