



# New York MilkLaunch 2

DPO Funding for 2021 Program with VentureFuel



VENTUREFUEL

# VALUE FOR NEW YORK DAIRY

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## CREATING A CUSTOMIZED “ACCELERATOR” DELIVERS 3 CORE BENEFITS:

1. Instant R&D Lab
  - Tap into the food tech and DTC startup ecosystem to uncover new, innovative products to drive sales for New York Dairy
2. Social Media Content and Relevance
  - Drive awareness, press, buzz and affinity for New York Dairy with younger consumers, producers and processors
3. Establish New York as a Dairy Innovation Hub
  - Signal to market, investors, startups, producers and processors that New York Dairy is committed to innovation

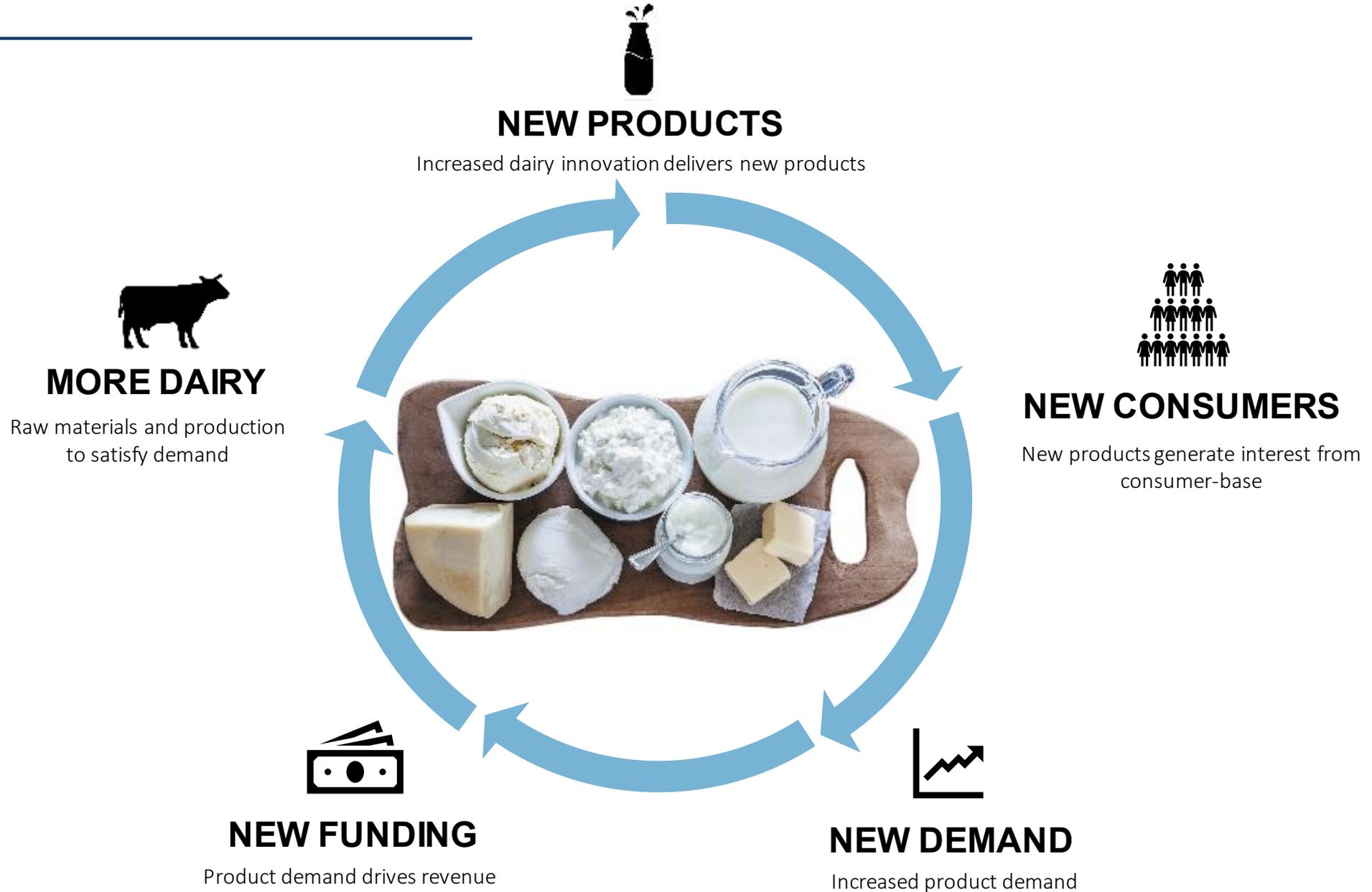


# DELIVERS ON THE 6 DPO ADVISORY BOARD GOALS

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- ✓ Increase consumption by youth
- ✓ Promote Uniqueness + Increase retail sales
- ✓ Improve the image
- ✓ Improve communication to dairy producers
- ✓ Increase exports
- ✓ National programs to increase consumption

# INNOVATION FLYWHEEL



# NY MILK APPLICATIONS

**50** qualified applications

Wide Range of Unique Concepts: *functional, enriched, RTD, toddler/infant, alcohol, upcycling, international flavors, fermented, whey, colostrum, ultra-processed.*

Locations of Applicants:

**17** Upstate NY

**9** New York City

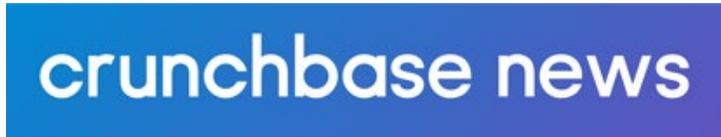
**Others:** Miami, Silicon Valley, Oregon, St. Louis, Boston, etc.



