

BIO-CROP PROTECTION · B2B

From Service Provider Provider to Product Company

How grounded market intelligence helped a start-up start-up de-risk a major business model transition and transition and move forward with product-led growth. growth.

WHAT WE WERE ENGAGED TO DO

Validating a New Route to Market

- Deliver market-based substantiation for the new route to market
- Validate commercial assumptions and positioning
- Translate insights into a clear, actionable go-to-market strategy

THE OUTCOME

From Uncertainty to Strategic Clarity

Clear and validated route-to-market strategy

Leadership confidence and clarity to move forward with product-led growth

Grounded market intelligence and strategic framing can de-risk major business model transitions – especially for innovation-driven start-up.

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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