



European Institute of  
Innovation & Technology

**HEI Initiative**

HEI CALL 2

**InterHEI**



The Interdisciplinary HEI Entrepreneurship Fostering Program



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European Union







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HEI CALL 2

# InterHEI

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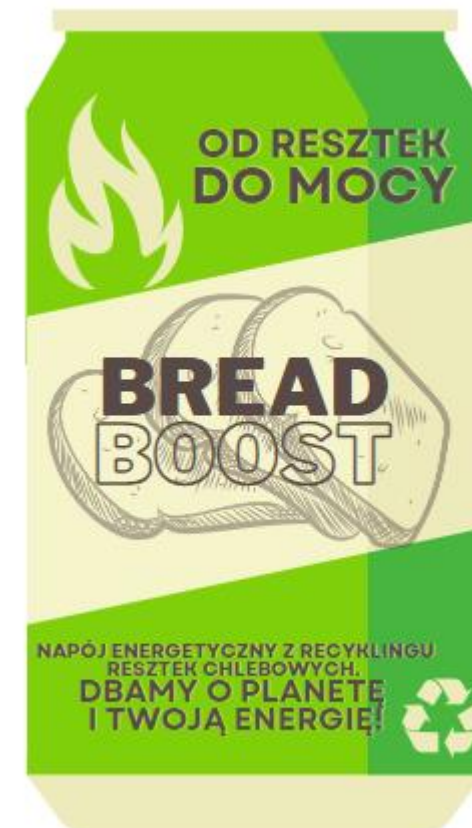
- Product name
- Brief description (size, packaging, main ingredients, etc.)
- Distinction from existing products
- Intended use
- Target group
- Storage/use instructions
- Questions

## Product 1

### BreadBoost - "From leftovers to power".

This is an energy drink. It will contain glucose, caffeine (30mg per 100ml) , lactic acid, magnesium, iron and B vitamins and carbohydrates extracted from bread leftovers. It will be sold in cans in 2 variants: 0,25l and 0,5l.

Our product will be the first energy drink to use carbohydrates and vitamins extracted from bread leftovers. Carbohydrates are broken down by the body into glucose, which is the main source of energy for the brain and muscles, so it will be healthier than other energy drinks.



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## Product 1

### Purpose

**Replenish energy and enhance physical performance with carbohydrates and natural nutrients from bread. An alternative to classic energy drinks, which are often high in artificial ingredients and sugar.**

**Target group Young adults aged 18-26 years.**

### Storage/Use

**Store at room temperature or cooler, Protect from sunlight, Avoid shaking, Observe recommended intake (max. 300mg caffeine per day), Do not mix with alcohol.**



# Question?

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## Product 2

**BreadFizz- Discover the taste of recovery**

**BreadFizz- every sip is a piece of history**

**A healthy cola based on bread acid in 0.5l glass bottles with a twist-off cap**  
**The ingredients are caramel, caffeine, natural flavours, phosphoric acid, carbonated water, sugar**

**The product stands out for its distinctive taste and is a healthy replacement for the popular fizzy drink.**





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## Product 2

### Purpose

Healthier substitute for popular cola Alternative to sweetened fizzy drinks

### Target group

Children from 6 years, adults

### Storage/Use

Store at room temperature or cooler, Protect from sunlight, Avoid shaking,



# Question?



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## Product 3

Lemon/lime flavoured Oranga Bubble, is a taste of childhood in a healthy way.  
A drink created on the basis of bread acid, housed in one-litre bottles.

It has a simple composition: water, bread acid and sugar, lemon or lime juice.

It will be the perfect accompaniment to family gatherings and is suitable for everyone: children, adults or pregnant women. Unlike other drinks of this type, it is healthier and aids digestion.



- **Product name**
- **Brief description (size, packaging, main ingredients, etc.)**
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- **Storage/use instructions**
- **Questions**

## Product 3

### Purpose

Refreshing drink for hot days In addition to its interesting taste, it also offers health-promoting properties (affects digestion)

### Target group

Children and adults

### Storage/use

Store in the refrigerator or at a low temperature, as the drink tastes best chilled



# Question?

#InterHEI  
#creativity

# Thank you!



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