

Title - Innovation Management in the food industry

Abstract

In this presentation, we will cover the journey that an idea has to travel before becoming a product that eventually lands in the homes of consumers every day.

We will go through a typical innovation process, explore dimensions of innovation beyond the traditional meaning of “new” idea/solution and investigate the importance of relevance, contemplating differences in consumers behavior (for example as identified by generation – GenX, millennials, GenZ).

Topics that will be covered are: Phase & Gate, Open Innovation, Innovation Canvas model, tools to develop and fine tune a product, financial aspects and some final consideration and thoughts will be shared.