Northeastern Dairy Product INNOVATION COMPETITION

Seeding Dairy Innovation in the Northeast

NORTHEAST DAIRY BUSINESS INNOVATION CENTER

NEW YORK STATE OF OPPORTUNITY. Agriculture and Markets

Grow-NY FOOD & AGRICULTURE BUSINESS COMPETITION

Cornell University Center for Regional Economic Advancement

CU NORTHEAST DAIRY FOODS RESEARCH CENTER

Why Cornell's Center for Regional Economic Activity?

- Economy has been concentrating into *Eds* and *Meds*
- New jobs come from new businesses that start small and grow big

"As New York state's land-grant institution, Cornell University is charged with advancing the lives and livelihoods of the state's citizens through teaching, research and public service"

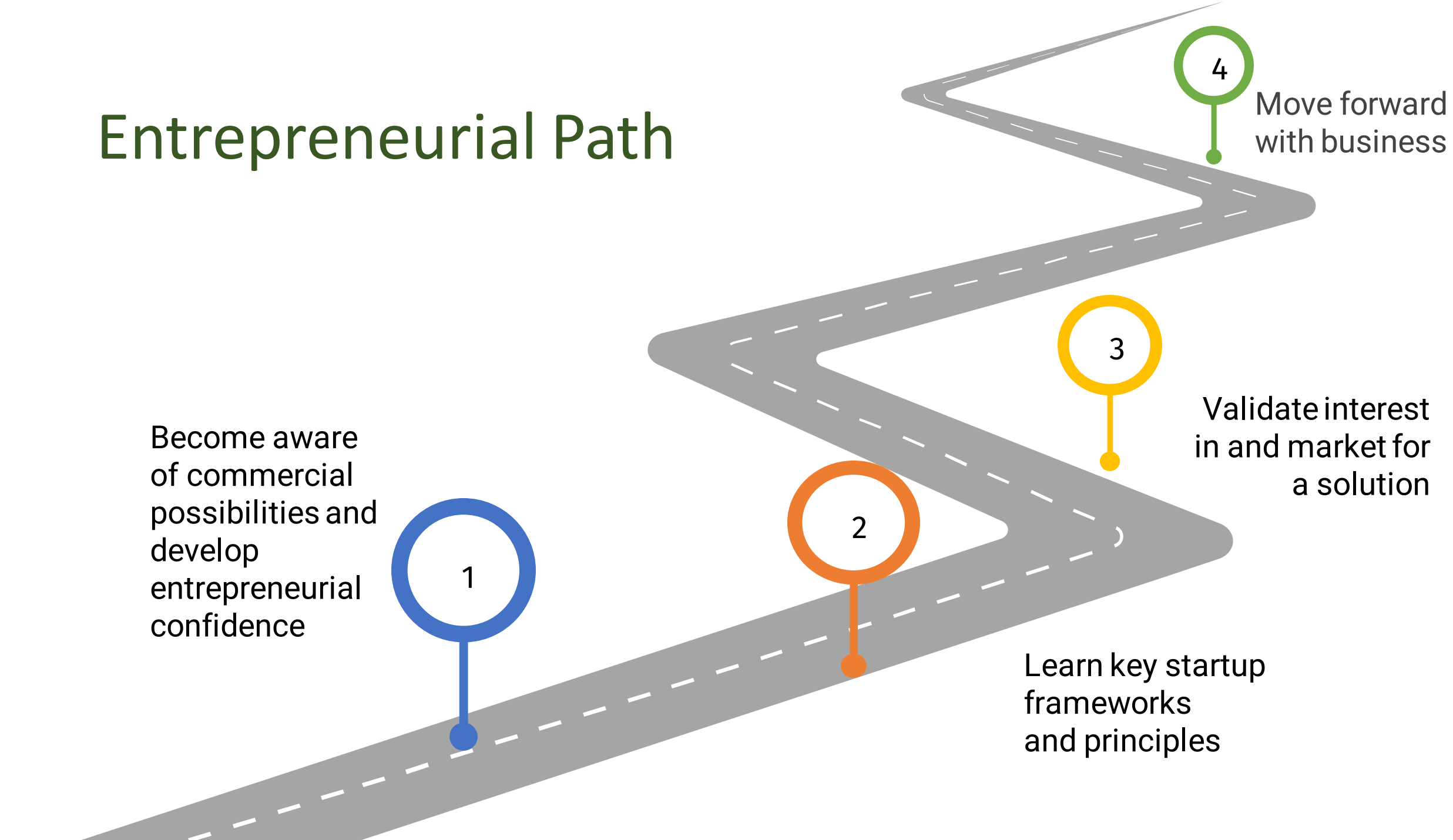
What Do We Do?

