



# NESPREENEUR

Powered by Nestlé R+D Accelerator India

# NESPRENEUR FOR YOU

A program for aspiring student entrepreneurs to get their ideas incubated to a business proposition, create a start-up and open the gateway to our Accelerator program or an opportunity for R&D Internship.



**Start-Up/ Student**

*Collaborate with*  
**EXTERNAL ECOSYSTEM**



**IDEA**



**BUSINESS PROPOSITION**

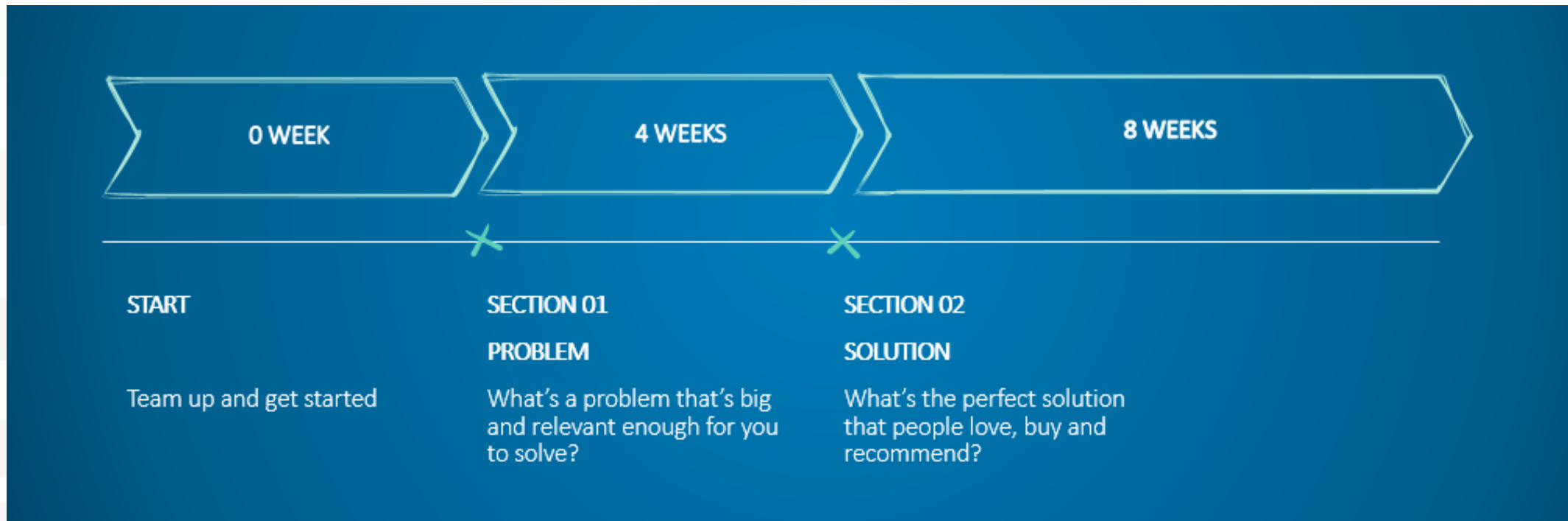


**SHOP TEST**



# NESTLÉ INNOVATION BOX

The INNOVATION BOX will provide you with step-by-step instructions using different tools, techniques and platforms to bring your idea to life in only 3 months! It will help you with clear steps, exercises and tips, so that you can be more confident about your business proposition.



# NESPRENEUR PROGRAM PROCESS

## SUBMIT APPLICATION



## ELEVATOR PITCH



## INTERVIEW



## OFFER ROLLOUT



*Applications Open: 15<sup>th</sup> March*  
*Applications Deadline: 24<sup>th</sup> March*

*Shortlist Announcement: 28<sup>th</sup> March*  
*Business Deck Submission: 31<sup>st</sup> March*

*Shortlist Announcement: 4<sup>th</sup> April*  
*Presentation & Interview: 5<sup>th</sup>-6<sup>th</sup> April*

*Nespreneur Program Confirmation*  
*7<sup>th</sup> April*

Details of each phase would be shared with the eligible and shortlisted candidates before it starts.

# NESPRENEUR PROGRAM ELIGIBILITY



All students pursuing their under-graduation or post-graduation.



Students with start-ups/ideas already been incubated or undergoing incubation.



Team of maximum 2 aspiring entrepreneurs.



Team of hustlers who are passionate about their idea.



Food background is a plus but not mandatory.

# NESPRENEUR APPLICATIONS

SCAN QR CODE



SELECT A CHALLENGE CASE



COMPLETE FORM & SUBMIT DOCUMENTS



Scan this QR code to start filling your application

## Application Evaluation Criteria

Novelty of the Idea, Team Credentials, Strategic Alignment to our Business and your Approach for Problem-Solution Proposition



# NESPRENEUR CHALLENGE CASES

## FOOD & BEVERAGE INNOVATION



## PACKAGING, SUSTAINABILITY & OPERATIONS INNOVATION



## DIGITALIZATION & TECHNOLOGY INNOVATION



# NESPRENEUR CHALLENGE CASE 1

## FOOD & BEVERAGES INNOVATION



Nestlé is committed to developing innovative products that unlock the power of food and enhance quality of life. Together, we aim to support people and pets, at every life stage - now and in the future.

