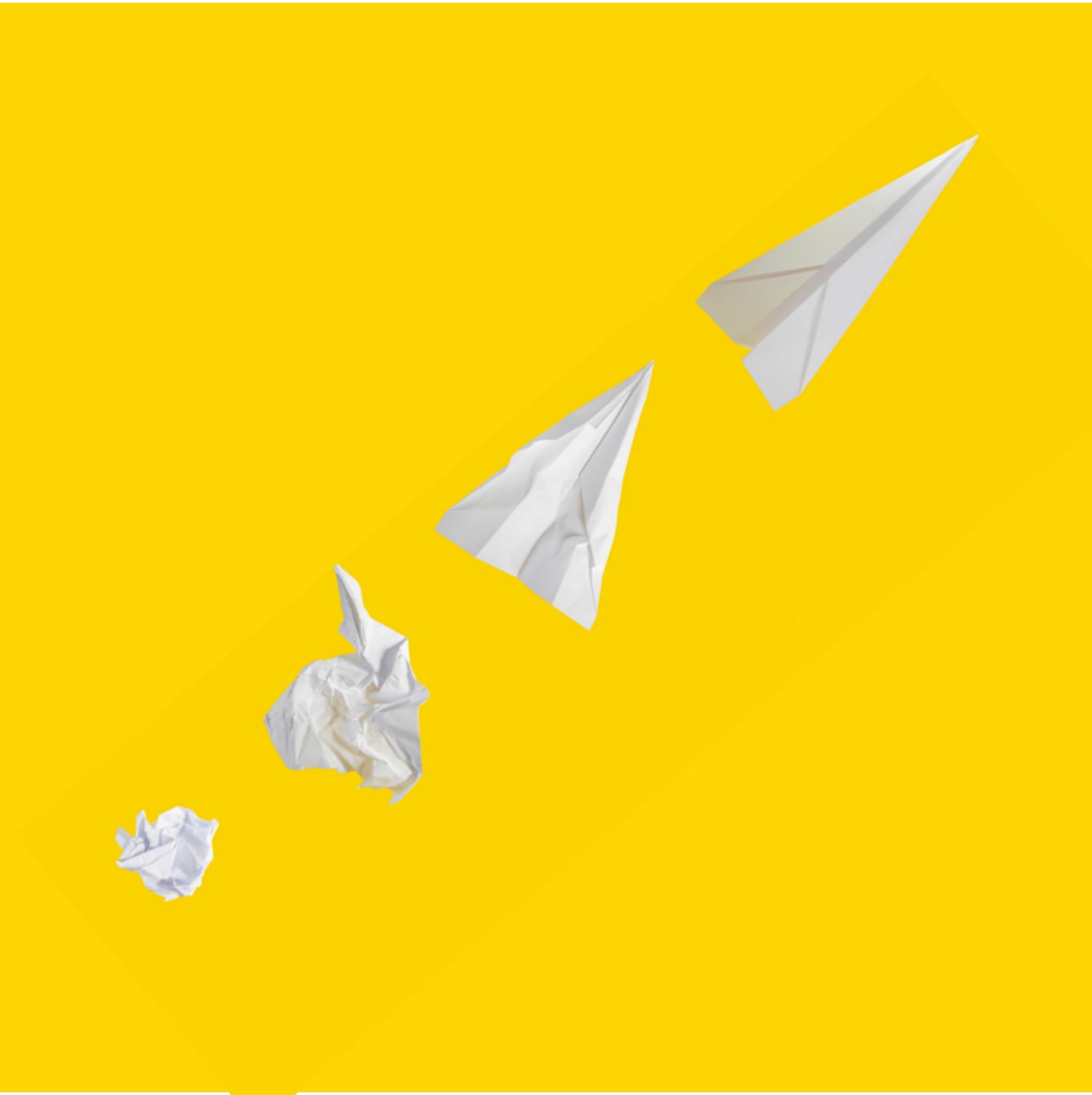
IMPACT REPORT & HIGHLIGHTS

India Smart Protein Innovation Challenge 2021



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PREFACE

India has a significant role to play in the development of the alternative protein sector globally. We have the potential to accelerate new product innovation and lay down the path toward cost reduction, advancing the sector on key dimensions of taste, price, and accessibility, and establishing a model for its growth in the developing world.

The Indian smart protein industry has the potential to create up to 3.7 lakh jobs by 2030 - in direct high value jobs created in the processing of raw materials and manufacturing of innovative new products, and indirectly across the value chain in services supporting the smart protein industry.

> *However, one of the most critical bottlenecks the growth of the sector in India faces is the need for a robust, multi-disciplinary talent pool across business and science. We need more biologists studying and optimizing plants and microorganisms for protein production, more engineers improving ingredients and processing techniques, and more food scientists combining these ingredients in novel ways to produce foods that offer consumers smart protein alternatives they love and that are vastly better for human and planetary health.*

The Good Food Institute India (GFI India) through our flagship initiative - the India Smart Protein Innovation Challenge (ISPIC) aims to address the talent bottleneck by training hundreds of new innovators and accelerating go-to-market and scale strategies for dozens of new entrepreneurs through a one-of-its-kind, comprehensive program.

