

Accelerate your innovation for free with the 30 Day Challenge from Intelligent Formulation Ltd

Do you want to open up new market opportunities and solve product or process challenge?

Then we want to work with you.



The Formulation Innovation Network is run by Intelligent Formulation Ltd to enable companies to innovate faster and better in the field of Formulation. We have a remit to get companies working with each other across industry segments and also to engage with academic partners.

To stimulate innovation Intelligent Formulation has allocated significant resources to support a series of 30 Day Challenges. Successful applicants will receive up to 30 days of scientific and technical resource (worth around £20 000 and paid for by Intelligent Formulation) at one or more service providers (typically a University or Institute) and project management support in order to solve a formulation problem or to open up new areas of technology or market application with a relevance to product formulation.



Applications are welcomed from private sector companies (or consortia) of all sizes from all industry sectors. The Challenge should be relevant to the field of Formulation and be focused on an important market or technical need. Intelligent Formulation will assemble a panel to select the winning entries and find suitable service providers to supply the technical resource and knowhow. Applicants who were unsuccessful in previous calls of the 30 Day Challenge are welcome to reapply.

If you would like to apply, please complete the accompanying non-confidential application form and return it to info@intelligentformulation.org. Closing date for this round of entries is Friday 26th March 2010. Please note that following pre-selection by the panel we plan a confidential discussion (under non-disclosure agreement) before finalising project plans. Following this we will ask successful applicants to enter into a project contract.



At Intelligent Formulation we are really looking forward to seeing your Challenges and helping your company to be successful by innovating better and faster. If you want to know anything more about the 30 Day Challenge then please contact me on 07885 704402 or by e-mail to jim.bullock@intelligentformulation.org.

Jim Bullock
CEO, Intelligent Formulation Ltd

A specialist deliverer of

**Solutions
for Business**

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www.intelligentformulation.org