

Germinar is M. Dias Branco's Startups connection program. It is the opportunity for Startups to relate to the company, to carry out a pilot / proof of solution / technology already developed by them, with the support of one of the largest food companies in Brazil. The program is structured in two central axes: (I) Innovation in the Current Business, structured according to Research & Development (R&D) and Marketing, totaling 6 Challenges, and (II) Innovation in New Business, structured according to trends and categories of products, being a unique Challenge.

Innovation Startups in the current Business may be contracted as suppliers or partners of the company. New Business Innovation Startups will be able to discuss partnerships or even receive investments from M Dias Branco. The objective of M. Dias Branco with the program is to find new ways to innovate in the food market.

**Germinar is not a program of ideas! The connection will occur with Startups that already have at least one MVP and present the capability to operate a test quickly.**

**CHALLENGES:**



**INGREDIENTS AND TECHNOLOGICAL PROCESSES:** New ingredients solutions or ingredient application technologies, which do not compromise the flavor and texture of the products, at competitive cost, that help to promote the healthiness of the product portfolio (biscuits, wafers, pastas, snacks, cakes, cake mixes, toast , margarines, fats and wheat flour).

**PACKAGING AND TECHNOLOGICAL PROCESSES:** Packaging materials and technologies that bring benefits to the business without compromising the preservation of products and their sensorial characteristics, which can increase the shelf-life of products, guarantee inviolability and even promote sustainability through materials that reduce packaging waste.

**TRADE MARKETING:** Technological solutions that provide consumers with a differentiated purchasing experience, driving consumption from the point of sale.

**MEDIA:** Make deliveries of Media on the Consumer's journey through mobile, in addition to measuring the redirection of the digital user to the point of sale or brand activations.

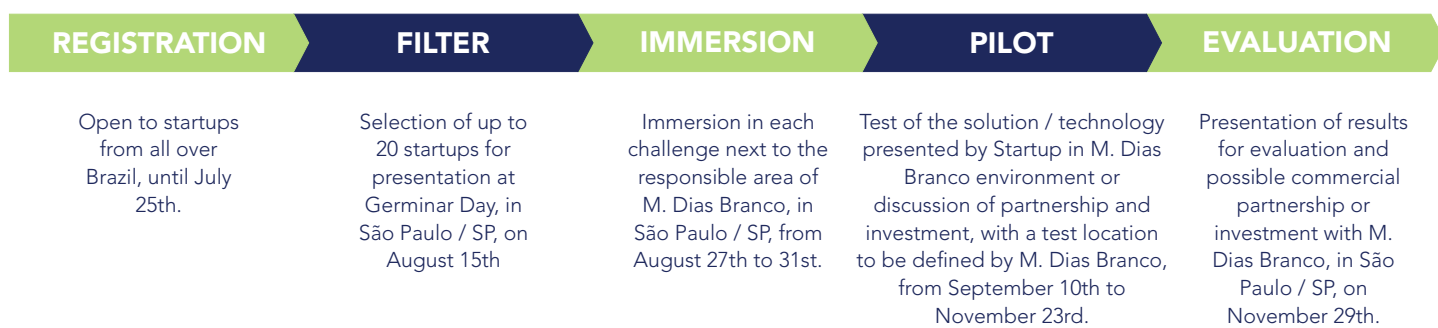
**LOYALTY:** Develop a loyalty and/or discount program, aimed at customers and/or final consumers, boosting the marketing / consumption of products.

**COMMUNICATION BETWEEN TEAMS:** Accelerate the process of communication between Sales teams in different locations, with digital tools.

**NEW BUSINESS:** Startups whose ingredients, products and value propositions are aligned with the issues of healthiness, naturalness and practicality, adding tasty products (sweet or savory) both to current portfolio and to its expansion through commercial partnerships.

**HOW IT WORKS:**

The program is structured in the 5 phases described below, between June 18th and November 30th, 2018.



**WHY PARTICIPATE?**

- 1 Opportunity to test your solution / technology with a large, industry-leading company.
- 2 Possibility of hiring as a supplier or partner of M. Dias Branco without any assignment of participation (equity of the business).
- 3 Networking, visibility and the seal of a great company, leader in its sector.
- 4 Possibility of receiving funds in the form of investment under conditions to be discussed on a case-by-case basis (for the New Business Challenge).
- 5 Program focused on generating business quickly without impacting its work agenda with mentoring, training and events.

For +info, access: [www.germinarmdiasbranco.com.br](http://www.germinarmdiasbranco.com.br)

**ABOUT INNOSCIENCE**

*Innovation Advisor*

Innoscence is a Corporate Innovation Consultancy that brings knowledge, method and experiences to support established companies to deliver results and profit from innovation. Innoscence is responsible for the structuring and operationalization of the Germinar program with M Dias Branco.

**ABOUT STARTSE**

*Platform*

StartSe is a connection platform, which uses education and information to strengthen the startup ecosystem. StartSe is responsible for publicizing the program and attracting startups to participate in it.