ISPIC is designed keeping in mind the following objectives:

Talent Development

Providing robust training curriculum and coursework across food science, agri/crop sciences, biotechnology, engineering and manufacturing, computation, etc, with a focus on practical training.

Filling Scientific Knowledge Gaps

Targeted Challenge statements towards the advancement of key indicators including nutrition and cost.

Venture Building

Nurturing entrepreneurship, incubating deep technology ventures and ensuring technology transfer to the market.

GFI India is building the smart protein sector in India from the ground up across business, science, and policy. ISPIC has been made possible with support from our sponsors, partners and our global family of donors. Following a very successful initial run in 2020 supported by core organizing partner Gastrotope and a group of ecosystem partners, the India Smart Protein Innovation Challenge 2021 was supported by Title Sponsors Capri Global Capital Limited and Key Sponsors, Indic Academy and Alkem Laboratories. ISPIC 2021 was organized and run in partnership with CIIE.Co, a group of wonderful supporting partners, and our smart protein ecosystem partners.

The India Smart Protein Innovation Challenge
gfi India

"I am very proud to be a part of the Challenge because it encouraged young minds like me to become familiar with the alternative protein industry and helped me in my venture building. ISPIC was a great mix of networking, peer groups, mentorship, and incentives, all of which helped us optimize our product and processes and achieve important milestones. It also helped us to build key connections for our startup 'Made from Plants'."

Raunak Pahwa, *MFP Foods, 2021 cohort*

"From being apprehensive to participate in the India Smart Protein Innovation Challenge 2021 to being one of the winning 20 teams, this 5-month-long journey has been incredible. Our motive was to train our interns through the Challenges proprietary Digital Lab certification. The rest of the Challenge was key in deciding our product propositions - as we learnt a lot about project proposals, pitch presentations, innovation, and strategies for solving the challenges in the alternative protein sector."

Yashaswini Balaraju, *Mycovation, 2021 cohort*

Background

The Good Food Institute India (GFI India) is the central expert organization, thought leader, and convening body in the Indian smart protein sector. By building this transformative new sector across business, science, and policy, we're ushering in a more secure, sustainable, and just global food system.

As part of an international network of nonprofits with partners in Brazil, Israel, the U.S., Europe, and the Asia Pacific, we use the power of food innovation and markets to accelerate the transition of the world's food system toward smart protein. In building the sector from the ground up in India, we're aiming to establish a model for its growth all across the developing world.

Since our establishment in 2017, we've been on a 'Mission for Smart Protein'. Through our work and our community of partners, we're articulating our vision for the protein supply of the future, today - one which stewards planetary health, tackles malnutrition, benefits farmers, and creates jobs for millions. That means building an ecosystem that offers nutritious, delicious smart protein products that taste the same or better and cost the same or less than their animal-derived counterparts. We know that this is going to be key to feeding 10 billion people by 2050, nearly a sixth of whom will be Indian.

The India Smart Protein Innovation Challenge (ISPIC)

Through our flagship initiative — the India Smart Protein Innovation Challenge (ISPIC) — we focus on training the next generation of innovators to develop innovative smart protein products that offer safe, nutritious, and sustainably-sourced solutions to animal-sourced foods for the global food system. Smart proteins are alternatives to animal-derived meat, eggs, dairy, and seafood. These alternatives are focused on delivering the same cultural and sensory experiences that animal-derived foods offer — so that producers and consumers can access foods that feel like a simple switch, not a sacrifice. Smart protein products can be produced using one or a combination of the following three modalities, from a product, cost, and infrastructure perspective:

PLANT-BASED **CULTIVATED** **FERMENTATION-DERIVED**

Through our Innovation Challenge, GFI India has developed a unique methodology to design a high-impact intervention and reach a triple-end-goal to build a sustainable smart protein ecosystem in India:

- ***Educate*** a strong pool of industry-ready smart protein talent including scientists, employees and entrepreneurs.
- ***Encourage & Inspire*** innovation, creativity, and problem-solving for key white space commercial and research opportunity levers identified.
- ***Engage*** by creating meaningful and structured avenues for young and motivated talent to showcase their ideas and get meaningful awards and tangible outcomes for both the participants and the industry stakeholders.

GOALS OF THE CHALLENGE

Over its two editions, the India Smart Protein Innovation Challenge has significantly advanced talent development in the industry — the first iteration from ***August 2020 to February 2021 had over 1,085 registered participants,*** while the second, more focused iteration had ***close to 750 registered participants.***

After having successfully run for 2 years, ISPIC 2021 brought in a prestigious group of sponsors and partners who enabled post-Challenge

Scope

While ISPIC 2020 focused only on plant-based innovation & entrepreneurship, ISPIC 2021 focused on ideating and innovating in key commercial whitespaces across the value chain of plant-based, cultivated and fermentation-derived proteins.

ISPIC 2021 was divided into two separate tracks — **Track 1 (Innovation) and Track 2 (Entrepreneurship)**, depending on the maturity of the startup and solution. Teams in both tracks — within a chosen technology area and a selected Challenge statement (Track 1 Challenge statements and Track 2 Challenge statements) — developed a validated technological and business proposal.

