

# Technological Innovation in Food Safety – From Solution to Business Model

12th March 2026, 10:00 – 12:00

Registration: [\[click here\]](#)

## 10:00 Welcome and context setting (10min)

- ☐ **Welcome – FIAB**
- ☐ **Brief overview of the CATALYSE project and the Community of Practice – EFFoST**
- ☐ **Objectives of the webinar – FIAB**
  - ✓ Showcase innovative food safety technologies
  - ✓ Support innovators in refining and strengthening their business models
  - ✓ Facilitate interaction with business innovation experts

## 10:10 Introduction to InnoNext and business model support (10min)

- ☐ **Who is InnoNext and who they support innovation providers – InnoNext**
  - ✓ Business model assessment
  - ✓ Market fit and value proposition
  - ✓ Go-to-market and scalability considerations
- ☐ **Explanation of the interactive advisory approach during the webinar – InnoNext**

## 10:20 Innovation pitch session (35min) – 5/7 selected startups/SMEs

- ☐ **Elevator pitch from 5-7 startups/SMEs – Technology + value proposition + target market**
  - ✓ Technology
  - ✓ Value proposition
  - ✓ Target market

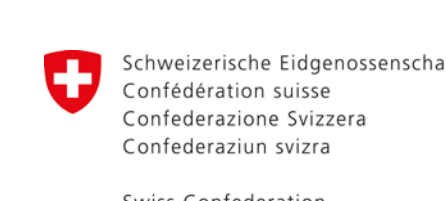
## 10:55 Live feedback and business model advisory (40-50min)

- ☐ **Feedback session – InnoNext**
  - ✓ Immediate feedback on each pitch
  - ✓ Key recommendations on business model improvement
  - ✓ Questions to help startups reflect on scalability and market uptake

## 11:40 Open discussion and wrap-up (20min)

- ☐ **Q&A from other participants – FIAB**
- ☐ **Exchange of experiences within the CoP – UCP**
- ☐ **Reminder of follow-up opportunities within CATALYSE – ILSI**
- ☐ **Summary of key takeaways – FIAB**

Project Coordinator



[www.thecatalyseproject.eu](http://www.thecatalyseproject.eu)

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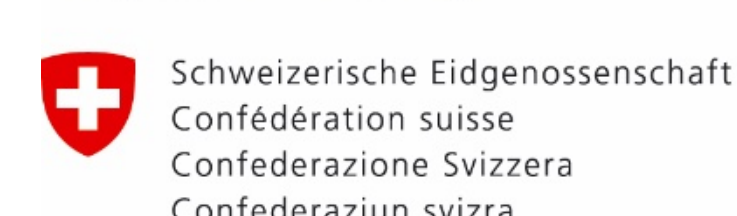
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