

So what is a RFP?

NINESIGMA
NineSigma - Connecting technology seekers with solution providers around the globe

Request for Proposal

REQUEST # 50452-1
The Scent of a Roasted Peanut-Keeping it Fresh!

RESPONSE DUE DATE: April 20, 2007


POINT OF CONTACT:
David Feltner, Ph.D., dfeltner@ninesigma.com
Program Management Office: 216-295-4800

Opportunity
Maintain fresh roast peanut flavor impact of peanut containing products throughout the shelf life, resulting in improved consumer satisfaction and increased product sales

Timeline
March 2007 – March 2009

Financials
Reasonable and customary for technology leading to global market opportunity

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REQUEST FOR PROPOSAL DESCRIPTION
NineSigma, representing a major food company is seeking proposals for methods that will preserve peanut flavor freshness throughout the shelf-life of the product.

The successful technology will:

- Significantly reduce the loss of fresh roast peanut flavor in peanut products as they age
- Significantly reduce the level of age related oxidized and stale off-flavors in peanut products
- Be validated by consumer testing and demonstrate a clear preference over peanut products produced by current methods
- Not require excessive capital expenditures
- Not significantly impact cost compared to current methods for producing peanut products
- Not face significant regulatory hurdles

BACKGROUND
Many of the compounds that make up roasted peanut flavor are volatile and chemically unstable. The flavor quality of roasted peanuts and peanut butter begins to deteriorate almost immediately after roasting. Preservation of peanut flavor in food systems continues to be a significant technical challenge that has been met with limited success.

The two primary modes of flavor failure in peanut products are (1) lipid oxidation that results in stale, rancid off-flavors, and (2) peanut flavor fade that results in a bland tasting product.

Lipid oxidation can be significantly reduced by the addition of antioxidants such as TBHQ or by using high oleic acid peanuts, which are much less susceptible to lipid oxidation as a result of their fatty acid composition. Neither of these approaches has shown any significant benefit in preventing peanut flavor fade as the products age.

The use of nitrogen flushing with high oxygen barrier packaging has shown benefit in preventing both lipid oxidation and peanut flavor fade in snack nuts and peanut butter; however, peanut confectionery products contain higher entrained oxygen levels, making it difficult to drive oxygen levels low enough to prevent oxidation of peanut flavor compounds.

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Request for Proposals

- A **clear, concise and compelling** statement of a business need
- A document for communicating with the global research and innovation community
- A tool for screening potential respondents
- An outline of a proposed project in terms of timing, investment and evaluation criteria

Request for Proposal

REQUEST # 50604-1 Cold Touch Container

RESPONSE DUE DATE: November 30, 2007

MANAGER: David Feitler, Ph.D.

SOLUTION PROVIDER HELP DESK:

EMAIL: PhD@ninesigma.com

PHONE: 216-283-3901

WEBSITE: www.ninesigma.com

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Opportunity

Licensing, funded research, or joint development.

Timeline

Phase 1 – Proof of Concept – 4 months

Phase 2 – Product Development- 6-8 months

Financials

Up to \$50,000 USD for Proof of Concept

REQUEST FOR PROPOSAL DESCRIPTION

NineSigma, representing a multibillion dollar corporation that manufactures packaging materials invites proposals for the technology and design of a 8 - 32 oz "cold touch" plastic beverage container.

A successful container will:

- Impart a sensation of temperature similar to that of a glass or aluminum container of the same volume when grasped in the hand
- Be amenable to a commercial stretch blow molding process for carbonated or non-carbonated beverages
- Be economically viable in the range of \$40/thousand incremental cost for a 12 oz container
- Be re-closable
- Be recyclable
- Maintain efficacy when exposed to cold water
- Maintain cold touch sensation for 5 -10 seconds

BACKGROUND

Consumers generally expect a fully refrigerated cold beverage container to feel cold to touch. Because of the nature of the materials and normal wall dimensions, plastic containers don't feel as cold as aluminum or glass containers even though the contents are at the same temperature. There is a need to overcome this deficiency in "cold touch".