The India Smart Protein Innovation Challenge
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Innovation

The Innovation track focused on coming up with innovative, theoretical solutions to technologically advanced industry problem statements suited for students and researchers.

This track provided an opportunity for the talent ecosystem to apply their educational and vocational skills to help solve technologically advanced scientific problems and come up with innovative theoretical solutions facing Indian food corporations, startups and entrepreneurs.

TRACK 1

Entrepreneurship

The Entrepreneurship track focused on building a potential commercial venture in the smart protein sector, suited for students, professionals, entrepreneurs and startups. A smart protein entrepreneur in India has to build the entire innovation stack themselves — sourcing, manufacturing, R&D, innovation, and distribution — due to the lack of a support ecosystem.

Thus, this track had a focus on incubating and accelerating potential and existing entrepreneurs/startups, respectively, via mentoring and 1-on-1 sessions which focus on scientific (50%) and business (50%) themes.

TRACK 2

FOCUS	The teams' proposals were centered around addressing significant bottlenecks across the smart protein value-chain, to accelerate the creation of new technologies aimed at providing solutions to the global market while establishing India as a smart protein innovation and manufacturing hub.
CRITERIA	Proposals were then assessed on technical feasibility, scalability, commercialization potential, and economic viability.

At the end of this Challenge, participants received multiple tangible benefits:

- **Certification from GFI India's Smart Protein Digital Lab 2021**, and up to 2 additional certificates based on the phases of the Challenge qualified.
- **Track 1 — Technical proposal:** Technologically-feasible solution with a comprehensive roadmap toward achieving a proof of concept.
- **Track 2 — Technical proposal (as above) + Business proposal**: Identification of a market and business solution with strong potential for the formation of a viable and profitable enterprise.
- **Life-long access to a committed, purpose-driven community of 1,000+ stakeholders** of fellow innovators, investors, entrepreneurs, corporate professionals, and other key stakeholders for continued growth and learning.
- ISPIC 2021 offered **INR 21,00,000 in prize money** across the top 20 teams — which is 4 times higher than ISPIC 2020, which offered INR 5,00,000 in prize money to the top 5 teams.

'20	
1,085 *participants*	
250+ *universities*	
150+ *cities*	
27 *states*	EDITION 1

'21	
745 *participants*	
500+ *universities*	
100+ *cities*	
25 *states*	EDITION 2

ISPIC 2020 & ISPIC 2021: Impact

> *Across both iterations of the Challenge, our Digital Lab saw a completion rate of 40+ percent. In comparison, the average rate of completion on a standard MOOC (Massive Open Online Course) of this kind, globally is 4 percent - a testimony to the engagement on the material GFI India provided candidates through our Digital Lab.*

ISPIC 2021 was conducted at a time when COVID-19 restrictions had just been lifted, with students returning to colleges and professionals returning to work. Simultaneously, in keeping with developments across the sector globally and in India, we raised the bar for the general quality of applications and their approvals. These two factors ensured that our talent pool for ISPIC 2021 was a high-calibre, focused cohort!

> *"ISPIC has been a steep learning curve and has inspired me greatly to work in this sector. I appreciate your efforts in making it happen successfully!"*
>
> ***Geethanjali MK,*** *Blufins, 2021 cohort*

> *"SeaSpire, an alternative seafood startup, emerged from ISPIC 2020. We're focusing on advancing the technology to overcome challenges in reproducing seafood alternative textures. ISPIC was a catalyst in incubating the startup and the founders' idea, and post Challenge activities and in-kind support fuelled this further. Now, we've just revealed plant-based seafood whole-cuts and we're working towards commercialization at the end of this year."*
>
> ***Varun Gadodia,*** *SeaSpire, 2020 cohort*

> *"Participating and being selected as one of the winners of the India Smart Protein Innovation Challenge 2020 helped provide encouragement during Demolish Foods' early days. It also provided access to industry experts and stakeholders across the plant-based ecosystem."*
>
> ***Ravali Amba,*** *Demolish Foods, 2020 cohort*

The India Smart Protein Innovation Challenge
gfi India

ISPIC 2020 & ISPIC 2021: Outreach & Engagement

- Outreach is a key element for the success of this challenge, and as part of our outreach efforts for ISPIC 2021, we launched a **Smart Protein Ambassadors Program**, onboarding **20 ambassadors** who supported us in reaching out to **500+ colleges and incubators** focused on food technology, biotechnology, engineering, agriculture, and other allied sciences.
- GFI India's team worked closely with the Smart Protein Ambassadors, providing them with mentorship through regular check-ins to help them successfully identify and reach out to hundreds of strategically handpicked universities and organizations across India and build a diverse cohort of students, researchers, entrepreneurs, and scientists. The program helped us set Ambassadors up for success as champions of smart protein at their respective universities and organizations, while widening their own personal networks in the sector. We also highlighted our high-achieving ambassadors through social media shoutouts.
- Additionally, we conducted multiple outreach webinars which received a **combined registration of 1,500+ potential participants** interested in exploring opportunities presented by the Indian smart protein sector.

