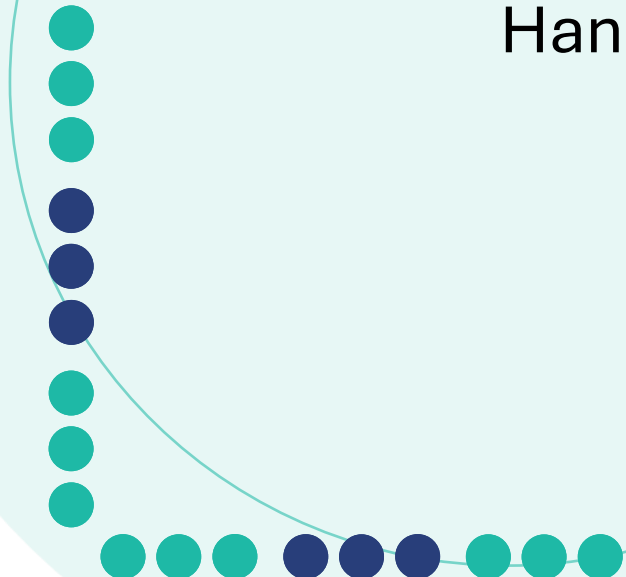




Innocamp parallel session

Food products

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Aim of the session:

Discuss scaling-up challenges and explore solutions together.

We hope for discussive and active workshop 😊



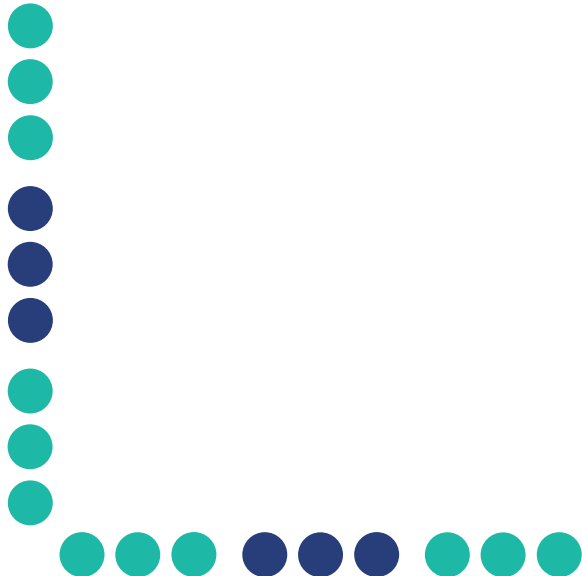


TYPICAL CHALLENGES

TIME

MONEY

SKILLS/KNOWLEDGE



TIME

Saving time creates room for growth:

- Technology and automation
Make routine tasks faster and easier.
- Sub-contracting and out-sourcing
Let someone else handle tasks outside your core work.
- Simplify (Lean-thinking)
Remove time waste and make work flow smoothly.
- Time management
Find ways to protect time to concentrate on your most important activities.



EXAMPLES

Where does your time disappear right now?

Easy to outsourcing:

- Bookkeeping
- Payroll
- Digital marketing
- Graphic design
- Free your time for where value is truly created

Simplify with technology:

- Invoicing + inventory management
- Automated reminders and notifications (e.g. annual clock)
- Social media scheduling tools

Simplify with lean (the picture):

1. Sort
2. Set in order
3. Shine (clean)
4. Standardize



MONEY

Where would you invest in if funding was not the obstacle?

- Public funding (e.g. Leader funding in investments & development support)
- Business group development projects (e.g. in Finland)
- Private investors and business angels (e.g. MÖ-Foods)
- Loans from financial institutions
- Past revenues, free cash flow
- Own property (e.g. forest resources), savings



Scale up together!

EXAMPLE

Mö Foods is a Finnish oat dairy company known for oat-based cheese alternatives.

Their idea is based on patented technology that uses the whole oat without creating side streams.

The company raised 2,4 million euros in funding, led by Nordic Foodtech VC (venture capital fund based in Helsinki that invests in early-stage food and agriculture technology companies). The investment helps Mö scale its patented technology and prepare for international expansion.

The company is now preparing to license its technology to major European food producers.



SKILLS AND KNOWLEDGE

Skill gaps limit growth more than motivation

Identify your own skills and the needs of your business idea:

- Learn and train:
Own continuing education, short courses etc.
- Buy expertise:
Buy consults or experts or use sub-contracting.
- Bring expertise:
Hire the skills (full/part time, shared).

Growth doesn't come from doing everything yourself.
It comes from having the right people and skills around you.





EXAMPLES

Finnish Food Factory is a Finnish contract manufacturer specialising in plant-based food products. They offer skills and knowledge (e.g. quality control, safety, production optimisation), production capacity and technology, so food companies can focus on product development, branding and sales.

Another similar service provider, **Foodwest**, offers these and also consumer research, regulatory and packaging support and commercialisation guidance.

