



## **Start-Up Award**

*Entries for The NutraIngredients Awards, Start-Up Award category are required to be an active company in Europe.*

### **Start-Up Details**

Name of the Start-Up\*

### **Contact Details**

First Name\*

Last Name\*

Phone\*

Email\*

### **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 Europe? \***

*Yes or No*

### **What other regions is there activity in?**

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

### **Has your company been running for less than five years? \***

*Yes or No*

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

Please specify the length of time in years or months.

*Text*

### **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*