

Project follow up session 2

Each project team presents a **detailed research plan**

Presentation,

- Product concept – health benefit – target population in more detail
- Relevant background information: size of the problem / what is the opportunity,
- Scientific substantiation required (how to address it) to reach your objective
- Which hurdles do you need to overcome to put a product on the market

max 10-12 slides

15 min + 10 min discussion