

Call for innovative ideas/technologies aimed at reduction of sugar consumption and its adverse effect on health

"The Kitchen" - a food tech incubator owned and managed by Strauss and financially supported by Strauss in cooperation with the Israeli government chief scientist office under the Technological Incubator Program - is inviting individuals and groups to submit innovative, "out of the box" ideas/technologies aimed at achieving significant contribution to **reduce/eliminate the adverse effects of sugar consumption** as concluded and articulated by the majority of health experts, health organizations and health departments around the world.

Over consumption of sugar is a major health concern leading to morbidity and even mortality amongst large segment of world population especially in the developed world.

Ideas may include:

1. New ingredients (natural, modified or encapsulated, etc.)
2. Modified sensory effects via complex mixtures, vision, odor etc.
3. Production technologies.
4. Applications that assist in selection of alternatives leading to reduced sugar consumption.
5. Others

We will accept proposals from entrepreneurs, individual researchers, research centers and the academia.

Criteria for considering a proposal include: Originality, innovation, contribution to the food chain, global scalability, team experience and motivation and proof of concept with high probability of achieving a significant milestone within 18 months.

Accepted proposals will be the base for establishing a start-up company that will develop and promote the proposed invention. Such company will be formed in partnership between The Kitchen and the inventors and will enjoy a capital investment of 2,000,000 shekels (~\$500,000), mentoring and support from the incubator's team and experts from the Strauss-Group.

Applications (2 pages max) should include:

- Summary of the idea
- Research status
- Work plan
- Budget

Application should be sent to office@thekitchenhub.com no later than 1/11/16: