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.