Structure & Timelines:

ISPIC 2021 was spread across 4 phases:

Participants went through 80+ hours of essential video and written educational material and assessments on the business, science, and path to market for smart protein. Through each track, participants had access to instruction and mentorship in the form of focused webinars and 1:1 advisory sessions from GFI India's team and industry experts.

PHASE 01
Sep ‘21 - Oct ‘21

Induction

745 participants were tested individually on 40+ hours of content through quizzes and **320 participants** were certified upon successful completion with a 101 understanding of all 3 plant-based, fermentation-derived, and cultivated domains.

Completion of Smart Protein Digital Lab

PHASE 02
Nov ‘21 - Dec ‘21

Innovation

96 teams were formed and teams were required to submit a short proposal as per the specified evaluation criteria for their track to move forward into Phase 3. Participants were provided additional resources of upto 15 hours.

Submission of 5-page proposal (Preliminary)

PHASE 03
Dec ‘21 - Jan ‘22

Inspiration

53 teams with successful proposals which included validated assumptions, technological milestones, and best compliance were moved forward into Phase 4. Participants were provided additional resources and group mentoring sessions of upto 25 hours.

Submission of 20-page proposal (Detailed)

PHASE 04
Feb ‘22 - Mar ‘22
Demo Day : Mar 11 ‘22

Initiation

23 teams showcased their business and/ or technology solutions in front of an expert panel of judges as per their chosen track. Participants were provided pitching resources and 1:1 mentoring from the GFI India team.

Pitch presentation (Demo Day)

The India Smart Protein Innovation Challenge
GFI India

“We were fortunate to be part of ISPIC 2021 as it helped us understand the technical and business landscapes in the alternative protein sector - globally and in India both. Additionally, it was a great platform to network with like-minded people and I highly recommend that budding entrepreneurs participate in this event.”

Prateek Patra, *ReWild Bio, 2021 cohort*

“ISPIC 2021 has been one of the most insightful journeys I’ve embarked on. At the offset I knew very little about the space but through the 5 month journey, I was able to understand the landscape thanks to the resources curated by GFI, the mentors we got to connect with, and my experienced teammate Yugandhara. The fact that the Challenge was open to both students as well as working professionals helped me build my network. I strongly urge anyone who’s curious about alternative protein to take part in future editions of this Challenge!”

Bhairavi Giridharan, *Plantiful, 2021 cohort*

Challenge Metrics

01 PHASE 1: Induction

Participants dived deep into the science & business of the smart protein sector, and were certified for their hard work!

- All Challenge participants took part in the mandatory Smart Protein Digital Lab. The lab for Phases 1 was built on our custom-developed in-house platform (on Mercer-Mettl), featuring 50+ hours of educational content across all three technology areas of smart protein — plant-based, fermentation-derived, and cultivated.
- The content featured both technical and business resources to equip participants with the necessary background to ideate on and solve some of the biggest challenges the industry faces globally.

745 *participants*

116 *cities*

25 *states*

590+ *colleges, universities & organizations*

- **320 candidates were certified from the world's *first Smart Protein Digital Lab*** and invited to join GFI India's Talent community with ~400 members to discover opportunities in the Smart Protein Sector.

02 PHASE 2: Ideation

Participants networked with hundreds of fellow Smart Protein Innovators with complementary backgrounds, formed teams, and submitted a short, collaborative proposal.

- A total of 96 teams were formed during 'Matchmaking Week' on a custom-built match-matchmaking tool by GFI India.

TRACK 01 **Scientific Innovation**	TRACK 02 **Entrepreneurship**
53 *teams*	**33** *teams*
128 *candidates*	**95** *candidates*

- This was spread across technology areas with 10 teams in Cultivated, 21 teams in Fermentation-derived and 68 teams in Plant-based protein.

03 PHASE 3: Inspiration

The top teams from Track 1 and Track 2 were mentored by top investors and advisors from the smart protein sector, and turned their short summary proposal into a detailed comprehensive plan.

- The top 53 teams out of the 96 teams eligible to participate in Phase 2 started Phase 3 journey with us.

40+
Live Mentorship Webinars

14
Inspiration Webinars

1:1
Advisory support from GFI India's team & industry experts

200+
Materials on science, technology & business

- By partnering with key stakeholders in industry and academia, we were able to provide talent with access to mentorship and networking opportunities. In turn, Challenge partners had an opportunity to establish thought leadership as well as solicit future prospects and leads in the smart protein industry to succeed in a sunrise sector poised for rapid take-off.
- The GFI India team scheduled 14 Inspiration Webinars and a dedicated office hour session with ISPIC 2021 Mentors to further support participants on their proposal development. Some of the topics covered were:

Dr. Ajay Batra, Wadhwani Foundation	Design Thinking
Nidhi Mathur, Axilor Labs	IP Commercialisation Strategies
Benjamin Pippin, BIV and **Dennis Girik,** Griffith Foods	New Product Development
Harsh Gursahani, PLR Chambers	Smart Protein Food Regulations
GFI India	Consumer Insights
Divya Murthy, Proveg Incubator	Financial Modelling
Pooja Shirali, DSG Consumer Partners, **Sarthak Rastogi,** Huddle and **Sagar Mehta,** VeganDukan	Scaling & Distribution

- We had a **total cumulative attendance of 2500+** and **on average 150—200 people directly or indirectly attending each session** and perhaps 1000's more in perpetuity as all these sessions are available to the public on an open-access basis.

