



## Fast-moving consumer goods (FMCG) industry leader is seeking innovative convenient nutritious food products for breakfast and lunch

Challenge ID: TIH-C00003 | Published: 31 January 2017 | Proposal Submission Deadline: 3 March 2017  
Helpdesk: Markku Pekonen | Phone: +27 (0) 12 841 4039 | Email: [innovationchallenge@nepadsanbio.org](mailto:innovationchallenge@nepadsanbio.org)



**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 an innovative solution for a healthy and convenient breakfast and lunch product that is low in sugar, low in salt and low in med GI. The product must be as convenient as existing alternatives such as bread and breakfast



cereals and address some of the issues that cause non communicable diseases such as obesity, diabetes and hypertension.

## **Background**

The biggest issue in mid-LSM in non-communicable diseases such as obesity, diabetes and hypertension. Consumers have high sugar or high GI products for breakfast and lunch due to convenience, portability, portion control, availability, cost/affordability as well as a degree of aspiration. In response to this regional need, the SANBio/BioFISA II Programme has partnered with an industrial player to seek innovations that can address this problem. As such, the goal of this challenge is to find a product to offer consumers for breakfast and lunch that is low in sugar, low in salt, low in med GI but is as convenient and aspirational as bread and breakfast cereals.

## **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 convenience to bread and breakfast products on the market;
5. Made from ingredients with a well-established supply chain;
6. Could be a beverage or a meal.

## **Solutions not of interest**

The following technologies are not of interest:

1. Ideas or concepts that have not been proven;
2. Paste-like vegetables;
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 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.

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



## Evaluation

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**

[www.nepadsanbio.org](http://www.nepadsanbio.org)

## DISCLAIMER AND NON-CONFIDENTIAL DISCLOSURE

By submitting a response, you represent that the response does not and will not be deemed to contain any confidential information of any kind whatsoever. NEPAD SANBio and its project partners will not be held liable for loss of any intellectual property. You also acknowledge that NEPAD SANBio and its project partners reserve the sole and absolute right and discretion to act upon all, some, or none of the responses received for this Challenge.