



G·WIN

General Mills
Worldwide Innovation Network



Connected Innovation at General Mills

Mike Helser, Ph.D.

Mike Antinone, Ph.D.



GENERAL MILLS

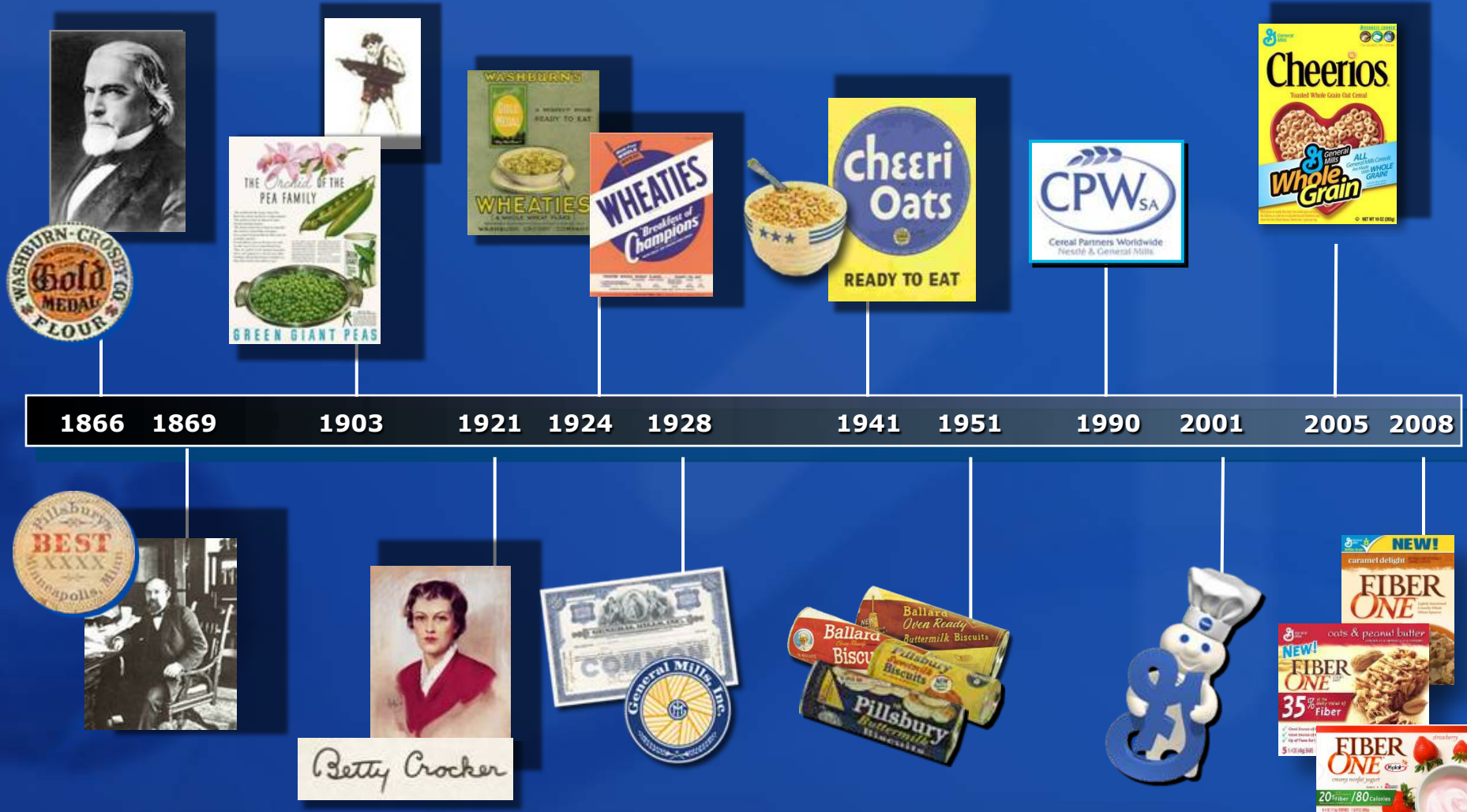
General Mills

- World's 6th largest food company
- \$15+ billion in FY09 net sales*
- 30,000 employees
- Marketed in more than 100 countries



*Includes proportionate share of JV sales

Delivering Innovation Since 1866



Championship Brands



Why “Connected Innovation”?

