

### Call for Applications – New Product Development Labs 2024!

We are glad to announce that our call for applications is open now! If you are a start-up/SME involved in the food sector and interested in developing new products, take this opportunity and apply to the New Product Development Labs now!

#### What is it about

Despite the fact that the Food Industry is a very crucial sector it hasn't been known for its high levels of technology adoption. However, consumer demands and recent emerging trends (such as plant-based foods and clean label) are forcing food producers and manufacturers to adapt and revitalise their product chain, driven by fierce competition. These needs have made new product development a crucial step for bringing novel food products and innovative solutions to the market as a response to this challenge.

We want to assure you that the participation in this program will provide you with interesting and valuable experiences, and benefits such as

- o understanding in depth the process of co-creation and how it can be applied in NPD
- o grasping consumers perception
- o receiving assistance in the NPD of products for your own company
- o networking with researchers, stakeholders and consumers

#### Who can apply

The New Product Development Labs program is focused in supporting start-ups/ SME that are relevant to the food sector and are interested in new product development. Food producers, food processors and packaging companies can apply.

#### How it works

The New Product Development Lab program will consist of a series of co-creation activities with a selected group of consumers that will assist on the development of new products for the company. Company representatives will participate in the final session of the NPD program where the participants will present their ideas. The program will be organised by Lodz University of Technology and will be delivered by educators, researchers and experts in agrifood research and innovation. The methodology that will be used has been developed by InterHEI: The Interdisciplinary HEI Entrepreneurship Fostering Program that is coordinated by the University of Warsaw and it is based on interactive and creative activities.

Please keep in mind that participating company **does not pay any fees**

#### Timeline

The New Product Development Labs will be held online on the **the second quarter of 2024**

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Food



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### Apply today!

Applications are open from the **27<sup>th</sup> of February of** till the **25<sup>th</sup> of March 2024** for applicants. For more information on how to apply, please contact Iwona Staniec [iwona.staniec@p.lodz.pl](mailto:iwona.staniec@p.lodz.pl) and/or Edyta Milewska [edyta.milewska@p.lodz.pl](mailto:edyta.milewska@p.lodz.pl)

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