

Call for innovative ideas/technologies aimed at improving gut health and its effect on health & wellbeing

"The Kitchen" - a food tech incubator owned and managed by Strauss and financially supported by Strauss in cooperation with the Israeli government chief scientist office under the Technological Incubator Program – in association with the Danone Group are inviting individuals and groups to submit innovative, "out of the box" ideas/technologies aimed at achieving significant contribution to improve gut health in healthy population or for people with specific health related conditions.

Gut health is a rapidly expanding field of research and innovation, with many discoveries linking the microbiome to people health and wellness. While it is still early days, applications in nutrition and/or food related services for consumers and patients are being developed and will play a growing role in wellbeing and/or illness prevention

We are looking for great ideas or solutions in the range of

1. Prebiotics, probiotics, postbiotics, ferments or enzymatic ingredients that have a beneficial effect on gut health and can be applied to food solutions
2. Delivery systems that can increase probiotic survival through the digestive track when ingested in food products
3. Innovation for production/process, formulation or solution for shelf stable probiotics in food forms
4. Diagnostic solutions to characterize gut health and the microbiome, directly or via proxy markers facilitating an on-going monitoring
5. Digital solutions to help consumers/patients to implement healthier habits and diet that improve gut health
6. Others ideas or technologies with a potential innovative business model in B2C or B2B2C

We will accept proposals from startups, entrepreneurs, individual researches, research centers and the academia.

Criteria for considering a proposal include: Originality, innovation, contribution to the food chain, global scalability, team experience and motivation and proof of concept with high probability of achieving a significant milestone within 18 months.

Accepted proposals will be the base for establishing a start-up company that will develop and promote the proposed invention. Such company will be formed in partnership between The Kitchen and the inventors and will enjoy a capital investment of 2,000,000 shekels (~\$500,000), mentoring and support from the incubator's team and experts from the Danone Group

For pre-existing startups, accepted proposals will be the base for potential collaboration with Danone's businesses in Dairy, Beverages, Infant Nutrition and/or Medical Nutrition.

Applications will close on January 15th, 2018

Applications (2 pages max) should include:

Only non-confidential information

Summary of the idea

Research status

Work plan

Budget

Please send a to office@thekitchenhub.com