



# CULTIVATING COLLABORATION SUPPLY CHAIN INNOVATION

Improving Scotland's  
food and drink businesses  
through collaboration

**SCOTLAND**  
OF FOOD & DRINK

*"Fast and furious  
and very  
informative and  
stimulating."*  
Gail Bowditch,  
Collabro,  
Aberdeen

*"The system is  
quite simply the  
best and most  
logical of any  
innovation  
programme I've  
seen."*  
John Muldoon,  
The Edrington  
Group

*"These tools are  
a pre-requisite to  
Innovation"*  
Kyle Kent, Nestle  
Corporation

A results driven process helping Scottish food & drink companies access new customers and markets through rapid product innovation

- Participants will Create, Evaluate & Develop a **REAL New Product, Service or Market Opportunity** that addresses identified market needs, untapping creativity in their business and supply chain.
- Participants will be exposed to over **50 specific customer needs & 30 new food related technologies** to stimulate the creation of new business opportunities
- Participants will be guided through a proven process for creating, evaluating and commercialising new ideas for products, services, customers or markets.
- Participants will learn and apply one of the world's most effective systems for leading profitable innovation, proven to be up to **3x more successful** than traditional approaches.

## WHO'S IT FOR?

Small & Medium Sized Companies involved in food or food related industries who are interested in accessing new customers/markets through the development of new products or services.

### The programme is ideal for:

- Companies who are looking to develop new, more profitable products
- Companies that are looking for new, more profitable customers and/or markets
- Companies looking to maximise value from new and existing supply chain partners

**SAOS**  
Developing co-operation in farming,  
food and rural Scotland

  
**matrix**