For more details, please visit **ISPIC 2021 Mentors**, and have a look at the rest of the **Inspiration Webinar Series**.

04 PHASE 4: Initiation

After a 6-month journey, the top 23 top teams from both tracks got a chance to learn more and showcase their ideas to a panel of investors and industry experts on a Smart Protein Demo Day!

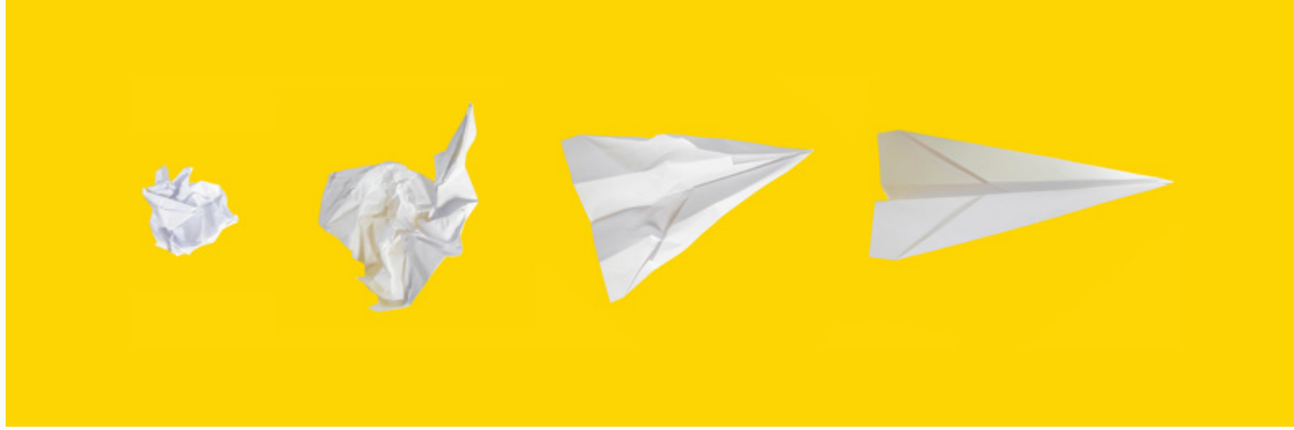
- The Top 23 teams comprising 60 individuals qualified for Phase 4 (Initiation) & got an opportunity to present their proposals and solutions to a panel of expert judges and Challenge partners from both academia and industry at the ISPIC 2021 Demo Day from which 20 winners were selected.
- **Track 1 (Innovation) Demo Day, ISPIC 2021—22 by GFI India**
- **Track 2 (Entrepreneurship) Demo Day, ISPIC 2021—22 by GFI India**

"The insights we learned from the Challenge helped our team structure our technical and commercial strategy. After winning the competition, our team has successfully developed and launched our first product - a plant-based paneer - across Mumbai on various platforms!"

Yash Khandelwal, *Funny Nani, 2020 cohort*

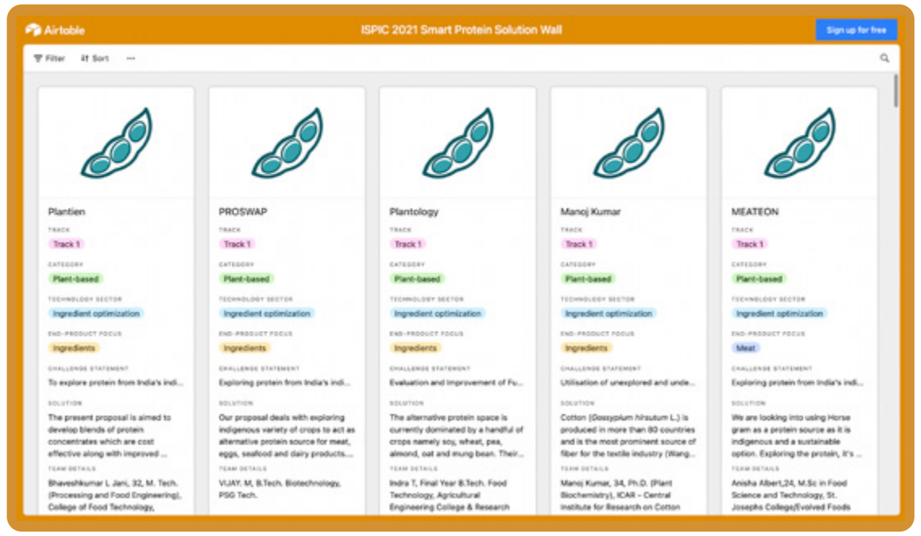
"Throughout ISPIC, GFI India provided us with invaluable insights, expert guidance and key connections within the smart protein community. Beyond the Challenge, we were given the opportunity to present our work to a wider audience, and we're now in talks with VCs and accelerators! We were also recently part of the ProVeg Summer 2022 acceleration program, where we won the demo day jury award, and now we're working on a circular economy business model with a supermarket chain with 800 stores in Colombia. Participating in ISPIC has been a great stepping stone for Fotortec India, and we highly recommend anyone interested in transforming the food industry to participate in the Challenge and build with the wider GFI network."

