

MODULE VI Handout

Learning objectives:

1. Defining the goals and objectives of the transformation process.
2. Fostering openness to innovation, curiosity, and business courage.
3. Exploring the importance of flexible thinking and creativity in problem-solving.
4. Embracing change and maintaining readiness for learning and growth.
5. Developing problem-solving, decision-making, and strategic thinking abilities.
6. Exploring biotechnologies for agricultural and agro-industrial innovation.

Activity for self-reflection:

- Identify areas where you could apply different types of innovation, such as product, process, marketing and service.
- Consider how you addressed recent challenges or opportunities in your business and how you could have used a more innovative approach.
- Evaluate (SWAT) how you are cultivating your own innovative mindset and look for opportunities for improvement. Visualise how you could implement strategies.

Case study:

MIMIC seafood is Spanish startup that created the experience of eating fish and seafood using 100% plant-based products. This company was founded in Madrid in 2018 as a project under –ivoro Food Innovation Hub.

- MIMIC Seafood team was concerned about the current situation of environmental stress on the oceans, which generates a decrease in the stock of fish in the ecosystem every year.
- They were also concerned about the issue of health, taking into account the current levels of pollution of the oceans due to microplastics and heavy metals, and the impact on our health that eating contaminated fish may have.

Their declared mission is to provide better food choices to consumers that save oceans.

Find out more by participating in the Training for Food Businesses delivered online:

<https://upinfood.erasmus.site/>

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