



Fast-moving consumer goods (FMCG) industry leader is seeking innovative solution to reduce sugar content in sweets products

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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 develop candy formulations that are at least 25-40 % less in sugar but have the same functional characteristics as gummies and/or normal mallows. Sugar alternatives like xylitol or stevia are quite expensive alternatives, and therefore it is recommended that the proposals would seek for another way to decrease the amount of sugar that give the same consistency and texture to the product as given by sugar.



Background

Many national surveys show that sugar intake has drastically increased over the past few decades. Eating too many of the empty calories may result in health challenges, the most obvious being weight gain. Excess sugar consumption on a diet has been linked to obesity, type 2 diabetes and heart diseases.

To improve consumers' diets, the SANBio/BioFISA II Programme has partnered with an industrial player to seek innovations that can address the excess sugar consumption in confectionaries.

Currently, the sweets like gummies and mallows have a high concentration of sugar. As such, the goal of this challenge is to find affordable solutions to lower the sugar content in sweets by at least 25-40%. 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;
3. Ready to use or require only short term development;
4. Comparable in taste to sweets like gummies or normal mallows;
5. Made from ingredients with a well-established supply chain;
6. Ability to easily process in an industrial ;
7. Ability to make specific claim of reduced sugar content.

Solutions not of interest

The following technologies are not of interest:

1. Ideas or concepts that have not been proven;
2. Substituting the sugar with alcohol sugars like xylitol or stevia;
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 3rd 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

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.