Asha Bangar, *Fotortec, 2020 cohort*



The Smart Protein Solutions Wall

At ISPIC, our focus is on supporting talent to showcase their ideas and derive meaningful and mutually beneficial connections from the communities GFI India has already created. To showcase ideas generated as a result of the ISPIC initiative we built a 'Smart Protein Solutions Wall,' where participants were invited to share a brief background of their team and the solution they are working on.



You can find the Smart Protein Solutions Wall on our Challenge website here for both **ISPIC 2021** & **ISPIC 2020**.

Over 2020 and 2021, ISPIC saw over 30 teams reach the final phase of the Challenge. The winners demonstrated an overall understanding of the sector, technological viability with clear milestones for developing their proof of concept, and the marketability of their proposed solutions.

Winners from ISPIC 2020

Brew51 (now Demolish Foods)

Plant-based meat

Developing a plant-based chicken alternative using electrospinning technology. Demolish Foods successfully raised pre-seed funding from Ahimsa Ventures following ISPIC 2020. The team unveiled breakthrough technology that enables the scalable production of plant protein fibers, which mimic animal muscle fibers that constitute animal meat. These plant protein muscle fibers are employed in the creation of plant-based whole-cut meats with an almost perfect equivalence to animal whole-cut meats in terms of appearance, texture and mouthfeel. Ravali Amba, Founder of Brew51, found her teammates through ISPIC 2020.

NayaMylk (now Funny Nani)

Plant-based dairy

Developing plant-based dairy substitutes, like paneer, using indigenous ingredients like watermelon seed kernels. Funny Nani (previously, NayaMylk) has launched their plant-based paneer for sale across Mumbai across various different channels including retailers like Vvegano & Vegan Dukan and cafes like The Green Affair & Earth Cafe.

You can find a recording of the India Smart Protein Innovation Challenge: Demo Day 2020 on GFI India's Youtube channel.

ProMeat

Plant-based meat

Developing a range of plant-based meats in the snacking category using underutilized indigenous crops as raw materials. ProMeat was selected for incubation programs at ProVeg Incubator, PRERNA 2.0 by Jawahar R-ABI (Govt. Of India) and for the 4th Cohort- NEST and N-GRAIN at IIMR-Indian Institute of Millet Research in partnership with Nutrihub following their success at ISPIC 2020.

SeaSpire

Plant-based seafood

Developing a whole-cut plant-based white fish filet by harnessing 3D printing technology. SeaSpire unveiled their proof of concept plant-based red snapper filet made using only 7 ingredients and formed using their in-house bioprinting technology.

Winners from ISPIC 2021

TRACK 1:
Innovation

VegSEAlicious

Plant-based meat

Developing plant-based seafood using seaweed and microalgae, with high nutritional profiles, and natural organoleptic properties to mimic conventional fish products.

Plantiful

Plant-based dairy

Developing a clean label, ragi-cashew based milk powder to cater to the variety of applications that traditional milk has in the Indian context.

Smart Media

Cultivated meat

Developing an animal-free cell culture media using inorganic plant compounds to replace FBS.

Millibiotics

Plant-based dairy

Developing a plant-based milk product using India's indigenous crops

IUVA Health

Plant-based meat

Developing dairy proteins for the synthesis of animal-free bovine milk via precision fermentation technology.

Biothrive

Plant-based ingredients

Developing novel methods of fat encapsulation using indigenous plant proteins and potatoes.

Protilium Foods

Fermentation (Host strain development)

Developing a screening technology for filamentous fungi to identify new candidate strains or strain improvements for enhanced protein and organoleptic properties.

Plantology

Plant-based ingredients

Developing high-functioning, plant-based ingredients using Lentils (Red and Green lentils) and Beans (Mucuna bean and Black gram) for applications in plant-based meat, seafood and dairy products.

ProSwap

Plant-based ingredients

Developing ingredients by blending indigenous crop varieties to act as alternative protein sources for meat, eggs, seafood and dairy products.

You can find a recording of the Innovation Demo Day on GFI India's **Youtube**.

Winners from ISPIC 2021

TRACK 2:
Entrepreneurship

BluFins
Plant-based seafood

Developing plant-based seafood products for the B2B & B2C segment.

Zero Cow Factory
Precision fermentation (Dairy)

Developing an A2 milk analogue by bioengineering microbes through microbial fermentation.

Next Eggs
Plant-based egg

Developing shelf stable, fully functional plant-based boiled egg, where the egg white and yolk can be made into 2 separate components.

Mycovation
Biomass fermentation

Developing process design and manufacturing for fungi-based protein.

Fotortech
Biomass fermentation

Developing a processing technology for using vegetable waste to create high-protein ingredients.

