

HUMAN NUTRITION · PROBIOTICS · B2B

From Introduction to Paid PoC — Generating Traction in B2B

How strategic introductions to global human nutrition industry leaders turned into a paid proof of concept for a probiotic start-up.



WHAT WE WERE ENGAGED TO DO

Opening Doors in Human Nutrition

- Map and prioritize global B2B human nutrition industry leaders as target partners
- Position and introduce the client's probiotic technology to key decision-makers
- Support and facilitate dialogue between the start-up and target companies toward commercial engagement

THE OUTCOME

From Introductions to Commercial Engagement

EUR 100,000+ paid proof of concept

Secured with a global B2B human nutrition industry leader

Strategic introductions and targeted positioning can translate probiotic innovation into real commercial momentum — even in a highly competitive B2B space.

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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