2009-10 Sara Lee Innovation Award Application

Basic Concept
The Sara Lee Innovation Award is for $10,000, awarded by Sara Lee to the winning team in a competition to develop an innovation. The objectives are to:
- Expose students to Sara Lee as a world class innovation company.
- Establish an ongoing Sara Lee R&D relationship with Purdue University.
- Provide an experience that would challenge students to think about innovation.
- Provide Sara Lee with an innovative idea or product with the potential to enter the market place.

Who can apply?
Students with junior status or above from 5 departments at Purdue (Agricultural and Biological Engineering, Foods and Nutrition, Food Science, Chemical Engineering and Hotel and Tourism Management) may apply. Applicants are strongly encouraged to form teams representing each of the 5 departments.

Brief overview of the competition
Teams initially submit a 2-3 page application listing the innovation idea/concept, advisor, and budget. Teams selected to move forward develop the innovation along with regular progress reports/lab notebook. A final presentation is judged by a joint team representing Sara Lee and Purdue. Students may review 2007 & 2008 reports upon request.

Why would a student want to participate in this competition?
- $10,000 award, divided equally among students in the winning team
- Opportunity to combine classroom and lab work for a practical application
- Opportunity to develop and use creative and entrepreneurial skills
- Outstanding resume item!
- Opportunity to learn about a company and experience the development process that goes into such an endeavor

Why would a Faculty member want to participate?
- $1000 from Sara Lee to be used for educational purposes
- Possible way to recruit future graduate students
- Outstanding PR for the Department, College, and University

The role of the faculty advisor
- Advise one team of competitors
- Arrange for lab space, time, and raw materials to accomplish the project
- Guide initial application, and, if selected, product, progress reports, lab notebook. Review/make suggestions on final report and presentation
STUDENT AGREEMENT FORM*
for the
Sara Lee Innovation Award Competition
Between
Purdue University
and

_____________________
Student's Name
(Each student must individually copy and submit this page)

THIS AGREEMENT, made as of ________________, 20__, by and between
__________________________ (hereinafter called "Student") and Purdue University
(hereinafter called "Purdue").

As part of the Sara Lee Innovation Award Competition Purdue and Sara Lee Food and
Beverage have entered into an agreement to conduct a student innovation competition.
During this competition, you may receive information from Sara Lee and may meet and
have conversations with personnel of Sara Lee. Your Faculty Advisor and Purdue feel
that this arrangement will greatly enhance education at Purdue. Therefore, as part of this
competition you agree to the following:

1. That all material you put into your final project report can and may be given to the
   Sara Lee.

2. That, according to Purdue University Executive Memorandum B-10, any and all
   copyrightable and patentable material developed as a result of this competition,
   belongs to Purdue University. Student, by signing this agreement you hereby
   confirm such ownership by Purdue University. A copy of Memorandum B-10 is
   available from your Faculty Advisor.

3. That you shall maintain in confidence any material that Sara Lee provides to you
   that is appropriately marked as “confidential” or “proprietary” for a period of five
   (5) years.

4. That the winning Project Team shall delay publication of their results for a
   maximum of two (2) years from the date of receipt of the Sara Lee Innovation
   Award to allow Sara Lee to commercialize the idea, concept and/or product
   generated from the Project.

Date:__________ Student____________________________
Print Name (first, initial, last)

Signature of Student
This page will only be completed by the teams selected to move forward in the
competition. It must be completed by each team member.
Sara Lee Innovation Award Competition Registration Form*
(due October 30th, 2009 to F&N Office, 2nd floor, Stone)

Competition for a $10,000 Sara Lee Innovation Award is open to Purdue students in one of the following departments: Agriculture and Biological Sciences, Foods and Nutrition, Food Science, Chemical Engineering and Hotel and Tourism Management. Students must be at least junior level. Graduate students and seniors may apply. Priority will be given to applications which have formed cross functional teams from the approved departments to enhance the experience and broaden the perspective of the innovation.

**Competition individual and/or team information.**
Name Major Class Local Address Phone Email
1. ____________
2. ____________
3. ____________
4. _____________________

An advisor must be selected for each competition unit. A list of potential advisors will be developed.

**Required Advisor Information**
Name:
Signature:
Dept.:
Campus Address:
Phone number:
Email address:
Advisor Signature: Date:

*Must be submitted for initial competition application*
**Concept/Idea and Budget**

(due October 30, 2009 to F&N Office, 2nd floor, Stone)

Note: The idea presented must be novel, i.e. it cannot be a currently marketed product in North America or one that is well described in the public literature. It should fit within product lines currently produced, or compatible with, products produced by Sara Lee. Sara Lee has product divisions for both retail and wholesale foodservice and currently produces bakery, meats, sauces, dressings, and coffee items. Additional areas of current interest may be presented at the Sara Lee presentation in September. These may include snacking, breakfast, and health and wellness.