We connect Cornell to the community and help grow and diversify the economy by helping people start and grow new ventures

How? Guiding principles

- Build and nurture an entrepreneurial community
- Engage experienced entrepreneurs to teach and advise
- Focus on developing entrepreneurial human capital
- Don't give fish - encourage better fishing
- Core philosophy: apply the scientific method to starting startups
- Leverage capacity within Cornell CALS
- Promote by focusing on participants and entrepreneurs
- Be a partner – raise the tide
- Economies of scale matter – big hub, small spokes
  - Create shared playbooks and practices
  - Build teams of specialists across programs
- Don't stop moving

Entrepreneurial Path



Program Funders

NYSTAR
Empire State Development
Division of Science, Technology & Innovation

USDA

VERMONT
AGENCY OF AGRICULTURE, FOOD & MARKETS

NSF

NSF ENGINES
DEVELOPMENT AWARD

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

NEW YORK STATE OF OPPORTUNITY. Empire State Development

NEW YORK STATE OF OPPORTUNITY. NYSERDA

NEW YORK STATE OF OPPORTUNITY. Agriculture and Markets

NORTHEAST DAIRY BUSINESS INNOVATION CENTER

LaunchNY

SBA U.S. Small Business Administration

Johnson
Cornell
SC Johnson College of Business

Cornell
Engineering

Cornell
SC Johnson College of Business

Cornell CALS
College of Agriculture and Life Sciences

Competition Goals

- Increase the utilization of milk and/or dairy ingredients produced in the Northeast
- Position the region as a leader in dairy innovation and entrepreneurship.

CIFS CORNELL INSTITUTE FOR FOOD SYSTEMS

Synergistic Thinking. Innovative Food Solutions.

