



# 1. Ideation Campaign opens 29 March 2021!

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“How might we develop & exploit low processing technologies to produce healthier, more nutritious and more sustainable food?”



[More Information](#)

# Our Assignment from Innosuisse

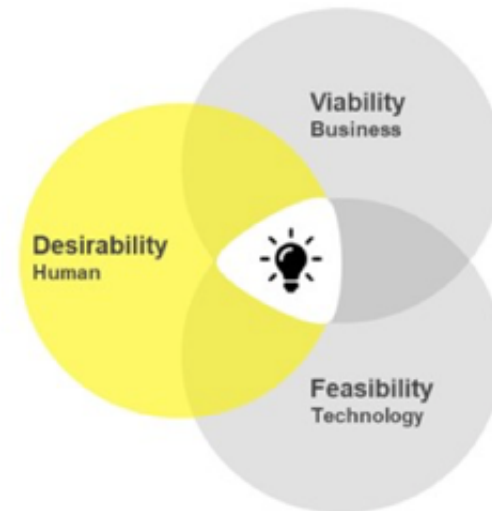


NTN INNOVATION BOOSTERS  
WORKSHOP – RIS, SWITT & MENTORS



## NTN INNOVATION BOOSTERS GOALS

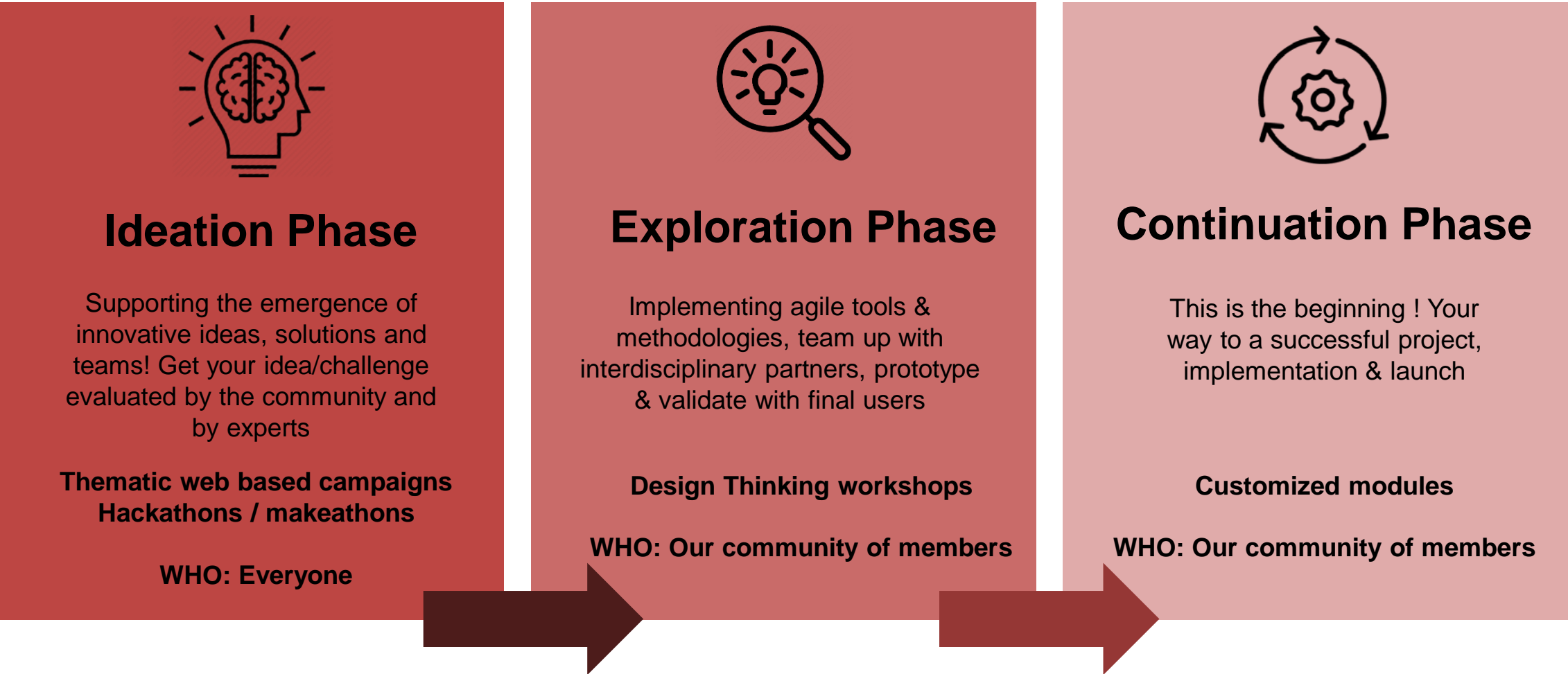
- Create an open innovation culture
- Discuss future business areas
- Address customer needs from the start
- Work in interdisciplinary teams
- Develop verifiable innovation ideas
- Promote more radical ideas with funding



- Incremental ideas: improve existing products, processes or services
- Radical ideas: create new products, processes or services with new properties/forms

**600 novel innovation ideas**  
**100 radical follow-up projects**

# Our 3-step process - a unique way of supporting the creation of innovation teams and radical innovation ideas



Our process is flexible; we want to adapt & continuously improve ourselves based on our experience



# 1. Ideation Campaign

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“How might we develop & exploit low processing technologies to produce healthier, more nutritious and more sustainable food?”