1. Provide a project title _______________________________________________

2. Briefly describe the concept/product (1-2 page max) addressing the following:
   - Why you believe the product will be marketable for Sara Lee
   - Consumer benefits you envision of the product. Does it address a problem and/or fill a need? Is there data to support the potential benefits you envision?
   - A brief schedule of tasks to be completed during the project

3. Submit a budget estimation for the project, not to exceed $500. Funds cannot be used for any item other than ingredients for the project. The project is limited to equipment available at Purdue. The budget should not exceed one page and cover:
   A. A list of anticipated raw ingredients with amounts and costs.
   B. A list of anticipated equipment.
   C. Anticipated cost for phone, copying, printing, etc.
   D. A total estimate of expenses to cover development of the innovation.

*Must be submitted, in paper form, for initial competition application. (An electronic form will be requested from the advisor to send to the committee members for scoring).
METRIC TO JUDGE INITIAL APPLICATIONS FOR THE SARA LEE INNOVATION AWARD

Item to be evaluated Possible Points Points Assigned

TEAM COMPOSITION REPRESENTS
  • Agricultural & Biological Engineering 5
  • Foods and Nutrition 5
  • Food Science 5
  * Chemical Engineering 5
  • Hotel, Tourism Management 5

INNOVATION DESCRIPTION
  • Project title is clear 5
  • Description is sufficient as a whole 5
  • Compatible with current Sara Lee product lines 5
  • Product appears novel and not currently Marketed in North America 5
  • Product not currently described in the

  public literature 5

INNOVATION MARKETABILITY
The product/innovation
  • Has implications for both foodservice and retail 10
  • Clearly delineates consumer benefits 5
  • Appears to be marketable 10

INNOVATION TASKS/TIME LINE/BUDGET
  • Schedule of tasks appears complete 3
  • Innovation is suitable to the allotted time frame 2
  • Equipment list is specific and complete 3
  • Raw ingredients list is specific and complete 3
  • Estimated additional expenses appears reasonable 4
  • Overall budget appears reasonable 10

TOTAL POSSIBLE * 100

*If the innovation did not fit/require a criteria that is listed above, but is an acceptable innovation, those points will be deducted from the total possible and a percent score calculated. Therefore all final scores will be based on 100.
Progress Report 1: Market Analysis/Patent Search  
(due 1/8/2010 in electronic form)

Turn in to the project advisor along with lab notebook to date. Secure signature, with date, of project advisor on the report and notebook. Via the advisor, an electronic form of the report is to be submitted to the Committee Chair, and will constitute the advisor’s approval. Guidelines for notebook are on page 10-11.

The purpose of the progress report is to inform and to demonstrate continued progress towards the project goal. Each progress report should be brief (1-2 pages), containing the listed information. Be sure to appropriately cite sources of information. Reports may be submitted electronically to the project advisor in WORD format via email or in typed/printed format. Handwritten reports are not acceptable.

1.Title of project
2.Date
3.List of team members and their academic departments

4.Market Analysis
   Market size/volume
   Existing products
   Product price/cost range
   Proposed benefits/advantages of your product

5.Patent/literature search on concept/products
   What prior information/work exists on this concept?
   What closely related products/information exists?


7.Summary of marketing information and future work needed.

8.Updates on project schedule, if any.

9.Secure signature with date of advisor on the report
Progress Report 2: Technical Process/Vendor list
(due February 12, 2010 in electronic form)

Turn in to the project advisor along with lab notebook to date. Secure signature, with date, of project advisor on the report and notebook. Via the advisor, an electronic form of the report is to be submitted to the Committee Chair, and will constitute the advisor's approval.

The purpose of the progress report is to inform and to demonstrate continued progress towards the project goal. Each progress report should be brief (1-2 pages), containing the listed information. Be sure to appropriately cite your sources of information.

Reports may be submitted electronically to the project advisor in WORD format via email or in typed/printed format. Handwritten reports are not acceptable.

1. Title of project:
2. Date:
3. List of team members and their academic departments:

4. Technical process description
   Describe in detail the technical aspects of how your product is being/will be produced. Include a list of critical process parameters and a flow sheet of the process. Identify what processing information needs to be obtained to make your product and how you plan on obtaining this information (experiments, published literature, etc.).

5. Provide a list of vendors for any raw materials you have or intend on obtaining.
   Include addresses, phone numbers, email/website and list products requested (product numbers/codes/identification, etc.).