Innovation in food and beverage products, unique ingredients, formats, high nutrition and functional benefits are some of the aspects that we are looking for. Our aim is to delight our consumers by providing them with a portfolio of products that are not only healthy, nutritious, tasty, affordable but also accessible, exciting, unique and sustainable.

To take an innovative step towards this vision, we are looking out for hustlers and entrepreneurs with innovative ideas in food and beverages and empower them to convert that idea into a business proposition and take it to consumers:

Ideas could be relevant across one or more of the below mentioned focus areas with consumer focus at its core:

- Innovative product proposition to tap opportunities in new categories such as 'Healthy Ageing', 'Plant-Based Nutrition', 'Healthy Snacking' and 'Toddler Nutrition'.
- Innovative product proposition from novel ingredients, flavors, functional benefits, enhanced bioavailability, digestibility, etc.
- Nutritionally superior and affordable proposition to consumers that fits easily within their daily lifestyle.
- Leveraging side streams from food and beverage industry - Banana peels, oil seed cakes, waste from dehydrated veggies, etc.
- Innovative food or beverage product format or a convenient go to option for consumers.
- Any other innovative idea that you have!

\*Private & Confidential



# NESPRENEUR CHALLENGE CASE 2

## PACKAGING, SUSTAINABILITY & OPERATIONS INNOVATION



Nestlé is equally committed to foster innovation in packaging, sustainability and operations to complement our product innovation.

To develop products that are good for you and the planet, we are looking out for hustlers and entrepreneurs with innovative ideas beyond products and empower them to convert that idea into a business proposition and take it to consumers:

Ideas could be relevant across one or more of the below mentioned focus areas:

- **Packaging** - Replacing single use plastic, bio-based packaging, edible packaging, shelf-life extension, innovative designs and formats, compact packaging, multi-purpose packaging, zero waste concepts, etc.
- **Sustainability** - Value from non-edible side streams, developing technologies and processes to reduce carbon emissions, replacing fossil fuels with green or alternative energy sources, ingredients, feed supplements to reduce cow's methane emissions, higher crop yields, regenerative agriculture, etc.
- **Operations** - Alternate delivery systems, end to end traceability for our products, supply chain efficiency, zero waste concepts, etc.
- Any other innovative idea that you have for packaging, sustainability and operations innovation!

# NESPRENEUR CHALLENGE CASE 3

## DIGITALIZATION & TECHNOLOGY INNOVATION



Nestlé encompasses research institutes which are the scientific and technology foundation pillars for our innovations. We work across all product categories globally ranging from food safety, basic nutrition and health research to applied research for product development and packaging. We are also looking at digitization and exploring advanced technologies like Artificial Intelligence/Machine Learning, Metaverse, etc. to support our business functions.

We are looking out for hustlers and entrepreneurs with innovative ideas in digitalization, science and technology for our products and value chain and empower them to convert that idea into a business proposition:

Ideas could be relevant across one or more of the below mentioned focus areas:

- Science and technology solutions for food processing, shelf-life extension, cleaner labels, ambient stability, alternate ingredients, etc.
- Techniques to offer nutritionally superior and reduction in salt, fat, sugar content for our products.
- Retaining nutritional value and enhancing bio-availability techniques for product formulation.
- Functional benefits - Probiotics, Low GI, Immunity, etc.
- Leveraging the power of data to understand early consumer trends.
- Digitization of farm and factory to bring in more efficiency.
- AI/ML driven solutions for recipe optimization, similar ingredients, consumer and sensory evaluation, etc.
- Any other innovative idea that you have!

# NESPRENEUR PROGRAM BENEFITS

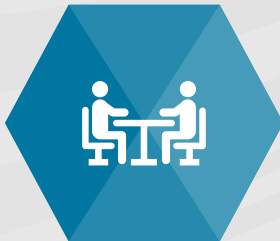
## DURING THE PROGRAM



STIPEND PER PERSON PER MONTH  
**5K INR - VIRTUAL**  
**20K INR - RESIDENCE**



DIGITAL EXPERIMENTS COST  
**UPTO 20K INR**



MENTORSHIP  
**TECHNICAL, BUSINESS &  
PRODUCT EXPERTISE**



SKILLS DEVELOPMENT  
**INNOVATION  
BOX IMPLEMENTATION**

## PROGRAM COMPLETION



START-UP CREATION  
ENTRY TO ACCELERATOR  
PROGRAM

OR



TECHNICAL INTERNSHIP  
R&D CENTRE





**THANK YOU  
&  
ALL THE VERY BEST!!!**