CU NORTHEAST DAIRY FOODS RESEARCH CENTER

1865 THE UNIVERSITY OF MAINE

University of Maine Extension

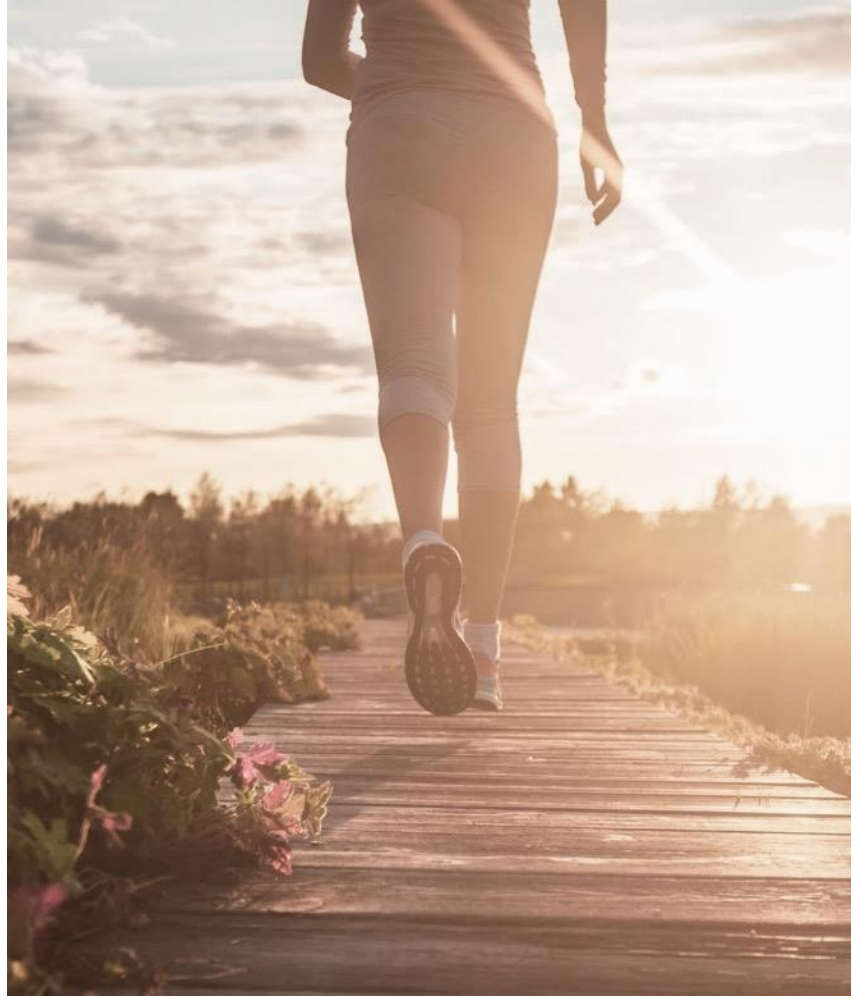
YOUR MILK COMES FROM A GOOD PLACE

AMERICAN DAIRY ASSOCIATION NORTH EAST

DMI DAIRY MANAGEMENT INC.™

MAINE CHEESE GUILD

University of Connecticut Extension



Growing dairy's health & wellness innovation

THROUGH SCIENCE, TECHNOLOGY, AND PRODUCT INNOVATION

DMI DAIRY MANAGEMENT INC.™

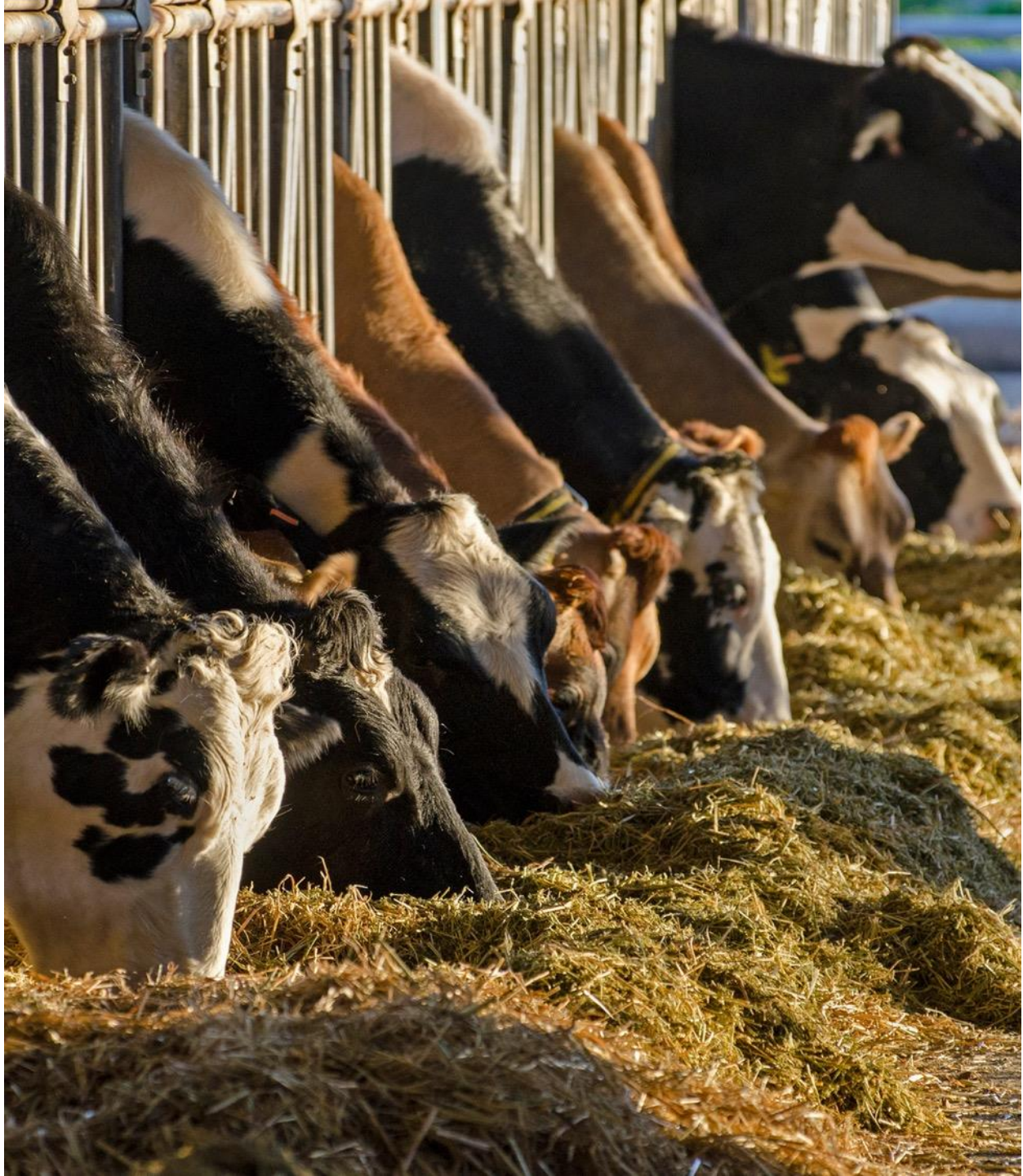
ZS

- Up to **10 innovators** selected as finalists and receive **$20,000** in participant support, as well as business incubation services from Cornell's business and food processing specialists, one-on-one mentorship from industry leaders, and other resources.

- Up to **three winners** selected to receive an additional **$55,000** and given a presence at the

Eligibility

- Early stage startups located in the United States
- Viable product
- Scalable business model
- Ready to scale their products
- Utilizing milk and/or dairy ingredients produced in the Northeast.



Criteria

Proposals evaluated based on:

- Concept and execution
- Innovation or improvement
- Viability of commercialization and business model
- Use of dairy ingredients
- Consumer value

Competition Timeline

March 31

Applications Close

April

Participant Selection

(up to 10)

