

---

WUR Student  
Challenge

Rethink  
**Protein#2**

What is your sustainable  
solution to meeting protein  
needs of 9 billion people?

Register before 03/01/21 at  
[www.rethinkprotein.nl](http://www.rethinkprotein.nl)

---

In the #2 edition of the ReThink Protein Challenge we challenge you again to come up with a business idea or prototype that helps provide 9 billion people with enough protein in a way that is healthy, affordable and good for our planet. Will you pick up the gauntlet?

# Rethink Protein#2

## What?

Come up with a business idea or prototype that offers an innovative and sustainable approach to meeting protein needs and targets a specific market. It could be a new source of protein, new protein foods or services that accelerate the protein transition.

## For whom?

The Challenge is open to students from universities and universities of applied sciences worldwide, in all phases of their studies (BSc, MSc, PhD).

To come up with a comprehensive solution meeting all the Challenge criteria, teams should include different areas of expertise, from technical to social and economic.

## What's in it for me?

As participant of the ReThink Protein Challenge you will meet and get coaching from top experts from private sector and academia worldwide. Your Challenge journey will include business model and pitch training, speed-dates with agri-tech industry professionals and mind opening webinars.

We will push you to bring your idea to the

next level and give you a taste of what does it mean to be an entrepreneur. If you make it to the finals, you will get a chance to scoop up part of the €15K prize pool and you will get lots of exposure. Doesn't it sound like an opportunity that can boost your career?

## Timeline

3 Jan 21	Registration deadline
14 Jan 21	Kick-off event
21 Feb 21	First milestone
Mar 21	On-line speed dates & business model training
Apr 21	Online consultations & pitch training
23 May 21	Final entry
25 Jun 21	Grand Finale

This international competition is organized by Wageningen University & Research in collaboration with broad network of partners.

More info & registration at [www.rethinkprotein.nl](http://www.rethinkprotein.nl).

Follow us @WUR Student Challenges

---