



proveg

# FOOD INNOVATION CHALLENGE APAC 2022

Idea Submission Template



ProVeg is an international **food awareness** organisation working to transform the global food system by replacing conventional animal products with plant-based and cultivated alternatives.

**United Nations Framework  
Convention on Climate Change**

Observer Status



**MOMENTUM  
FOR CHANGE**

**United Nations  
Environment Programme**

Accredited Organisation

## **Food Innovation Challenge Application Submission Procedure:**

1. Download this file
2. Edit or fill in template in **English**
3. Send to [proveg.asia@proveg.com](mailto:proveg.asia@proveg.com) before the end of **25 October 2022** (UTC+8) with the email subject:  
**2022 Idea Submission - (Company Name)** e.g. 2022 Idea Submission - Oatly  
(Please make sure the file size is within 25MB)

The template is for reference only. Please edit and tailor it to your content. There is no specific color theme or visual requirement for the final submission.

**To preserve the rights and interests of participants, if a team has a proposal already in development, it is suggested that relevant content on patent rights be added.**

This document is exclusively intended for the 2022 Plant-based Food Innovation Challenge. Please do not share or forward for any other purposes.

# Your Project Name

Team Members (min. 2 and max. 4, can be from different departments and schools)

Name	School & Department	School email address

Please attach scanned copies of valid student ID at the end of your submission.

# Suggested Content

Please edit based on your idea submission

## 01. Project Description

- Background
- Competitive Analysis
- Goal / Innovation Topic

## 02. Innovative Solutions

- Idea / Concept Description
- Target Customers
- Competitive Advantage / Unique Selling Proposition

## 03. Market Potential

- Consumer consumption occasion analysis
- Market size, growth, and estimated profitability
- Pricing proposition

## 04. Feasibility Assessment

- Technology & Formulation (optional in the 1st stage)
- Supply Chain (optional)
- Distribution channel

## Background Summary

Background introduction on your project, including the objective to be achieved, competitive assessment, relevant statistics and market findings.

## Innovation Solutions

Please provide a brief overview of your solution design. Feel free to use pictures or illustrations if it helps.

## Target Consumer

Please describe the consumer groups that you are targeting. How does your solution meet their unmet needs?

## Competitive Advantage and Unique Selling Proposition

Please explain how your solution is different to existing ones. Why do your target customers want to choose your product?

## Market Potential - Market Scale

Please provide an estimation of the potential size of the market for your product, as well as how you intend to scale up your launch.

## Market Potential - Pricing Proposition

Briefly describe your pricing strategy and explain the rationale.

## Feasibility - Cost, Profit Model (optional)

Please provide an estimate of development costs here. Briefly describe the profit model that will ensure the implementation and sustainability of your project or product.

## Feasibility - R&D (optional)

Please provide details of the potential difficulties and challenges that you will face.

## Feasibility - Sales

Please describe your sales model and provide details of your sales targets.

**GREAT IDEAS?**

**BRING THEM TO LIFE!**

16 September 2022  
17:00 - 17:50 (UTC +8)



 **FOOD INNOVATION  
CHALLENGE  
APAC 2022**



**MODERATOR**

**Shirley Lu**

Managing Director  
Asia at ProVeg

**GUEST SPEAKER**

**Jason Yu**

Managing Director  
Greater China  
Kantar Worldpanel



让好主意

落地成真!

2022年9月16日  
16:00-16:50 (UTC+8)

扫码报名



 **proveg**  
**FOOD INNOVATION  
CHALLENGE  
APAC 2022**



主持人

**Shirley Lu**  
ProVeg Asia  
董事总经理

特邀嘉宾



**Jason Yu**  
凯度消费者指数  
大中华区  
总经理



# FOOD INNOVATION CHALLENGE APAC 2022



HOW TO APPLY

## WHO CAN APPLY?

Students currently enrolled in undergraduate or graduate programmes at universities and colleges in the Asia-Pacific region. Besides having great food innovation ideas, participants must have a team comprising a minimum of two and a maximum of four people.

## PRIZES AND OPPORTUNITIES

- Win a share of cash awards totaling 10,000 USD
- Gain food-innovation experience and recognition by taking part in real-world challenges while honing essential innovation skills
- Receive expert mentoring from key industry professionals
- Network with representatives from leading organisations as well as peers from the Asia-Pacific region
- Potential internships opportunities from leading food-and-beverage companies

WIN TOTAL CASH AWARD 10,000 USD!

DEADLINE  
25 October  
Final idea submission

For more information contact [proveg.asia@proveg.com](mailto:proveg.asia@proveg.com)

# Thank You!

For any questions please contact us via

[proveg.asia@proveg.com](mailto:proveg.asia@proveg.com)