Although concepts have been generated to achieve the cold touch, all involve a high cost or a complex or unachievable stretch-blow molding process to make the container.

POSSIBLE APPROACHES

Possible approaches include but are not limited to:

- Systems that create an illusion of coolness through electrical current or low-energy radio waves
- Systems that generate sense of coolness through release of menthol-like chemicals from micro capsules

- Physical changes in bottle design that allow tactile perception of the contents temperature
- Phase change materials or thermal reservoirs incorporated in or below the labeling

APPROACHES NOT OF INTEREST

Reformulation or additives to the primary beverage container polymer that prevent processing of containers in existing equipment or create health or safety issues are not of interest.

ANTICIPATED PROJECT PHASES OR PROJECT PLAN

Phase 1 – Due Diligence

1. Thorough theoretical, economic, and manufacturing evaluation, as well as health, safety and environmental evaluation of the concept to access feasibility
2. Proto-type demonstration

Phase 2 – Commercial Development

1. Refined prototype development
2. Preliminary Market Validation with third parties

CRITERIA FOR MOVING FROM PHASE 1 TO PHASE 2

A prototype meeting all the criteria is most likely to be selected for further development. At the very least there should be no obvious inconsistencies with the criteria for a successful container listed on page 1 of this document.

APPROPRIATE RESPONSES TO THIS REQUEST

Responses from companies (small to large), academic researchers, other research institutes, consultants, venture capitalists, entrepreneurs, or inventors are welcome. For example:

I am an academic researcher with expertise in cold perception and creating illusions of cold

Or

I am a company developing applications of phase change materials

Or

I am a cosmetics company with new cold-nerve stimulating compounds and microencapsulation capability

RESPONDING TO THIS REQUEST

NON-CONFIDENTIAL DISCLOSURE

By submitting a Response you represent that the Response does not and will not be deemed to contain any confidential information of any kind whatsoever.

Your Response is limited to no more than 3 pages. The Response should briefly describe the technical approach and provide information on technology performance, background, and description of the responding team and their related experience.

By submitting a Response, you acknowledge that NineSigma's client reserves the sole and absolute right and discretion to select for award all, some, or none of the Responses received in for this announcement. NineSigma's client may also only choose to select specific tasks within a proposal for award. NineSigma's client has the sole and absolute discretion to determine all award amounts.

RESPONSE EVALUATION

NineSigma's client will evaluate the Response using the following criteria:

- Overall scientific and technical merit of the proposed approach
- Approach to proof of concept or performance
- Potential for proprietary position (i.e., is the technology novel or protectable)
- Economic potential of concept
- Respondent's capabilities and related experience
- Realism of the proposed plan and cost estimates

The client will contact respondents with highly responsive proposals for next steps.

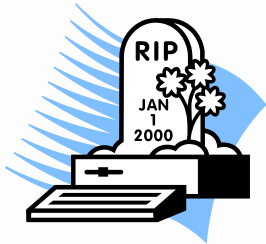


Success Factors

- A Good Open Innovation Environment
 - Buy-in for the implementation of returned solutions
 - Managed by passionate outwardly focused project leaders
 - Realistic budget planning
- Aggressive Adherence to the timeline
 - Rapid high quality RFP crafting/iteration/turnaround
 - Rapid, well-defined internal RFP review and approval process. Need to get the decision makers in the loop ASAP
 - Named or anonymous, business opportunity (\$) for responders.... ?
 - Momentum Holding



How To Fail at Open Innovation



Before Starting

- Develop RFPs without including all the stakeholders from the beginning
- Don't pre-plan budget to do deals
- Determine the business case for spending money in an area only after you see the proposals
- Treat this as a test of OI/NineSigma

After Receiving Proposals

- Have people involved in reviewing proposals who have had no prior exposure to the request
- Insist on a "perfect solution"
- Talk to only one or two solution providers
- Use no creativity in combining results from proposals with each other
- Don't combine internal and external capabilities
- Don't set deadlines for internal tasks
- Waste Time Moving Towards a Deal

