



Improving Scotland's
food and drink businesses
through collaboration

SCOTLAND
OF FOOD & DRINK

*"From nothing to
a new product
ready for market
in 12 weeks.
Amazing!"*
Jill Clark,
Connage
Highland Dairy

*"Not only do we
have a winning
product, but a
low-cost system
for developing
winners in the
future."*
Mark Bush,
Summer Harvest
Oils

*"No food
business should
think twice about
attending this
programme.
You'll never
waste time and
money again
chasing the
wrong ideas."*
Melanie Thomson,
Thomas Thomson
(Blairgowrie) Ltd.



Minimise the time, cost and risk to your product development process!

In just 12 weeks you could have...

- invented a **new/improved** product or process
- a **market ready** concept
- learned a reproducible system for **low-cost** new product development.

The Cultivating Collaboration team is delighted to offer a unique opportunity for food and drink businesses in Scotland to experience the world's most efficient system for the creation and launch of new business ideas.

100% of the food businesses engaged in the pilot programme in 2010:

- Developed one new product concept to launch
- Created a pipeline of ideas for future development
- Learned a reproducible system for developing and rapidly launching more high-impact ideas in the future.

And **ALL** of them...

- would recommend the programme to other food businesses!

Background

The Eureka! Innovation System covers everything from idea creation right through to launch in a way which minimises the time, money and risk involved. The system has been developed by Eureka! Ranch International. Eureka! are dubbed "America's top idea team" by Inc Magazine and their clients have quantified over \$2.5 Billion in new & improved ideas.

The new 12 week programme will commence on 26th January 2011 and we're looking for participants now.

The cost is **£500 - BUT**, we are so confident you will feel it has been worth so much more that you won't be charged until the end. If you don't agree, you won't pay a penny!

The programme is heavily subsidised and spaces are strictly limited, so please get in touch today to book your place.

For more information please contact:

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