# PRESS TO DATE FOR NY MILKLAUNCH 1

**29** publications

**42M+** impressions



**New Startup Competition  
MilkLaunch Aims To Innovate New  
York's Dairy Industry**



# JUDGES & MENTORS



Peter McGuinness



Dr. Nicole Martin



Jaime Fabricant

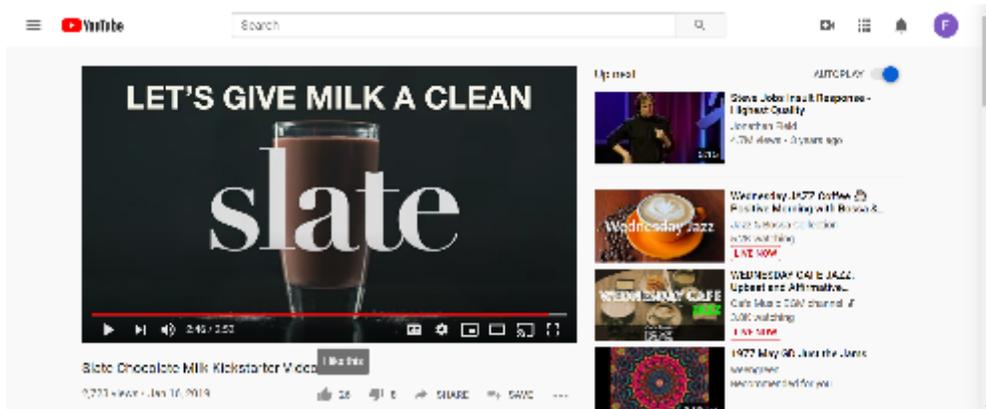


Roberta MacDonald

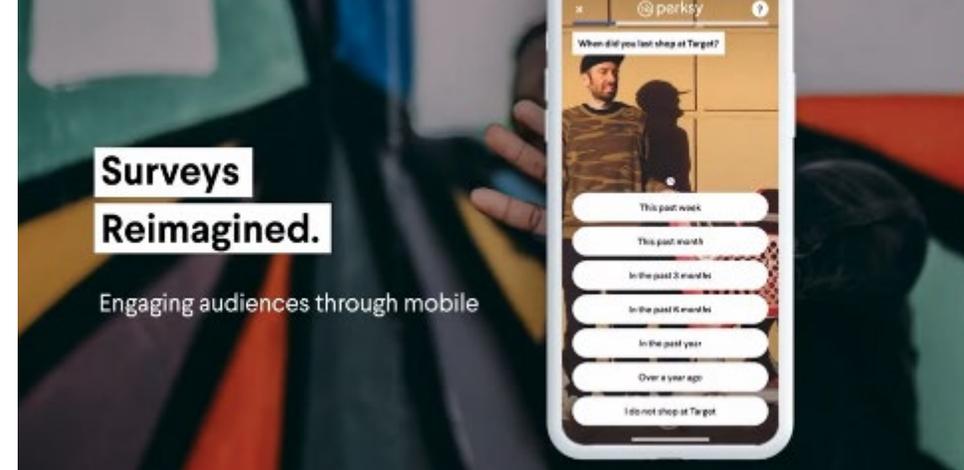


# SO MUCH MORE COMING NEXT...

## Finalist Videos/Commercials



## 1,000 Fan Votes



## Mentor Program



## Virtual Finals Competition





## NY MILKLAUNCH 2 THE FUTURE OF DAIRY

New York expands program to create new value and tap into tomorrow's innovations



# 2021 PROPOSAL

- 🧴 Expansion:
  1. Broaden category to all products using dairy
    1. Milk, Cheese, Yogurt, Ice Cream, Butter, Cream, Beyond
    2. Non-Edible
  2. Increase to 8 Semi-Finalists
  3. Add 2 additional Semi-Final Events to increase buzz & number of judges
  
- 🧴 Total Budget: \$650k
  1. Grand Prize \$150k
  2. Stipends \$120k (\$15k x 8 Semi-Finalists)
  3. Event Costs \$80k
  4. VF Fee \$300k



— We unlock the power of innovation to **solve your corporate challenges.**

— Our repeatable **innovation process** reduces risk, increases success and scales your existing efforts.

— Our global innovation and tech network, enables you to **stay ahead** of disruptors and **drive growth.**



@VFINSIGHTS



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