ProMyce
Biomass fermentation

Developing protein rich, mycelium-based, whole cut meat analogue.

Made from Plants (MFP Foods)
Plant-based dairy

Developing plant-based dairy products using indgienous crop ingredients sourced from traditional dairy producers.

Pilk
Plant-based dairy

Developing plant-based milk for the consumer segment.

Clever Meat
Cultivated seafood

Developing scaffolds and cell lines for cultivated seafood products

betaMG
Plant-based dairy

Developing plant-based ingredients for use in functional dairy products for the B2B and B2C segment.

ReWild
Biomass fermentation

Developing a nutrition-forward, cost effective, meat analogue using fermentation technology.

You can find a recording of the Entrepreneurship Demo Day on GFI India's Youtube.

Exposure & Media Coverage

Through ISPIC 2021 participants, sponsors and partners had visibility with almost:

20,000
Linkedin Professionals who are clued into the smart protein sector

2,000
People within multiple strategic GFI India Databases

500+
Academic institutions and universities

80+
VC firms, investors, incubators and acceleration bodies in the start-up ecosystem

60+
Communities based on food, agriculture and biotech

Media Coverage
Via mainstream press, and business, scientific, student, food, and sustainability focused platforms

The India Smart Protein Innovation Challenge
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The India Smart Protein Innovation Challenge 2021 was featured by the following media publications:

green queen — Green Queen Media
(a Hong-Kong based award-winning impact media platform, advocating for social and environmental change, and a multi-channel brand that is trusted across Asia)

mid-day — Mid-Day
(a Mumbai-based morning daily with city-wide reach)

VEGAN — The Vegan Indians
(India's first online portal dedicated to veganism)

Monthly Bites — Monthly Bites
(a magazine put together by food technologist Garima Kukreja, that goes out to a thousand odd people within the food tech space)

FoodTechBiz — FoodTechBiz
(a Noida-based digital platform for food and beverage industry stakeholders)

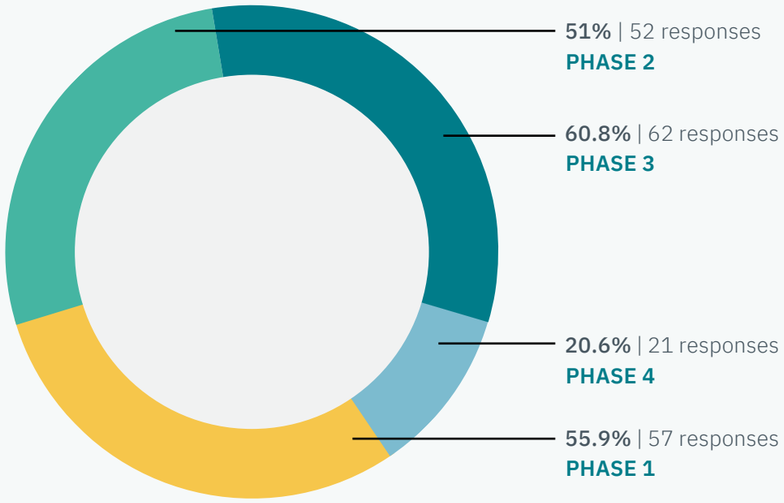
vegan first — Vegan First
(an online portal featuring all things vegan, including interviews, articles, recipes, restaurant guides, and more)

Feedback & Participant Experience

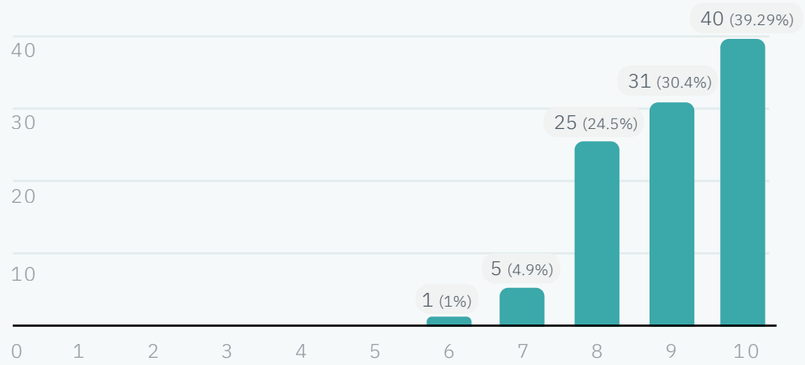
As part of a mid-Challenge feedback survey conducted by the GFI India team, we asked 118 participants from Phase 3 to rate their overall experience of the Challenge, their experience of the inspiration webinar series, and to rate which phase they found most useful. Of the 118 participants we received 102 responses.

Based on the response, participants found most value in Phase 3, followed by Phase 1 with >96 percent of participants rating their experience at 8+ in Phase 3. Both phases were focused on sharing scientific and business resources, as well as providing focused advisory support to teams in order for them to develop a thorough understanding of the foundational knowledge behind the smart protein sector.

