



Start-up Award

Does the start-up have direct activity in Asia-Pacific? (Yes/No)

What regions is this activity in?

How long has the start-up been in operation?

Provide a short overview of the start-up's aims and business model.

What major consumer demand or public health concern does the start-up aim to address?

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.)

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):

Is there peer reviewed primary research and/or clinical trials in humans to back the principles, or model of the start-up.

Where possible, please provide a short overview of the main details of the scientific evidence that backs up your business. You may also supply up to five links to peer reviewed primary research.

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.

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.