



Start-Up Award

Entries for The NutraIngredients-USA Awards, Start-Up Award category are required to be an active company in the United States.

Start-Up Details

Name of the Start-Up*

Contact Details

First Name*

Last Name*

Email*

Phone*

What other companies or institutions involved in the start-up? including universities, backing companies, and investments*

Text – maximum 100-words

Does the start-up have direct activity in the United States? *

Yes or No

What other regions is there activity in?

Tick boxes (multiple options) - Russia, Middle-East, Africa, Asia-Pacific, Europe, South America

Has your company been running for less than five years?

Yes or No

How long has the start-up been in operation? *

Years and Months – numerical answer only

What major consumer demand or public health concern does the start-up aim to address? *

Text – maximum 250-words

How does your start-up provide a unique nutritional solution to this consumer need or problem? *

Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions.

Text – maximum 250-words

Provide an overview of how your start-up provides a different approach to existing nutrition businesses. *

Please use non-technical language and keep answers brief, you may provide more detail and references in the next questions.

Text – maximum 250-words

Is there peer reviewed primary research and/or clinical trials in humans to back the products, principles, or model of the start-up? *

Yes or No

**denotes a mandatory question*



Provide a short overview of the scientific evidence that backs up your business and its products. *

You may supply up to three documents of peer reviewed primary research.

Text – maximum 400-words

Peer reviewed primary research upload 1

Upload a document

Peer reviewed primary research upload 2

Upload a document

Peer reviewed primary research upload 3

Upload a document

Give detail of commercial success and engagement from your core target market(s). *

Where possible give numbers and examples of sales and applications that are available in the market.

Text – maximum 300-words

What gives your start-up the 'X-factor' – what makes it so different from other companies (both start-ups and major multi-nationals) working in your space. *

Text – maximum 250-words

Why should you win this award? In no more than 200 words, provide a succinct overview of what makes your start-up the best. *

Summarise the key points of why you should win!

Text – maximum 200-words