

Contest organised by

Mondelez
International
SNACKING MADE RIGHT



STARTUPS & SMEs

Do you have a brilliant food innovation for seniors 65+ and over?

Foods, ingredients, technologies, packaging, business models...

Take part in the Boomer Challenge and make your innovation a real world success!

THE Boomer CHALLENGE

Food innovations for life-loving seniors

APPLY ONLINE BY NOVEMBER 23rd, 2018
CONTENT FINAL IN DECEMBER 10th & 11th, 2018, in PARIS

www.boomer-challenge.com

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Baby Boomers are retiring and the demographic of older consumers is exploding. But food innovators are racing to keep up.

That's why Vitagora and Mondelez have partnered together to create the Boomer Challenge – to support and accelerate food innovations for live-loving seniors!

APPLY NOW AND BE IN TO WIN

If you are looking for development and acceleration support for getting your food innovation to a market for seniors 65+ and over (foods, ingredients, technologies, packaging, business models), then apply to the Boomer Challenge! Thanks to the resources of Vitagora and Mondelez International, you can win the right tools, contacts and professional support to get your innovation to the global marketplace.

WHO CAN APPLY?

You can apply if you meet the following conditions :

- You are a Startup or an SME anywhere in the world
- You are developing an innovation (food, drink, ingredient, technology, packaging or business model) which is at or beyond the the proof of concept stage, and is relevant to the markets of packaged food products for older consumers
- You are looking for support for developing or accelerating the market launch of your project

HOW TO APPLY?

Applications are online. You will need to fill in an application form in English and include a pitch deck. Go to www.boomer-challenge.com...

You may then be selected to pitch at the Boomer Challenge Final in Paris, December 10th and 11th, 2018.

APPLY BY NOVEMBER 23rd, 2018!

***For contest rules, selection criteria, full prize list and applications, go to www.boomer-challenge.com**

HOW CAN I WIN?

You must present your innovation, at or beyond the proof of concept stage, concerning ingredients, finished products, packaging, technologies or innovative business models.

These innovations must be adapted to the nutritional needs and tastes/usages of healthy older consumers (over 65 years old). The outstanding innovations with great market potential will be selected to pitch during the Boomer Challenge Final in Paris, on December 10-11th.

WHAT CAN I WIN?

- A trip to Paris to take part in the final
- Cash prizes
- Professional acceleration support
- Europe-based business accommodation
- Media visibility and access to a vast food business network ...

KEY DATES

- **November 23rd**: Application deadline
- **November 27th**: Announcement of finalists
- **December 10th and 11th**: Boomer Challenge Final in Paris and announcement of winners, with an audience of invited investors, media and food business leaders.

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