Invention
Model



Connection
Model



Internal
Collaboration

Collaboration
with Trusted
Partners

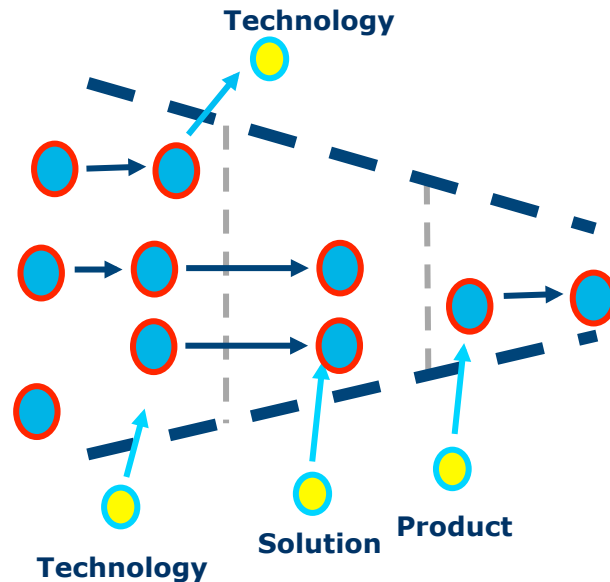
Collaboration
with New
Partners

The lab
is my
world

The
world
is my
lab

Connected Innovation Solutions

Open Innovation Model



Solutions:

- Technologies
- Technical Expertise
- Ready-To-Go Products

Making Connections



How We Will Make Connections

Inviting Through Networking



Inviting Through GWIN



Inviting Contact through Networking



“Viral” Campaigns



Provide non-confidential response to:
Barrie Froseth

Barrie.Froseth@genmills.com

Or through our technology submission site at
www.generalmills.com/WIN

SEEKING: Innovations to block bitter receptors or mask undesirable bitter off-flavors.

Problem: Within a food system there are important ingredients that act on taste receptors producing desirable and undesirable flavor perceptions

Our Needs: Reduction of bitter flavor perception.

Possible Plays:

- Modulation or antagonism of bitter receptors
- Maskers of bitter off-flavors

Innovation Opportunity Brief

GENERAL MILLS NON-CONFIDENTIAL BRIEF

Opportunity:

General Mills is looking for technology collaborations or partners to supply bitter blocking or masking technologies.

Action Steps:

Step 1: Click on the link above to submit a proposal

Step 2: Create your non-confidential proposal to submit to General Mills

Step 3: When you are finished, provide your contact information and click submit and your proposal will be sent to General Mills

Step 4: General Mills will review your proposal within two to three weeks and together we will decide on appropriate next steps, if any. Examples include:

- Proof of concept
- Licensing agreement
- Possible supply agreement
- Investment
- Joint venture
- Other

Financials:

In Step 4, General Mills is willing to fund proof of concept demonstrations for up to \$50,000.

Non-Confidential Disclosure:

By submitting a response you represent that the response does not and will not be deemed to contain any confidential information of any kind.

Seeking novel, food-grade approaches or technologies that block or mask bitter flavors

Innovation Need:

General Mills, a 15+ billion dollar (U.S.) food company, has the following challenge: Novel and highly effective, food-grade compounds or technologies for blocking bitter receptors or masking bitter flavors.

Within a food system there are many ingredients present that specifically act on receptors in the gustatory system of a consumer that result in taste perception. Many of these taste receptors include G-protein coupled receptors (GPCRs) for bitter tastes. We seek proposals that present approaches or technologies that significantly block these receptors and/or mask bitter flavors resulting from food ingredients.

Possible Approaches:

- Modulation of bitter receptor[s]
- Masking bitter off-flavor[s]

Criteria:

The technology or approach does not significantly alter the existing flavor profile of a food, as judged by an in-house sensory taste panel. Therefore, it is taste neutral.

It does not impact the chemical behavior within the food matrix.

