

# The innovative proposition

to attract investors and buyers

## 1. Name of innovation

**DEVELOPMENT OF THE TECHNOLOGIES OF DIABETIC FERMENTED MILK DRINKS**

## 2. Intellectual Property

Select the appropriate position, put the mark «+». Write relevant information.

- Patented Innovation countries: Ukraine
- Filed for a patent countries: \_\_\_\_\_
- License agreement or Exclusive rights. Exclusive rights
- Other (specify) \_\_\_\_\_

## 3. Type of innovation

Select the icon by replacing from "-" to "+"

+	Product
+	Technology

+	Result of R&D
-	Other (discussed separately)

## 4. Areas of innovation

Select one or more applications innovation by replacing from "-" to "+" .

-	Automobiles, transport and logistics
+	Agriculture and food technology
-	Aerial and space technology
-	Biochemical technology
-	Building
-	Military Industrial and Safety
-	Energy and Energy Saving
-	IT-technology, ICT industry and services
-	Light industry
-	Marine industry and services
-	Environment
-	Nano- and Micro Technology
-	New materials
+	Medicine and Health
-	Creative industry
-	Tourism and cultural heritage
-	Other. (Please specify below the scope)

## 5. Novelty

What does innovation superior (in digits or qualitatively) already existing? (The answer should be clear and concise - three main arguments in support of the use of promising innovations in domestic and/or foreign markets)

Development of the technologies of fermented milk drinks to feed people with type II diabetes with the use of probiotic cultures of *Bifidobacteria* and *Lactobacillus*, biologically active complexes and food fiber.

The composition of enriched dairy-fatty mix has been optimized using the whole milk, as well as the secondary raw milk, the concentrate of whey proteins, refined deodorized soybean and olive oils, physiologically functional food ingredients with antioxidant and prebiotic properties for production of the dairy products of diabetic function.

Appearance of the synergetic effect of antioxidant and bifidogen properties during production of the diabetic fermented milk drinks has been experimentally confirmed in the combined application of vitamins E, C, organic selenium, oil mixtures,  $\beta$ -galactosidase, whey protein concentrates. Influence of components antioxidant complex on duration of biotechnological processing of dairy-fatty mixes and process of the storage of finished products is shown. An industrial approbation of the developed technology was made. It was experimentally proved that this fermented milk drinks to feed people with type II diabetes can be produced without modernization and reconstruction of the existing enterprise milk factory. In Ukraine there are no analogues.

Novel technologies are confirmed by the 4 declaration patents of Ukraine.

Market on a new product, in Ukraine, today more than one million diabetic patients are officially registered.

Recipes, technology and normative documents on the production fermented milk drinks to feed people with type II diabetes have been developed, and industrial approbation of the developed technology has been accomplished. The technologies for small-scale production, the technology is ready for industrial application.

## 6. Stage of Innovation

What is innovation's stage of development? Select the icon by replacing from "-" to "+"

-	The concept, proof of concept
-	The prototype, which tested and available for demonstration
+	The technologies for small-scale production
+	The technology is ready for industrial application
-	Commercialized

## 7. The presentation innovations

Select one or more forms by replacing badge from «-» to «+»

-	The demonstration model
+	Multimedia presentation
-	Report

## 8. Information about the participants, which apply innovation

	<i>If innovation is filed away</i>
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