KENT CORP AND CALS SCIENCE WITH PRACTICE PROGRAM
$15,000 FEED THE WORLD CHALLENGE, 2022-2023

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Registration Opens</td>
<td>January 20, 2022</td>
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<tr>
<td>Proposal Prep &amp; Coaching</td>
<td>every Tuesday in February, 4:30-5:30 PM,</td>
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<tr>
<td>Sessions</td>
<td>Zoom or by appointment</td>
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<tr>
<td>Written Proposals Due</td>
<td>April 1, 2022, 12 PM</td>
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<td>Finalists Notified</td>
<td>April 7, 2022</td>
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<td>Presentations &amp; Judging</td>
<td>April 21, 2022</td>
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Kent Corporation, a leading, diversified, family-owned business has allocated $10,000 for a new competition seeking to address global food security challenges. From Field to Family™, Kent is helping a growing world do more through the manufacture of innovative food, beverage and ingredients, agriculture and pet care products for customers worldwide. The Muscatine, Iowa-based, two-time U.S. Best Managed Company looks forward to partnering with Iowa State University to identify solutions for this real-world challenge. Kent is led by third-generation family member, Gage A. Kent and employs approximately 2,000 people in 40 locations across 20 states and seven countries. In addition, the College of Agriculture and Life Sciences (CALS) Science with Practice Program will contribute an additional $5,000 to support stipends for students and project management coaching for the project team.

Each student receives a $1,000 stipend and 3 Ag credits: The students on the award-winning team will be allocated $1,000 each and 3 credits for their work in 2022-2023 on the project. A final project presentation will be delivered at IGNITE showcase in 2023. Student team members will enroll in a customized, special session of AgEd 312 (Science with Practice) and will meet one hour a week for project management support and an average of an additional 2+ hours a week with their project team.

Kent Corp, in partnership with Science with Practice, will award $15,000 for a project that addresses one of the following “Feed the World” Challenges as defined below. The winning proposals will clearly demonstrate how teams of faculty and students will produce a proof of concept or minimum viable product (MVP) by April 2023. Proposals will include a value proposition that ensures project feasibility and a clear path for producing a prototype with the existing or leveraged funding.

PROPOSED PROJECTS SHOULD ADDRESS ONE OF THE FOLLOWING FOOD CHALLENGES
Projects should address global problems and innovation for producing and distributing healthy food, improving food technologies, and securing our food source. Projects will focus on one or more of the following challenges:
1. Improvements in food quality and nutrition
2. Improvements in food production: plant and animal agriculture
3. Improvements in food security: supply chain distribution, cyber-security, securing food

INNOVATE at Iowa State
sources, addressing challenges of plant and animal health
4. Increased access to and distribution of food to disenfranchised populations
5. New Production and manufacturing technology—equipment, processes and systems for food production
6. Food production practices that promote sustainability

TEAM COMPOSITION
The project must focus considerable resources to promoting the development of undergraduate innovators, inventors, and entrepreneurs. The team will increase technical readiness and behavioral capacity by dedicating themselves to research, technical training, project design, development, prototyping, testing, and scaling. The faculty shall serve as advisors, trainers, and curators of the project, ensuring that it is moving forward in a timely fashion. Teams shall include:
• 1 Faculty Mentor from the College of Agriculture and/or Veterinary Medicine (additional faculty collaborators are encouraged, especially representing other Colleges)
• 5-10 Undergraduate students from at least two different colleges. At least 2 of the students should be CALS majors.

ALLOCATION OF FUNDING
• $10,000 upon the launch of the project: May 1, 2022
• $5000 in the last leg of the project: November, 2022
• Potential future investment: Kent Corp reserves the first right of refusal to license (elements) or procure the program, project, technology, or product.
• $1,000 per student will be allocated for up to 10 students participating in the project. $500 will be distributed to each student at the end of each semester. Students will also receive 3 credits for project participation via a “science with practice” course. This will be led by the faculty project team who will provide project training, coaching, and assist with project management.
• Dollars may be allocated for equipment, testing materials, prototype supplies, project-related travel, research subscriptions/access, project materials, and those aspects of project development relating to research and development, short term use of lab space required for specialized testing or access to equipment, training, software, securing permissions to work with human or animal subjects, care of animals and crops.
• Not covered: food, clothing, payment to faculty, computers, textbooks, awards, laboratory, office or rental space.

PROPOSAL REQUIREMENT:
Written proposals will be submitted by April 1, 2022 and should be no more than 5 pages. From these written proposals, three finalists will be chosen to present during the IGNITE Showcase. These final presentations may include video clips, PowerPoints, and demonstrations. Final presentations should be no more than 10 minutes and 5 minutes of questions and answers. Proposals should include:
1. Statement of the problem with a clear understanding of the problems social, political, economic, environmental and human health impacts.
2. Identification of a solution that clearly addresses the problem and ensures specific and measurable offset of the impacts identified.
3. A clearly defined technical plan for addressing the problem including methods, timelines,
staffing, equipment, processes, systems, and identified outcomes and milestones.

4. A discussion of project management, staffing, and summary of the team’s qualifications including allied partners, contributors, suppliers of equipment, space, and expertise.

5. An outline of how the $15,000 will be spent and what, if any, additional resources will be needed and where they will come from.

6. A plan for communication, reporting, and promoting the project through working with the Student Innovation Center team.

7. A loosely conceptualized statement of intent that indicates the future of the project beyond 2022-2023 funding. This may include commercialization, licensing (elements), establishing a partnership, or sale. Kent requests first right of refusal should the project team decide to license, sell, or seek investment for their project.

PLEASE SUBMIT WRITTEN PROPOSALS TO KAREN PICONI KERNS: KPICONI@IASTATE.EDU

JUDGING CRITERIA
Judging will occur on April 21st of IGNITE Innovation Showcase Week. Teams will receive coaching and will rehearse presentations with the Innovation and Science with Practice coaches.

Judges include: Dean Daniel Robison, Jeff Underwood (Kent Corp), Karen Kerns (SICTR Director of Innovation Programs), Katie Hartman (Director of Science with Practice).

25% student outcome driven deliverables
• Drives student engagement, education, leadership, invention and innovation in designing and delivering solutions to global food challenges
• Builds a team representing diversity of experiences, cultures, and fields of study
• Identifies an approach that capitalizes on and promotes Iowa State’s expertise and industry partnerships in the areas of production agriculture, animal science, ag economics, engineering, sustainability, supply chain, plant and food science

50% actionable, timely solutions
• Proposes a plan to significantly advance or deliver a novel prototype, product, process, system, or service
• Demonstrates capacity to advance food production technology or infrastructure to deliver, improve, or create new food sources
• Produces timely and specific, scalable processes and systems for improving the production of food products

25% bonus categories
• Future focused innovation that differentiates Iowa State University’s contribution in addressing global food challenges
• Proposes more sustainable use of natural resources (i.e. increase biodiversity, use water more sustainably, improved land use) in the production of food
• Develops and proposes a plan to deliver solutions for food security
• Incorporates a plan for commercialization that identifies possibilities for student and faculty entrepreneurs and intrapreneurs, industry partnerships, and future investment