



**CAPITAL FUND FOR  
RADICAL INNOVATION  
PROJECTS**

Often, our **big ideas** are limited because we do not have the economic resources to carry them out; for this reason, *Grupo Nutresa* has created



A COP 15 billion venture – capital fund, created to foster and finance **radical innovation** projects that leverage the competitiveness of *Grupo Nutresa*. This fund is open only to *Grupo Nutresa* employees.



## Types of Projects to Be Financed



The “Out of the Box” fund seeks to fund radical innovation projects focused on the following categories:

1. **Products:** New categories, new uses (in food), new benefits, improvements in the price/value relation
2. **Distribution:** New channels, methodologies and digital systems
3. **People:** Labor welfare and human – talent productivity, safety, occupational health and absenteeism
4. **Sustainable Development:** Eco – efficiency, non – renewable energies, water, packaging, waste and recycling, greenhouse gases





## How to Participate



- > A **virtual annual summons** will be opened, where we will introduce the requirements of the summons.
- > The proposals will be presented physically to the **Program Coordinator**, complying with all the requirements specified in the summons.
- > The regulations and requirements will be available on the Intranet of the Businesses.





## Evaluation of the Proposals

The projects will be evaluated according to their potential.



**Step One:**



Analysis of the project briefs received and project screening by the Evaluation Committee





## Evaluation of the Proposals



The pre – selected proposals will be enlarged in Step Two, with the following information:

- Business case
- Financial projections
- Risks and possible deviations from the projection
- Sensitivities

**Step  
Two:**





## Evaluation of the Proposals



### Step Three:



The jury, at its discretion, will select the winning project(s) and allocate the resources to implement it.

If there are no proposals for high – potential radical innovation, the contest may be cancelled.





## Evaluation Committee



- *Grupo Nutresa* CEO
- VP of Innovation and Nutrition
- VP of Corporate Finances
- Director of *Vidarium*
- A Director from *Grupo Nutresa* I & D
- The jury may invite experts and consultants on various topics, when deemed necessary







## Allocation of Resources

Resources for the selected projects will be delivered to the project team, according to the investment plan of each business case. Resources initially available for project development are COP 15 billion

*Grupo Nutresa* may add resources to the fund at its discretion.





## Recognition



As recognition, *Grupo Nutresa* will award up to five (5) grants per project, for courses lasting up to 15 days at a university in Colombia or abroad, on topics relevant to their occupation.

Additionally, there will be a recognition ceremony for the selected projects and, when the project is operating, it will be mentioned in the *Grupo Nutresa* Annual Report.

The innovator(s) who win will receive no economic interest in the projects.





## What's Next .....



1. Within a few weeks, you will receive the virtual invitation to participation in the call for proposals for **Out of the Box**
  2. From that moment on your Intranet, you will find the information related to **Out of the Box**: operating regulations, terms and conditions, project brief format
  3. From the moment in which the call is opened, and until its closing date, the Program Coordinator will receive the proposals
  4. Program coordination will be the responsibility of the *Servicios Nutresa* Innovation Director, who will be available to answer all your questions
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1. The Businesses will receive the material to disclose the program at the following levels.
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