

CELLULAR AGRICULTURE – CULTIVATED MEAT - B2B

Opening Doors — Generating Market Traction for New Technology

How strategic introductions to global pet food industry leaders helped a start-up move from proof of concept to product acceptance discussions.

WHAT WE WERE ENGAGED TO DO

From PoC to Industry Dialogue

- Map and prioritize global B2B and B2C pet food industry leaders as target partners
- Position and introduce the client's cultivated meat technology to key decision-makers
- Support and facilitate dialogue between the start-up and target companies toward product acceptance

THE OUTCOME

From Lab Innovation to Market Conversations

Access to global B2B and B2C pet food leaders

Active discussions on product acceptance initiated post-PoC

Strategic introductions and targeted positioning can translate deep-tech innovation into real commercial momentum - even in nascent, high-complexity markets.

LET'S TALK

Start a conversation about your innovation ambitions.

InnoCres Consultancy supports corporations, SMEs, and start-ups in
AgriFood, Functional Food Ingredients, and Industrial Biotech.

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