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Incubation Program

Project: InWaste

2. Value proposition of the business idea

InWaste pioneers the intersection of waste management and nutrition by transforming organic waste into a high-grade, sustainable protein source, promoting a circular economy and eco-friendly consumption.

3. Problem statement

InWaste targets the pressing issues of escalating food waste and the need for sustainable nutrition by offering a solution that benefits both the environment and consumer health.

5. Competitor Analysis

Our competitors are traditional protein supplement brands and emerging insect-based nutrition companies. What distinguishes InWaste is our local sourcing through circular waste utilization, commitment to quality, and community-driven brand building.

7. Industry:

Circular Nutrition

9. Target market

InWaste is tailored for health enthusiasts and eco-conscious consumers in Budapest, including athletes and fitness aficionados seeking sustainable, nutritious supplements that align with their eco-friendly lifestyles.

10. Milestones

- Conception at MOME University hackathon with a sustainable vision.
- Developed a scalable model to transform restaurant waste into protein powder.
- Crafted partnerships for waste sourcing and initiated product development.

12. Biggest challenges

- Meeting the stringent regulatory requirements for novel food products.
- Scaling production while ensuring sustainability and quality control.
- Cultivating consumer acceptance of insect-based protein products.

4. Solution overview

Our service tackles these issues head-on by upcycling organic waste into Black Soldier Fly larvae-based protein powders and other nutrition products, offering consumers a sustainable, environmentally friendly alternative to conventional protein sources. The result is a nutrient-rich, low-impact protein that supports both personal health and our planet.

6. Business model

InWaste's dual impact model is driven by direct online sales and partnerships, targeting individual consumers and businesses. We leverage a circular economy by upcycling food waste into protein products, supporting our revenue through online subscriptions, and B2B sales, enabling us to scale and maintain our environmental and social impact.

8. Team description

The InWaste team boasts multidisciplinary expertise, Sean is responsible for marketing and consumer outreach. Natalie specializes in product development with a focus on bioengineering processes. Shivam oversees operations and supply chain management.

11. Next steps

- Finalize product development and secure regulatory approvals.
- Set up the manufacturing process and supply chain.
- Launch marketing campaigns and prepare for the product launch.

13. Contact information:

Full name of team lead: Sean Sharma
Contact email: inwastehungary@gmail.com