

Germinar is M. Dias Branco's Startups connection program. It is the opportunity for Startups to partner with the company, carrying out a pilot or proof of solution/technology already developed by them, with the support of one of the largest Food companies in Brazil. The program is structured in two central axes: (I) Innovation in the Current Business, structured in Marketing, Logistics and Industrial, in a total of 9 Challenges, and (II) Innovation in New Business, structured according to trends/product categories and new commercial channels, being a unique Challenge.

Innovation Startups in the Current Business stream may be contracted as suppliers or partners of the company. Startups in the New Business stream will be able to discuss partnerships or even receive investments from M Dias Branco. The objective of M. Dias Branco with the program is to find new ways to innovate and increase Business profitability.

Germinar is not a program of ideas! The connection will occur with Startups that already have at least one MVP and present the capability to operate a test quickly.

CHALLENGES:



PDCA 4.0



Occupational Safety



Smart Management of Warehouse and Assets



Sustainable Destination of Solid Waste



Artificial Intelligence for Quality Control of Processing and Product



Digital Solutions for OPL (One Point Lesson)



FIFO



Predictive Demand Analysis



Data Marketing



New Business

PDCA 4.0: Startups with digital solutions for PDCA (Plan-Do-Check-Act) process, allowing the centralized visualization of occurrences, the responsible for its execution, resolutions and control of different lines / shifts / factories from M. Dias Branco manufacturing ecosystem.

OCCUPATIONAL SAFETY: Online solutions to ease the registration of Safety occurrences and their resolutions, creating then a data base that allows monitoring of trends/patterns of insecure behaviors per factories, supporting the Labor Safety team to act in prevention mode (e.g. through identification of re-training in certain subject).

SMART MANAGEMENT OF WAREHOUSE AND ASSETS: Startups with digital solutions that create an approval flow and online monitoring of spare parts requisitions and visualization of the assets in stock. Automatic stock consultation prior to new Purchase Request and – once in stock – prompt item availability to requestor are desired functionalities of this solution.

SUSTAINABLE DESTINATION OF SOLID WASTE: The goal is to find technically feasible and accessible cost solutions that can provide sustainable destination of company' solid waste, which include organic compounds (i.e. production residues and returned products), packaging, wood, construction waste, etc.

ARTIFICIAL INTELLIGENCE FOR QUALITY CONTROL OF PROCESSING AND PRODUCT: Startups with solution to monitor online biscuits' color variation after thermal processing, correlating these variations with other monitored online parameters, and in face of variation of such, how to adjust process parameters in real time to deliver biscuits within the color range accepted.

DIGITAL SOLUTIONS FOR OPL (ONE POINT LESSON): Mobile solutions that support the OPL elaboration, allowing photos and videos insertions, and register them after approval flow in a library with efficient search engine.

FIFO (First In, First Out): The goal is to find accessible product tracking solutions, that allow the effective shelf-life follow up, with high visibility of product's turnover, enabling the company to know the customer's needs and optimize the production lots to be destined to that particular channel.

PREDICTIVE DEMAND ANALYSIS: Accessible solutions for predictive demand analysis of the Biscuits and Pasta markets, with a capillarity level of visualization up to the Vendor / Customer / SKU level.

DATA MARKETING: Startups with digital solutions that enables agile collection of market information, data treatment and analysis (including Sell-In and Sell-Out data), with friendly visualization, and that provide relevant insights to development of assertive Market Plans and support to new Business opportunities.

NEW BUSINESS: Startups with products or value propositions that are aligned with wellness, naturality or practical trends, adding tasteful product (salty or sweet) to current portfolio or by expanding it through commercial partnerships.

HOW IT WORKS:

The program is structured in the 5 phases described below, between March 13th and October 30th, 2019.



WHY PARTICIPATE?

- 1 Opportunity to test your solution / technology with a large, industry-leading company.
- 2 Possibility of hiring as a supplier or partner of M. Dias Branco without any assignment of participation (equity of the business).
- 3 Networking, visibility and the seal of a great company, leader in its sector.
- 4 Possibility of receiving funds in the form of investment under conditions to be discussed on a case-by-case basis (for the New Business Challenge).
- 5 Program focused on generating business quickly without impacting its work agenda with mentoring, training and events.

For +info, access: www.germinarmdiasbranco.com.br

ABOUT INNOSCIENCE

Innovation Advisor

Innoscence is a Corporate Innovation Consultancy that brings knowledge, method and experiences to support established companies to deliver results and profit from innovation. Innoscence is responsible for the structuring and operationalization of the Germinar program with M

Dias Branco.

ABOUT STARTSE

Platform

StartSe is a connection platform, which uses education and information to strengthen the startup ecosystem. StartSe is responsible for publicizing the program and attracting startups to participate in it.