

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

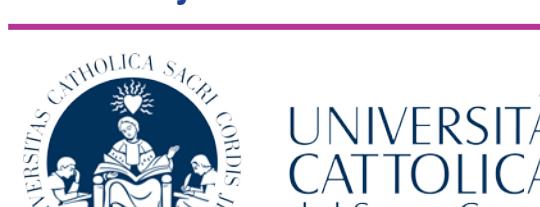
10:55 Live feedback and business model advisory (40-50min)

- ❑ 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



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