

VentureFuel

Objective:

“Enable the New York Dairy Promotion Order Advisory Board to tap into tomorrow’s innovators to drive New York dairy sales. VentureFuel will launch “The Future of Dairy Startup Competition” which will source, identify and mentor entrepreneurs to create exciting new dairy products. The competition will create new products as well as drive excitement and engage dairy processors, dairy producers/farmers, researchers, investors, the press and milk drinkers.”

Fund Allocation:

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| • Stipend for Semi-Finalists: | \$60,000 (4 x \$15,000) |
| • Prizing: | \$150,000 |
| • Event & Production: | \$50,000 |
| • VentureFuel Fees: | <u>\$215,000</u> |
| • Total Program Cost: | \$475,000 |