May-July

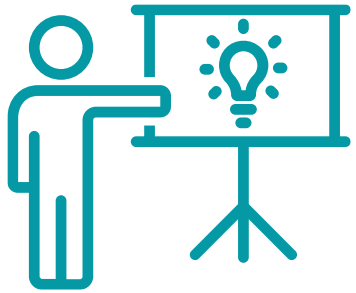
Mentoring &

Business Trips

August

Winners Selected

(up to 3)



November

Winners featured

at Grow-NY

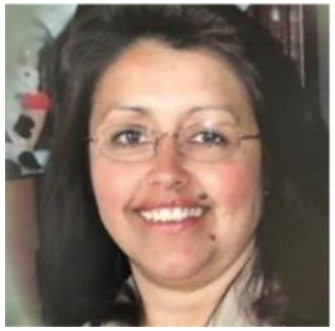
Summit

Agreements

- I agree that if I am selected as a finalist, I will work to scale my product and refine my go-to-market strategy by participating in program activities such as funded product incubation in the Cornell Food Processing Development Lab in Ithaca, New York, which requires the completion of a Routine Services Agreement.
- I agree that if I am selected as a winner, I will continue to scale my product and to utilize milk produced in Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont in an effort to increase the overall utilization of milk produced in the Northeast.
- I agree to the Terms & Conditions of the Competition.

Participant Funnel

EIRs and Mentors



Our Judges

John Chrisman

CEO,
American Dairy Association North East

Sue Miller

Co-owner,
Birchrun Hills Farm and Cheesemaker

Anson Tebbetts

Secretary,
Vermont Agency of Agriculture, Food and Markets

lu.lu ice cream

small batch artisan ice cream

lu·lu

handcrafted in vermont

Mentors

Tristan Zuber-Hrobuchak

Heather Sandford

Oakfield Corners Cheese

Mentors

Ed Bizari

Pulari Nair

Terra Firma Farm

Mentors

Tim Cooley

Doug Dresslaer