The proposed solution is thermally and chemically stable

Must be GRAS (General Recognized as Safe) approved or could be approved in the foreseeable future.

Natural ingredients are preferred.



Figure: G-protein coupled receptors of bitter tastants

Inviting Contact through G-WIN



open innovation

[WELCOME & OVERVIEW](#)

[VIEW OUR INNOVATION OPPORTUNITIES](#)

[SUBMIT YOUR NOVEL IDEA](#)

[G-WIN INFORMATION](#)

[SUBMISSION FAQs](#)

General Mills Worldwide Innovation Network (G-WIN)



Ken Powell
Chief Executive Officer

At General Mills, our goal is to make consumers' lives healthier, easier, and richer. Millions of people around the globe enjoy our products every day, and we count on new product innovation to help us continue to meet the evolving needs of those consumers.

We believe that there is a great opportunity for us to enhance and accelerate our innovation efforts by teaming up with world-class innovators from outside of our company. To facilitate that effort, we created the General Mills Worldwide Innovation Network (G-WIN) to actively seek partners who can help us deliver new levels of taste, health, and convenience in our products.

We welcome the submission of innovation two different ways. You may review our company innovation opportunities and submit a proposal to one of our technology briefs through [View our Innovation Opportunities](#). If you have a novel innovation that you think might be of interest to us, go to [Submit Your Novel Idea](#) and enter your information.

Sharing Your Novel or Unique Idea



open innovation

WELCOME & OVERVIEW

VIEW OUR INNOVATION OPPORTUNITIES

SUBMIT YOUR NOVEL IDEA

G-WIN INFORMATION

SUBMISSION FAQs

General Mills Worldwide Innovation Network (G-WIN) Technology Submission Process

General Mills is interested in Product, Package, and Processing Technologies that meet one or more of the following criteria:

- Your innovation is applicable to one of General Mills categories or brands
- Your idea uniquely meets a large unmet consumer need
- Your innovation has been proven technically feasible and can be applied quickly to an unmet consumer need
- Your idea is game-changing for the food industry

General Mills is not interested in and will not accept:

- Sales venue opportunities
- Recipes
- Simple product improvement ideas (e.g. put more chocolate chips in your cookie dough)
- Marketing suggestions

Submitting Your Novel Idea

After completing the form, you will receive an e-mail confirmation that we have received your form. Your submission will then be reviewed by General Mills. This process may take up to three weeks depending on the complexity of your technology. After the review period, we will contact you to let you know the status

Sharing Our Key Needs


GENERAL MILLS

[Welcome and Overview](#)
[Innovation Opportunities](#)
[Submission Process](#)
[About](#)

[Innovation Portal](#)

[Login](#) [Register](#) **G•WIN** 

Innovation Opportunities

Register to become a member of the General Mills Worldwide Innovation Network and receive notifications when new needs are posted.

Abstract Version [Summary Version](#)

< 1 - 5 of 49 | [Next](#) [Last](#)

[Novel Dairy or Dairy Ingredients for Human Health](#)
Posted:2009-10-01

Milk and cultured dairy products are complex entities containing many components and combinations of components that are potentially positive for human health and nutrition. In particular, milk and cultured dairy components are expected to have positive effects on human bone health, nutritional adequacy, weight management, heart health, digestive health and other emerging health areas. We seek proposals that present approaches or technologies based on milk and cultured dairy that could lead to positive health effects when incorporated into the diet via a food product.

[More Details](#)

 [Share](#)  [Create Proposal](#)

[Dairy or Dairy Ingredients for Bone Health](#)
Posted:2009-10-01

Milk and cultured dairy products are complex entities containing many components and combinations of components that are potentially positive for human bone health. Also, milk is naturally associated with certain fortificants, such as vitamin D. Therefore for this brief, vitamin D is considered in scope, as well as components inherent to milk. There could also be processes which increase the bone health benefits related to the milk or cultured dairy product. We seek proposals that present approaches or technologies based on milk and cultured dairy that could lead to positive bone health effects when incorporated into the diet via a food product. [More Details](#)

 [Share](#)  [Create Proposal](#)

