**REGISTRATION FORM**

**StartUp Innovation Challenge 2025**

**MOST INNOVATIVE INGREDIENT**

**Please complete the form providing as much information about the ingredient as possible:**

|  |
| --- |
| **Email:** |
| **Individual Taxpayer Registration Number:** |
| **Name:** |
| **Last Name:** |
| **Mobile:** |
| **Corporate Taxpayer Registration Number:** |
| **Firm Name:** |
| **Corporate Name:** |
| **City:** |
| **State:** |

**Information about the ingredient:**

*Include a picture of the ingredient or some illustration/brand, etc.:*

1. What is the ingredient’s **trade name**?

1. What is the ingredient’s **generic name**?

1. What is the **approval date** with the competent authority (ANVISA, MAPA, or other) and the **date of entry** of the ingredient in the market?

1. What is the **production site** (mention manufacturer and country of origin)?

1. Describe the ingredient’s characteristics (maximum 100 words) per each criterion below.
   * **Innovation and technical originality** (describe in detail in which aspect the ingredient is innovative, for example, colour, texture, ease of application, etc.).

* + **Production process**: Manufacturing technology, level of complexity, and other characteristics. Mention the principal raw material.

* + **Benefits for the end consumer**

* + **Economic impact**: What is its selling price and application cost? If the ingredient generates savings in processing the final product, please name a magnitude of cost reduction:

* + **Sustainability:** Inform if the ingredient is from natural and/or organic sources/inputs, or if it relates to the economic activity of small-scale producers and/or suppliers, from Brazilian or foreign origin.

1. Give examples of **business applications** for your product.

1. Provide information regarding the **ingredient’s availability** in Brazil/Latin America and worldwide.

1. Include information about **patent/registered trademark**, if any.

1. Include information about **legislation**, if any.

1. Free space (maximum 100 words) for relevant **additional information**.

*\*Please submit your completed form in WORD format to* [awards.fisa@informa.com](mailto:startup.fisa@informa.com)

*with the subject:* **Registration form – [*company name*] – [*category*].** *We will assess your application and get back to you shortly to confirm your participation and send you the link for payment.*