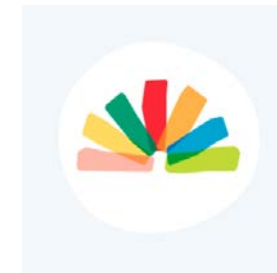


## What kind of ideas are we looking for?

Processing technologies are highly developed and we have lots of products available, requiring sophisticated processing steps.

- The question that arises – could we do things simpler?
- Could we apply technologies & methods that work also with complex matrices and do not require highly refined ingredients?
- That would lower the effort along the entire chain, save energy & costs, and may provide more healthy, more nutritious, and sustainable food.

Buzzwords are: NOVA classifications, [YUKA](#) & [SIGA](#) Apps., fermentation, alternative proteins, whole crop, fungi

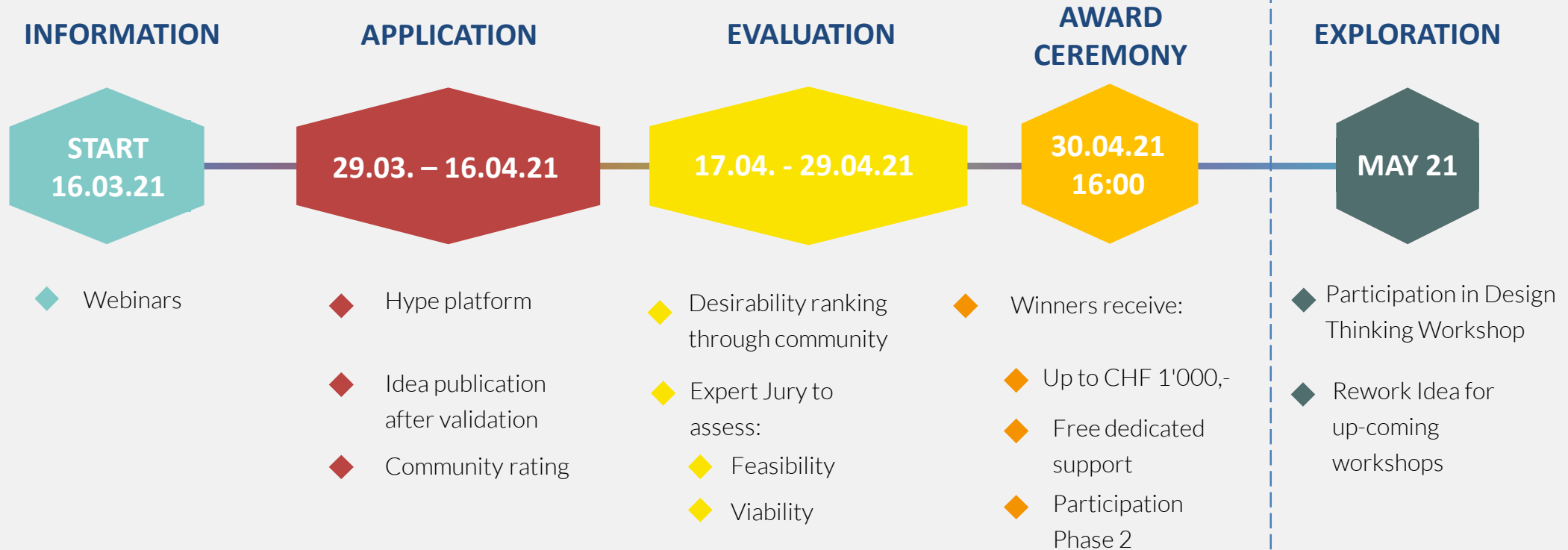


# Process of Ideation Phase



## Ideation Phase

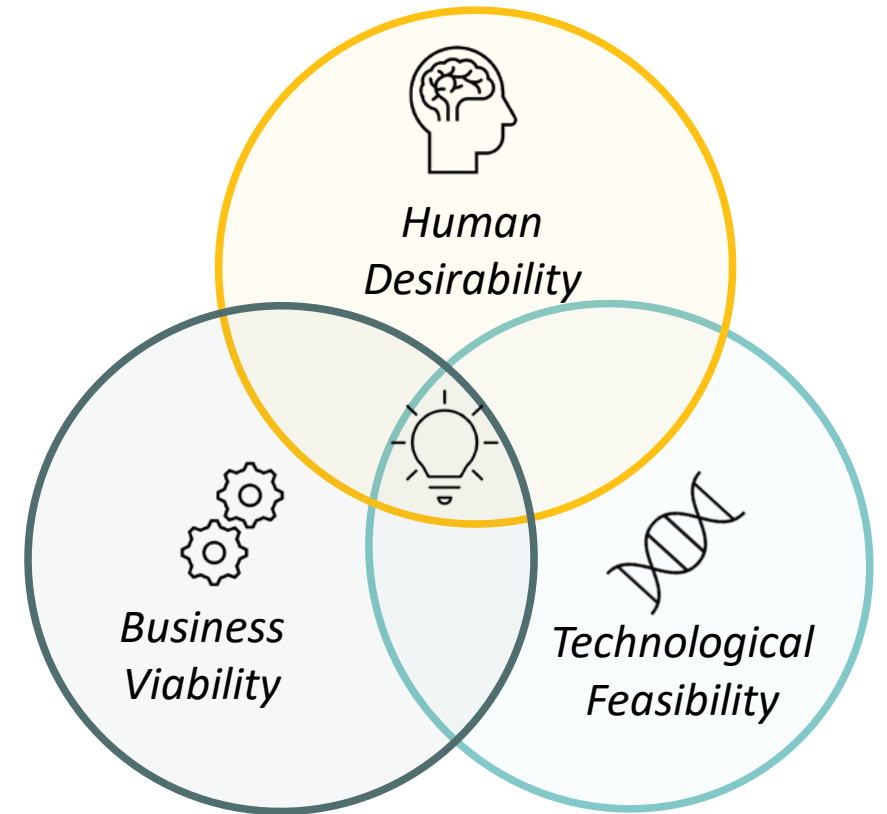
## Exploration Phase



# Evaluation Criteria

## All ideas will be rated on:

- Potential of innovation
- Degree of Novelty – to Switzerland / to the world
- Desirability, Viability, and Feasibility
- Economic impact
- Sustainability
- Scale-up / follow-up potential



# 1. Ideation Campaign Awards

- Top 3 ideas rated by community **CHF 500,-** and **3h** of dedicated support
- Top 5 ideas assessed by the jury **CHF 1'000.-** and **3h** of dedicated support



- Participation voucher to the first Exploration Workshop!



# Participation Criteria



- The ideation campaign is open to anyone, who...
  - Is prepared to share his/her idea with a community and embrace the open innovation approach to find radical solutions
