

# ANNEX 2



## ECOTROPHELIA EUROPE 2018

### DOSSIER ANALYSE KEY ISSUES

#### **1 - Originality, creativity & innovating aspects of the product**

#### **2 - Marketing plan**

- Concept test
- Final consumer study
- Competition analysis
- Evaluation of the potential market
- Strategy, segmentation, positioning
- Marketing mix: precision and consistence

#### **3 - Technical study: formulation process and manufacturing diagram**

- Presentation of the innovation technical stakes
- Presentation of the results of the formulation process and/or the process development
- Composition details, manufacturing diagram, technical characteristics
- Sensory analysis, validation of the product's microbiological quality (shelf life/use by date)
- Packaging technical characteristics for product conservation
- Nutritional value and health: justification

#### **4 - Technological study: manufacturing simulation at industrial scale**

- Identification of potential suppliers for industrial manufacturing
- Implementation of the process at industrial scale: proposal of a manufacturing line
- Description of the production plant characteristics around the manufacturing line
- Risk assessment:
  - HACCP for the production process
  - Management of potential allergens at a production level

#### **5 - Regulatory study**

- Regulations on a product level
  - Actual regulation towards claims
  - Novel food: authorization
- Rules regarding the product name

#### **6 - Sustainable development aspects**

- At ingredients/raw material level, at a manufacturing process level, at a packaging level, at distribution level, at company management level

#### **7 - Financial study: 3 years simulation**

- 3 years' operating account
- Project profitability towards investment
- Business plan consistency

#### **8 - General project consistency**

- Technical feasibility at an industrial scale
- Product characteristics suitability towards marketing stakes
- Innovation protection strategy.