

Corporate Innovation Challenge Template

Below is the Corporate Innovation Challenge Template. Each corporate partner establishes the Innovation Challenges according to their innovation capacity and requirements. Therefore, corporations can set up either wide innovation challenges or specific challenges. Your responses (fields in table below) will enable the BioeconomyVentures to attract innovators to apply to the programme. We ask each corporation to provide at least one challenge, however, we prefer multiple challenges.

Challenge Name: Innovative solution for production of biscuit-based milkshake
Code Name: BIOECONOMYVENTURES-2022-OC1-CONFI_1
Challenge Domain: <ul style="list-style-type: none">· AgTech & FoodTech (including Alternative proteins)· Food, Feed and Ingredients· Other: Packaging
Description of the Corporate innovation Challenge
<p><i>The Company is a leading food and confectionery producer in Balkan, with a variety of products distributed in the Balkan and worldwide. Company's key product in the market is the biscuit made for and consumed by children, mainly because of its nutritive significance. However, teenagers and adults consume it in the large extent as well. Over time, it established itself as a high-quality snack, meal replacement in combination with milk, suitable for all ages and usage occasions, but also as an indispensable ingredient for desserts.</i></p> <p>Company is looking forward to exploring innovative solutions that will enable the company to mimic the taste and reproduce freshly made milkshakes made from biscuit via an industrial / pre-made process. We are open to receive solutions coming from various domains, such as in house industrial production solutions, remote production innovations that enable to-go consumption, novel packaging solutions, new recipes, and other solutions that would enable us to produce a longer lasting packaged biscuit-based milkshake.</p> <p>Currently, when it comes to producing a shake, we have identified the following problems:</p> <ol style="list-style-type: none">1) Regular milkshake producers (milk and dairy productions) that have attempted to produce milkshake with cooperation with us have limits in following:<ul style="list-style-type: none">• Current industrial production (technology) process results in the biscuit structure being disintegrated in milkshake as the time passes, requiring milkshake to be only produced and consumed fresh

- Small % of biscuit in product, low density, too much liquid, resulting in the product not as aerated and creamy enough
 - Strict packaging standardization (producers usually have automatised packaging system) failing to explore new ways, places and points in time to consume shake.
- 2) Specific taste and structure makes this biscuit easily recognizable in cakes, desserts, and other products. Sometimes it is hard to maintain this specific sensory characteristics (taste and smell) in different industrial / pre-made processes of technology/production or mixing it with another ingredients.

Expected results

The innovations should tackle all, multiple or some of the following results. Due to the broad challenge definition, we are open to explore various solutions.

- New way of industrial milkshake production that enables the company to retain the fresh quality of homemade milkshake.
- New and innovative ways of consuming biscuit-based milkshake outside of the established ways (in cafe's, restaurants and at home).
- New packaging that could enable To Go consumption
- Enabling a longer shelf life (min 1 and optimum 3 months).
- Efficient, cost-effective production process of biscuit-based milkshake.

Types of Collaboration

1. Pilot running and product testing
2. R&D opportunity
3. Corporate Venturing
4. New business model exploration (i.e., exclusive distribution, profit sharing, IP sharing ...)
5. Knowledge sharing and Tech Transfer