



ÉCOTROPHÉLIA  
ΕΛΛΑΔΑ

## ΔΙΑΓΩΝΙΣΜΟΣ ECOTROPHELIA 2024

Εθνικός διαγωνισμός για τη δημιουργία  
νέων οικολογικών - καινοτόμων προϊόντων διατροφής.

ΦΟΡΜΑ ΥΠΟΒΟΛΗΣ ΤΕΧΝΙΚΟΥ ΦΑΚΕΛΟΥ



**Name of the University/ies (logos)**

**Product's Name**

**Product's Photo**

**Students' & Supervisors' Names**

**Team Manager's Name**



## Index





## Presentation of the team and the supervisors

*(Surname, first name, affiliation, university/research institute, postal*

**Product presentation & Innovative characteristics of the product**  
(Originality, creativity & innovating aspects of the product)

### 1. Introduction



## 2. Market Analysis

**Marketing plan** (*Concept test, Final consumer study, Competition analysis, Evaluation of the potential market, Strategy, segmentation, positioning, marketing mix: precision and consistence*)

**Specific Category** (*for example starter, desert, main dish, beverage, etc*)



### 3. Technical & Technological studies

#### **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*

#### **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*

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#### **Regulatory study**

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

**Sustainable development aspects** (At ingredients/raw material level, at a manufacturing process level, at a packaging level, at distribution level, at company management level)



#### 4. Environmental Impact

#### 5. Business Plan

**Financial study: 3 years simulation** (*3 years' operating account, Project profitability towards investment, Business plan consistency*)

#### 6. Entrepreneurship spirit

**Entrepreneurship spirit** (*Creativity, Vision, Motivation, Team work ability*)

#### 6. General project consistency

**General project consistency** (*Technical feasibility at an industrial scale, Product characteristics suitability towards marketing stakes, Innovation protection strategy*)

#### 7. Acknowledgments