6. Summary of accomplishments to date and future work needed.

7. Updates on project schedule, if any.

8. Secure signature with date of faculty advisor.
Final Report
(due March 5, 2010 in paper and electronic form)

Turn in to the project advisor along with lab notebooks. Secure signature and date of project advisor on the report and final notebook. One paper copy, and via the advisor, an electronic copy of the report is to be submitted to the Committee Chair, and will constitute the advisor’s approval.

The final report should provide a complete description of the concept, background information, technical data and market evaluation. It is to be determined if the final report can be all electronic. The competitors will be informed of the number of final copies to be provided. The final competition should include a power point presentation along with sufficient quantity of the innovation product to allow for tasting by the judges and guests (# to be determined prior to presentation). A suggested outline for the final presentation includes the following:

Written as final report with selected parts presented as power point not to exceed 20 minutes.

1) Introduction
2) Review of relevant literature
3) Description of the product concept, benefits including the target audience or projected clientele for the product
4) Technical feasibility of the innovation
   How was the product made?
   How does it fulfill its function?
   How does it compare to existing products with similar function?
   Information on any specific handling procedures for the product must be included, e.g. cooking and preparation instructions, storage requirements, safety issues, etc.
5) Marketing feasibility
   SWOT analysis (Strengths, Weakness, Opportunities, Threats): addresses most items listed below
   How large is the potential market for this product?
   What is the estimated cost of making this product and of the deliverable product?
   What other products might compete with this product?
   What benefits does this product have vs. the competition.
   Estimate of approximate price of retail or institutional product
   Focus group sensory analysis/testing of the product
6) Nutrition analysis of the product per serving. Bonus points for discussion of how the product could fit the Dietary Guidelines for Americans
7) Issues related to manufacturing of the product including
   • Final product formulation
   • How product would be scaled up for industrial manufacturing and distribution
   • Estimated costs to manufacturer
   • Process flow diagram (including major equipments needs)
Draft or preliminary HACCP plan that addresses potential food safety hazards, flow diagram, critical control point temperatures, manufacturing and storage requirements, and any other food safety issues.

8) Presentation of the product
9) Summary of project accomplishments
10) For written report: Bibliography/References if appropriate
11) For written report: Brief statements by team members
12) For verbal report: Statement of what was learned from the competition
13) For written report: Appendices if/as needed
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Guidelines for Research Notebook/Records Keeping (due day of presentation)

All product research and notes must be kept in a bound notebook such as a lab book. The following guidelines should be followed with respect to the laboratory notebook(s):

1. At the beginning, leave 2-3 blank pages for creating a table of contents, which should be completed after the work is completed.

2. The notebook will become the property of Sara Lee and must contain ALL procedures and work related to the innovation.

3. Start and date each time the next step in the work is accomplished. Entries should always be made in the notebook without skipping pages or leaving empty spaces at the bottom of a page. If you wish to start an entry on a new page, draw a line through any unused portion of the previous page.

4. Ideas, calculations and experimental results should be entered into the notebook as soon as possible, preferably the same date they occur, so that the laboratory notebook becomes a daily record of the researcher's activities.

5. All entries should be made in the notebook in permanent black ink and should be as legible and complete as possible. Clearly define all abbreviations, code names or product codes.

6. Draw a line through all errors. Do not erase.

7. Never tear out or remove a page from the notebook.

8. Each page should be signed with the students full name(s) and dated. No entry should be changed or added to after signature. If any additional information or corrections are needed, make a new entry.

9. Each page of the notebook should preferably be witnessed, signed and dated by a colleague who understands the project. For example, if 2 of a 4 member team are working together, both members should sign. Ideally all members of a team should work together but it is reasonable some tasks may be divided. Ideally no member would work alone to allow for verbal collaboration during the project. Work should occur at least weekly on the project. Timely work on the project must be obvious from the notebook entries.

10. If an additional entry is made between the initial and final pages recording an experiment, the entry should identify the page on which the previous entry for that experiment occurs.

11. When the laboratory notebook is completely filled and is no longer required for reference, it should be indexed (fill in table of contents at start of notebook) and saved for review by the advisor and to hand in to Sara Lee.

