



PROMOSSA DA



ORGANIZZATA DA



03 Ottobre 2013

SCHEDA PROGETTO IMPRENDITORIALE

THE NEXT GENERATION FOOD

Settore di attività

AGROALIMENTARE

Ambito di applicazione / Mercato di riferimento

Our main target is the health & wellness segment of the market, consisting of people interested in improving health through diet and aware of the influence of diet on wellbeing.

Il Progetto Imprenditoriale

We have designed an innovative process able to convert the whey waste of the dairy industry into high added value foods. Whey represents a cheap and abundant source of raw materials which can be used to produce 4 types of functional foods: prebiotic galacto-oligosaccharides (GOS) and whey proteins glycosylated with GOS, bioactive peptides and probiotic bacteria. Our production method is highly efficient and is able to generate the above-mentioned functional products in one only process. This advantage, combined with the use of cheap raw material, allow us to provide foods at competitive prices. In addition, our products offer a wide range of innovative application in improving various physiological functions. Indeed our foods target various body functions related to digestive, immune, bone and cardiovascular health and can be used by different groups of people, such as elderly people, infants/children, pregnant women, active adults, etc.. Our products can be supplied both as food ingredients for the food/pharmaceutical industry (B2B) and as dietary supplements for the end consumers of the retail market (B2C).

Curiosità

In the food industry, the sector of the functional food is considered the only profitable one and able to guarantee continuous growth in the next years. This tendency has been associated with cultural, societal and demographic changes, such as increased awareness for health and interest in healthy lifestyle, increased aging population, etc..

Il Team

The team consists of people having heavy scientific knowledge and the necessary business skills: Dr. Osman is an expert in prebiotic GOS synthesis; Dr. Welterufael is an expert in bio-active peptide production; Dr. Attanasio is an expert in immunity, energy metabolism and intestinal microflora; Dr. D'Antuono is a businessman in the food industry.

FSE per il futuro

Per informazioni sul progetto: Consorzio UN.I.VER. – Università e Impresa Vercelli
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