Which was the most useful Phase out of the 4 phases?
102 responses

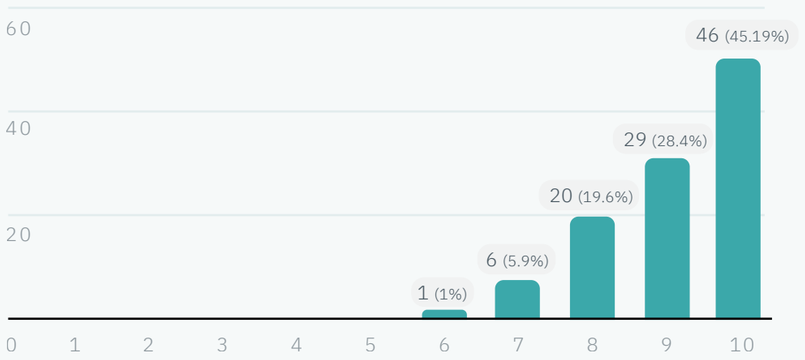


Rate your overall experience participating in INSPIRATION WEBINARS of ISPIC 2021-22?
102 responses



When asked to reflect on their overall experience of the Challenge, 75 percent of participants rated their experience as 9+ and 20 percent of participants rated their experience as 8. We also asked participants to provide written feedback which we will be using to further iterate on the next edition for ISPIC.

Rate your overall experience participating in ISPIC 2021-22?
102 responses



Resources from these phases have been made available online through GFI India's Youtube channel to support talent and entrepreneurs beyond the scope of the Challenge

"Prior to ISPIC 2021, we were just individuals with general interest in the alternative protein sector, but during the Challenge, we were technically groomed and provided with the right tools to come up with solutions to solve key challenges in the sector. ISPIC 2021 acted as an incubator, introducing me to my co-founder Swapnil, and also provided us with the direction and guidance we needed to start our venture. We have now set up a research lab in Pune to develop proof of concept for our cultivated shrimp and prawns. Simultaneously, we are also raising our pre-seed to fund our research and expedite the process of bringing our proof of concept to fruition."

Nithin Aakash, *KleverMeat, 2020 cohort*

"It was an incredible and fulfilling journey that we - Team ProMeat - had with ISPIC 2020. The pan-India platform offered us challenges and opportunities that transformed our thinking around the plant-based industry. Through the Challenge, we gained global recognition, mentorship, and guidance from industry leaders, which really kickstarted our journey as a brand! I would recommend taking part in the challenge as it has a plethora of learning and resources."

Pranjuli Garg, *ProMeat, 2020 cohort*

Beyond ISPIC 2021

- ISPIC 2020 & ISPIC 2021 saw global success and had a multifold impact on the smart protein ecosystem. It was the **first-of-its-kind alternative protein Challenge in the world with cascading effects**. We saw several similar hackathons, ideation challenges, and competitions inspired by ISPIC in multiple other parts of the world. For example, The Alt Protein Fellowship and the Alt Protein Projects at Brown University, The University of North Carolina, and Johns Hopkins University; The Alternative Protein Fundamentals Programme hosted by the Cambridge University Alt. Protein Society— all supported by GFI network globally.

- Following ISPIC 2021, GFI India **co-hosted a Careers Showcase** in partnership with the Alternative Protein Fundamentals Programme (run by Cambridge University Alt Protein Society in collaboration with GFI) for vetted members of the GFI India Talent Community (many of whom have been certified by the Smart Protein Digital Lab as part of the India Smart Protein Innovation Challenge) and participants who have successfully completed the Alt Protein Fundamentals Programme. The APFP x GFI Asia Careers Showcase included 31 exhibiting Indian companies (out of a total 51 exhibiting companies). The live event (recording here) kicked off with a keynote from GFI Asia's Managing Director, Varun Despande followed by elevator-pitch style presentations where **companies spoke about their current team and the roles/skills they would be hiring for** to help the participating talent understand what their career prospects are in the Indian smart protein sector. The showcase was one of two region-wise showcases (Asia, Europe/America) and gave participants a view into more mature alternative protein ecosystems. Demonstrating ISPIC's potential as an **initiative to impact the career trajectories** and in turn tremendously accelerate the growth of entrepreneurship in the smart protein sector and achieve our Mission for Smart Protein.

- As an extension of the India Smart Protein Ambassador Program, GFI India **invited ambassadors to form Alternative Protein-focused Student Chapters** in their universities as part of the global Alt Protein Project. Student groups work with GFI affiliates and a global community of peers to build alternative protein courses, research projects, and startups at their universities.

- The ISPIC Inspiration Webinars will serve as instructional standing resources for our community and have garnered **more than 4500 cumulative views** already. We were also approached by Food Safety Works to feature the webinars on their Training Academy Portal which has over **5,000 registrations** and on the associated Learning App which has **500+ downloads**. Once listed, the update would go out as part of their newsletter to around 30,000 subscribers.

- Further, given the popularity of the Inspiration Webinar Series among participants and mentors within the GFI India network, the team will be **extending this into a year-long Mentorship Program** to support entrepreneurs and startups beyond the scope of the Innovation Challenge. We plan on rolling out this initiative in coordination with our global affiliate teams in 2022.

For more, visit **www.gfi-india.org**