

# AERATION TECHNOLOGIES FOR DOUGH

MARCH-APRIL 2023

## PROBLEM STATEMENT

Mondelez utilizes both natural (yeast) and chemical (sodium bicarbonate) leavening agents in its products. Through this project, Mondelez wanted to identify possible alternative pathways to entrap air within dough.

## OUTCOME & RESULTS

Given the ambitious and highly specialized nature of this Sprint, it is unsurprising that it only generated two responses, one from the United States and one from Canada. The submission from the US was technically interesting but was submitted by a respondent who had no ability to implement or even develop the conceptual technology. Alternatively, the submission from Canada came from an academic researcher who was both interesting and promising such that the client team made contact with the submitter to begin direct discussion.

2

COUNTRIES

100%

TRL 2

50%

DIRECT ENGAGEMENT