Some factors which reduce the value or credibility of your laboratory notebook:

- illegible entries are totally worthless;
- unsigned or undated pages are almost totally worthless;
- notebook pages which have not been witnessed are almost as bad as unsigned and undated pages;
- a long delay between the signing of the page and the witness should not occur;
• consecutive notebook pages which are not dated in chronological order raise questions;
• missing notebook pages raise questions;
• erasures and deletions raise questions -- instead, any later discovered mistakes
  should be corrected and explained on the next available blank page, referencing
  the page with the mistake.
2009 METRIC TO JUDGE FINAL PRESENTATION FOR THE
SARA LEE INNOVATION AWARD*

Categories with specific Possible Assigned
Items to be evaluated Points* Points Notes

GENERAL INTRODUCTION
- Team represents all 4 departments 8
- Team greeting and introduction 4
- Emphasis on innovation idea with any changes as development occurred 8
- Innovation involved risk taking vs. simple project 8
- Review of any relevant literature 4

INNOVATION DESCRIPTION
- General Product Description 4

TECHNICAL ASPECTS
- How was the product made? 4
- How does it fulfill an innovation function? 8
- Innovation comparison with similar function products 8
- Product storage issues 4
- Product food safety issues in marketplace 4

MARKETING ASPECTS with SWOT ANALYSIS
- Potential market for product 4
- Estimated Cost of deliverable product 4
- Competition from other products 4
- Specific benefits of innovation related to competition 8
- Approximate price (retail or wholesale or both) as compared to competition 4
- Focus group sensory testing/analysis of product 4

NUTRITIONAL ANALYSIS
- Nutrition Facts Label per serving 4
- Nutrition considerations beyond label requirements 4

MANUFACTURING ISSUES
- Final Formulation 4
- Estimated costs to manufacturer 4
- How product would be scaled up for industry 4
- Process Flow Diagram 4
- Preliminary HACCP Plan OR manufacturing
food safety issues addressed 4
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FINAL WRITTEN REPORT (judges will have copy prior to presentation)
Addresses all required aspects 8

PRODUCT TESTING
• Appearance 8
• Taste 8
• Texture 8

OVERALL PRESENTATION
• Power Point was professional 4
• Presentation, including product, was professional 4
• Presentation adhered to time frame 4
• Students presented a unified/professional decorum 4
• Student response to questions from judges 4

TOTAL POSSIBLE 172__________

FINAL PERCENT SCORE = total score divided by 172 = _________%

Divide assigned points by possible for a percent score. If the innovation did not
fit/require a criteria that is listed above, deduct those points from the total possible.
Therefore all final scores will be based on 100%.

* POINTS BASED ON POSSIBLE OF 4, or 8.
4 or 8 = Equivalent to an “A”; little, if any, improvement needed; highest possible score
3 or 6 = Equivalent to a “B”; above average work, but could have been better
2 or 4 = Equivalent to a “C”; average work; inconsistent effort/results
1 or 2 = Equivalent to a “D”; below average work with less than effort expected

*Lab notebook must be presented at time of final presentation

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Sara Lee Innovation Award Competition Timetable for 2009-2010

I. Competition Structure
A. Sara Lee Innovation Award Callout on September 17, 2009 at 5:30 PM Stone Hall room B2, Purdue University. Prior to 9/17/09, faculty and students in each department will be informed of the competition via class announcements, direct e-mails, and department web sites
B. By October 30, 2009
   • Students should form teams and submit application (page 3 and 4 of the application)
   • Applications due to F&N Office, 2nd floor, Stone
C. By November 13, 2009
   • Teams are notified of selection or non-selection to start competition
   • Selected teams may start work on the innovation after submission of page 2 of the application
D. Progress Reports
   • Progress Report 1 due January 8, 2010
   • Progress Report 2 due February 12, 2010
E. Final Report
   Due Friday before Spring break, March 5, 2010
F. Final Competition presentation
   • Will be scheduled, in January, for a date in April
   • Will be held at Purdue University
   • Each team must submit their lab notebook the day of the competition
   The winning team will be selected the day of the competition
   Media coverage will be scheduled for day of presentation

II. Judging
The team of judges will include representatives from Sara Lee and Purdue
   • Representatives from Sara Lee will reflect the innovation product categories and/or a representative from Marketing, Communications, and Research and Development
   • Representatives from Purdue faculty will include one faculty member from each of the 4 departments: Agricultural and Biological Engineering, Foods and Nutrition, Food Science, and Hotel and Tourism Management
III. Criteria for judging
Metrics are in the application for the initial selection of teams to go forward, and the final selection of the winning team. The metrics reflect the specified requirements in the application information
  • Initial application metric is on page 5
  • Final report/presentation metric is on page 12-13

IV. Financial awards/disbursements will be paid by Sara Lee
  • To individual members of the winning team. The winning team must submit social security numbers for this disbursement,
  • To each Purdue Department, in the name of the team(s) advisor, for sole use by the advisor
  • To each Purdue Department, via advisor, upon receipt of itemized expenses