[Enhanced Sweetness of Simple Carbohydrate Sugars](#)
Posted:2009-10-01

Not all carbohydrate sugars are equally sweet. Sweet taste receptors can be modulated, to increase the perceived sweetness of carbohydrate sugars. We are seeking food grade ingredients that would have this effect. We seek proposals that present approaches or technologies that could lead to enhanced sweetness of carbohydrate sugars such as sucrose, fructose, lactose, and glucose in a food product. [More Details](#)

 [Share](#)  [Create Proposal](#)

Matching Talent with Needs

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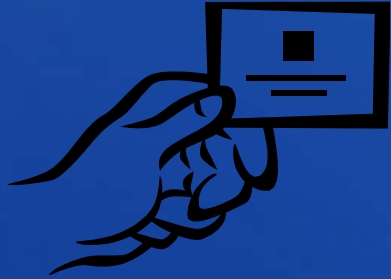
Bio

Key Words

Academic Publications

Patents

Joining the G·WIN Network!



Leave us your business card and
attach the brief bio form



Enter the G·WIN web site and register

[www/generalmills.com/win](http://www.generalmills.com/win)

G·WIN Registration Page

Register: New User

* Denotes required field.

Personal Information

[Bio](#)[Notes](#)[Academic Publications](#)[Patents](#)

* First Name:

Middle Name:

* Last Name:

* Email(s):

Only one email address is required. The first email address will be considered your primary email.

Add Another Email

* Password:

Minimum 8 characters long including at least one uppercase letter, one lowercase letter and one number or symbol.

* Confirm
Password:

Relevant Tags:

Why Partner With Us

**Leveraging
Your Idea**



With Our Expertise

- ✓ Powerful Global Brands
- ✓ Marketing
- ✓ Brand Design
- ✓ Manufacturing and Distribution Scale
- ✓ Technical Assistance



**Bringing all the
pieces together**

Flexible Partnering Model

Guiding Principles

- Nimble
- Transparent
- Mutually beneficial
- Build on-going relationship

Partner
Needs

GMI
Needs



Connecting with Suppliers



Connecting with Universities



BRIGHAM YOUNG
UNIVERSITY



Connecting with Companies



Connecting with New Geographies



Areas of Interest to General Mills

Health

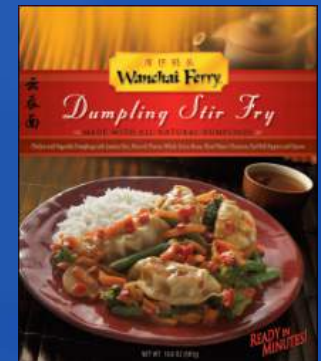
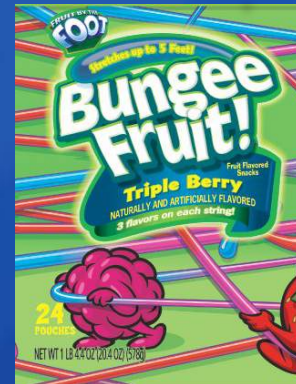
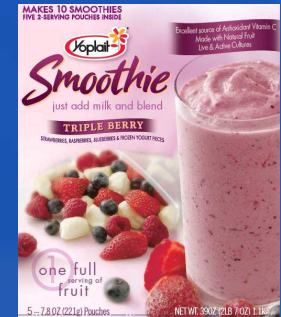
- Reduce Sodium, Sugar and Fat
- Deliver Targeted Health Benefits
 - Heart Health, Weight Management, Immunity, Cognition, Digestion
- Whole Grain & Fiber
 - New Claims based on Clinical Research
 - Improved functionality; Lower Cost
- Simplify Ingredient Labels
 - New natural alternatives



Areas of Interest to General Mills

Sustainability

- Reduce Environmental Impact
 - Packaging, Waste, Water, Energy, Green House emissions



Cost Reduction

- Technology to Enable Cost Savings
 - Ingredients, Formulation, Manufacturing, Packaging

Product Innovation

- Ready to Go Products





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General Mills
Worldwide Innovation Network

Thank You

www.generalmills.com/WIN

(763) 764-4946 (GWIN)

G-WIN@genmills.com



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