- Applications are screened by the Suisse Agro Food Leadinghouse before publication on the HYPE platform and made visible to the community
- Participation is free of charge!

# Jury Members



**Nadine Lacroix Oggier**  
Co-Manager



**Peter Braun**  
Co-Manager



**Fabian Wahl**  
Board Member



**Paul Niederhäuser**  
Board Member



**Michel Burla**  
Board Member



**Roger Darioli**  
Board Member

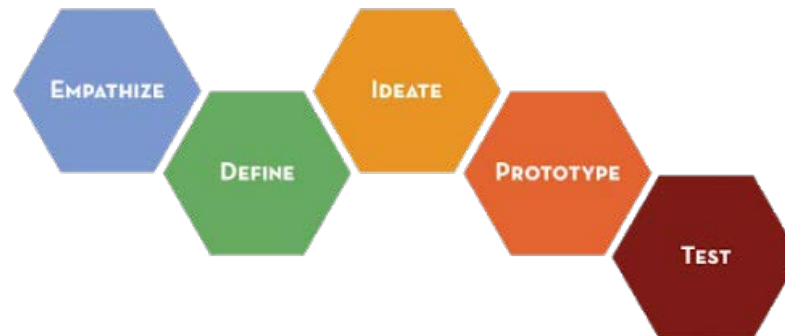
# Design Thinking Workshop Award for 1. Idea Generation Campaign

3 Weeks



- 4-online/onsite working sessions of up to 3 hrs
- 2 weeks of individual idea development/prototyping
- Participation with a multi-disciplinary team of max. 10 pers.  
(2 industrial partners - SME, producer, supplier, manufacturer, startup, sectorial association, and 2 academic partners)
- Open to all members of our community

- Explore ideas through a Design Thinking process and test it with final users.
- Understand desirability, feasibility, and viability of an idea (fail fast/fail cheap/learn!)
- Experience a human centered innovation process



- Win **CHF 15'000.-** cash
- Dedicated support to develop ideas further
- Build on your innovation skills and empowerment
- Participate in the co - creation of the next workshops: give your feedback to the very first workshop



Stay tuned!

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NTN Innovation Booster

