

**TechConnect Ventures**  
**Sprint Challenge Brief:**

**Seeking Expert Insights Into The Physiology And  
Chemistry Of Mouthfeel**

**QUESTIONS?**

Contact [challenge@techconnectventures.com](mailto:challenge@techconnectventures.com)

**ABSTRACT**

A large international brewing company wants to collaborate with Subject Matter Experts in physiology, chemistry, and materials science to understand the complex interactions that consumers experience as "mouthfeel". Potential engagement opportunities include consultation and contract research, among others.

**BACKGROUND**

The science of mouthfeel spans multiple disciplines and brings together chemistry, materials science, and human physiology. The interaction of all three govern how consumers experience foods and beverages.

TechConnect's client intends to leverage the science of mouthfeel to identify consumer-focused innovations and insights for their products. Through collaboration with relevant experts, the client wants to uncover the equipment, ingredients, or processes that deliver beverages that mimic the mouthfeel of conventional spirits like brandy, gin or whisky but with little to no alcohol content. In particular, consumer feedback indicates that non-alcoholic beverages lack the "burn" sensation present in conventional spirits. It is the client's long-term vision to deliver comparable experiences to all of their customers, regardless of the beverage version they choose to consume.

All individuals and organizations with relevant experience in the science of mouthfeel for alcoholic beverages should submit a response. Multiple disciplines are of interest, including, but not limited to:

- Chemistry
- Materials science
- Physiology
- Psychorheology

The client is interested in a variety of engagement possibilities, including consultation, contract research and joint development. Interested SMEs should indicate their preferred type(s) of collaboration. As the client is a global company, experts from around the world are strongly encouraged to respond.

Selected respondents will be invited to participate in an informal virtual conversation with the client team later this year with formal engagement beginning during Q3/Q4 2024.

The goal of this sprint is to facilitate contact and interactions between the Sprint sponsor and commercial entities (including Start-ups), technology developers or research organization/university in this space.

## REQUIREMENTS

Solvers submitting an Entry are encouraged to highlight capabilities in their Submission that meet criteria including:

- Relevant experience in the science of mouthfeel such as:
  - Chemistry
  - Chemosensation
  - Materials science
  - Physiology
  - Psychorheology
- Previous research activities in areas such as:
  - Ingredients
  - Physiological responses
  - Processing equipment
  - Sensors
- Previous engagement with sensory panels
- Product specializations, such as:
  - Brandy
  - Gin
  - Whisky
  - Other spirits
  - Beer
  - Other foods
- Any known conflicts of interest
- Desired engagement

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## BUSINESS OPPORTUNITY FOR SOLVERS

All complete and eligible Entries will be included in an exclusive Innovation Opportunity Report that will be presented to our client. Solvers with well-matched capabilities may be contacted directly by either TechConnect Ventures or the client to discuss potential partnership opportunities, including – but not limited to – demonstrations, consulting, contract research, licensing, and more. Top-rated Entries may also be invited to register or participate in an upcoming TechConnect Ventures event or pitch program.

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## PARTICIPATION RULES & GUIDELINES

Solvers are encouraged to review the [Rules](#) and [Guidelines](#) provided on the Sprint page for details about participation, including submission criteria, eligibility information, and more.

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