

BIO-CROP PROTECTION • B2B

# Strategic Product Divestment

How disciplined preparation and structured negotiation unlocked meaningful returns from a non-core product for a bio-crop protection SME.

## WHAT WE WERE ENGAGED TO DO

# From Asset to Concluded Deal

- Assess solutions' market potential to set its value
- Develop robust technical and commercial dossiers
- Identify and approach global crop protection companies
- Support discussions and negotiations through to deal closure

## THE OUTCOME

# From Negotiation to Signed Deal

**EUR low-seven-digit deal**

Structured in technology access fee and milestone payments

Disciplined preparation, clear value articulation, and structured negotiation unlock meaningful returns from non-core products and technologies.

LET'S TALK

# Start a conversation about your innovation ambitions.

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

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