**Annex 2**

**PRODUCT CONCEPT PROPOSAL**

Please provide a brief write-up on the product to be developed. This will be sent to *Lead Entities* for assessment. The completed concept proposal form should be submitted on the “Food for Elders” website (<https://foodinnovate.ipi-singapore.org/innovation-call/food-for-elders>) by 13 Jul (Fri).

|  |  |
| --- | --- |
| **Organisation:** |  |
| **Contact Person:** |  |
| **Designation:** |  |
| **Email:** |  |
| **Contact Number:** |  |

**Company Background**

Indicate your company’s main business activities, products/services produced, and key capabilities.

|  |
| --- |
|  |

**Description of Product Concept**

Indicate the problem statement that you intend to address and the product to be developed. Description of the product should include: (i) type of food product, (ii) method of consumption/use, (iii) features that will address the problem statement, (iv) other elderly-friendly features, and (iv) projected product price.

|  |
| --- |
|  |

**Preferences for Collaboration and Information Sharing (if any)**

Indicate any preferences for collaboration with Lead Entities and Innovation Partners, and any restrictions on how the information here will be shared.

|  |
| --- |
|  |

**\_**