**REGISTRATION FORM**

**StartUp Innovation Challenge 2025**

**INGREDIENTS IN PET FOOD - PRODUCTS**

**Please complete the form providing as much information about the product as possible:**

|  |
| --- |
| **Email:** |
| **Individual Taxpayer Registration Number:** |
| **Name:** |
| **Last Name:** |
| **Mobile:** |
| **Corporate Taxpayer Registration Number:** |
| **Firm Name:** |
| **Corporate Name:** |
| **City:** |
| **State:** |

**Information about the product:**

* *Include a picture of the product or some illustration/brand, etc.:*

1. What is the product’s **trade name**?

1. What is the product’s **generic name**?

1. What is the **approval date** with the competent authority (ANVISA, MAPA, or other) and the product’s **launch date** in the market? Applicable to when the product is already in the market; mention if its registration is not mandatory

1. What is the **production site** (mention manufacturer and country of origin)?

1. Specify the product’s **list of ingredients/composition**.

1. Describe the product’s characteristics (maximum 100 words) per each criterion below.
   * **Innovation and technical originality** (highlight in which aspect the product is innovative, for example, colour, texture, ease of application, composition etc.).

* + **Production process**: Manufacturing technology, level of complexity, and other characteristics.

* + Mention the **packaging’s** innovation and originality.

* + **Benefits for the end consumer**

* + **Economic impact**: cost-benefit ratio – What is its selling price (detail the packaging size)?

* + **Sustainability:** Inform if the product is from natural and/or organic sources/inputs, or if it relates to the economic activity of small-scale producers and/or suppliers, from Brazilian or foreign origin.

1. Mention the **target audience and potential markets** for your product.

1. Provide information regarding the **product’s availability** in Brazil, Latin America and worldwide.

1. Include information about **patent/registered trademark**, if any.

1. Include information about **legislation**, if any.

1. Free space (maximum 100 words) for relevant **additional information**.

*\*Please submit your completed form in WORD format to* [startup.fisa@informa.com](mailto:startup.fisa@informa.com) *with the subject:* **Registration form – [*company name*] – [*category*].** *We will assess your application and get back to you shortly to confirm your participation and send you the link for payment.*