



MONASH
University

GROWING
PRECIOUS
IDEAS
+

SPREADING
INNOVATION

Are you looking ...?

- To increase the odds of success for your innovations?
- To sense check a risky idea? Understand an opportunity?
- To complement your Innovation or R&D skills?
- To find a network of capabilities to bring your idea to market (including Asia)?
- To get inspired and connected with other innovators?

Monash has now added world class FRONT END INNOVATION CAPABILITIES!

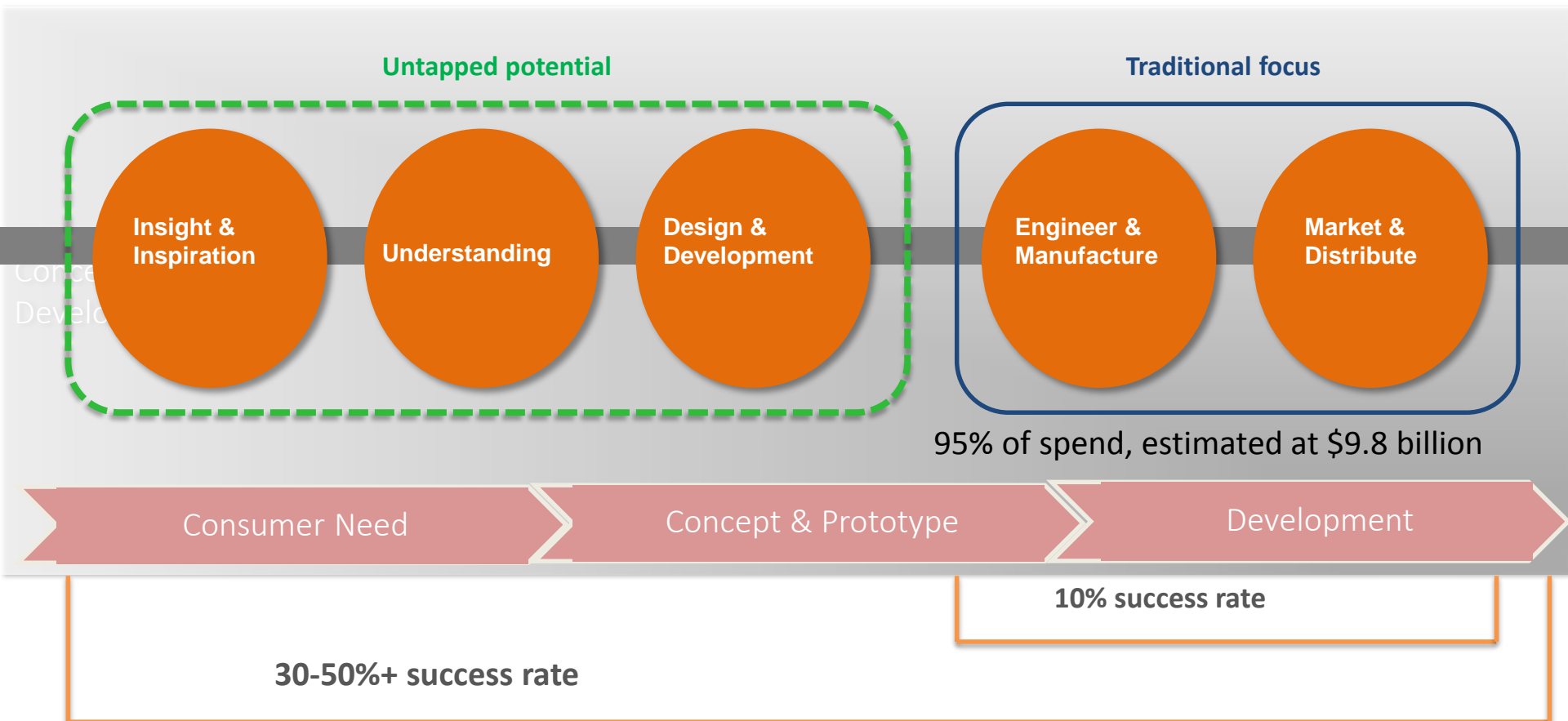
The FIC @ Monash is designed as an industry shared service platform, a 'time share, take only what you need' of world class capabilities and facilities.

**The FOOD INNOVATION
CENTRE @ Monash**



Innovation is often approached back to front

Successful innovation comes from the identification of opportunity at the “front-end”



De-risking the “front-end” to **MAXIMISE** product success

FRONT-END



1. Discover

Gain clarity on the objectives and scope of the innovation challenge by uncovering and synthesising raw data, truths and insights that will help crack the challenge.

2. Create

Identify inspirational business opportunity areas, generate fresh ideas and bring them to life via conceptual designs.

3. Confirm

Test early ideas and prototypes with consumers, shoppers or customers to verify and optimise them.

4. Develop

Progress from conceptual designs via manufacturing or service development.

5. Launch

Execute the new product or service in market via distribution, marketing and selling.

So what can the FIC @ Monash do for your business



1. De-risk your innovation
 - Front end consumer aided design
 - Rapid prototyping



2. Support your end to end Innovation needs with our partners.



3. Identify research and technology opportunities for commercialisation



4. Improve your innovation capabilities
 - Learn best practice
 - Develop intrapreneurship

1a. De-risk your innovations with FRONT END CONSUMER AIDED DESIGN!

Understand your opportunity

1. Knowledge Mapping



2. Product Mapping



3. In-Depth Interviews



4. Hypotheses

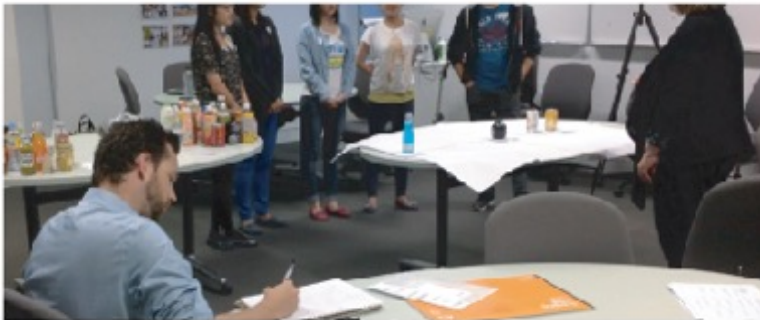
5. Stimulus & Research Plan

Hypothesise the job to be done

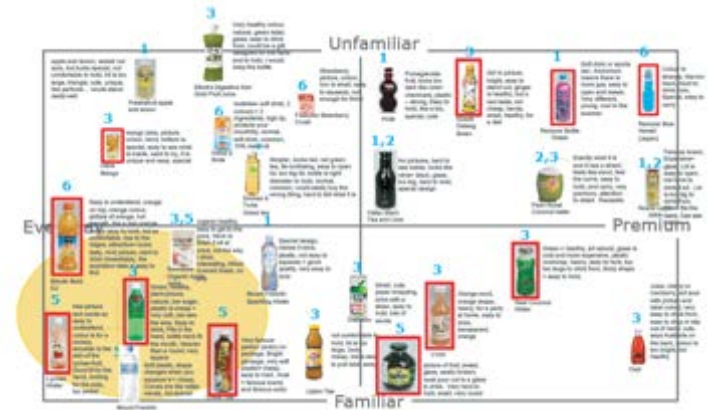
6. Qualitative Research

7. Product Guidance

8. Ideation



CONSUMER RESEARCH & PRODUCT MAPPING



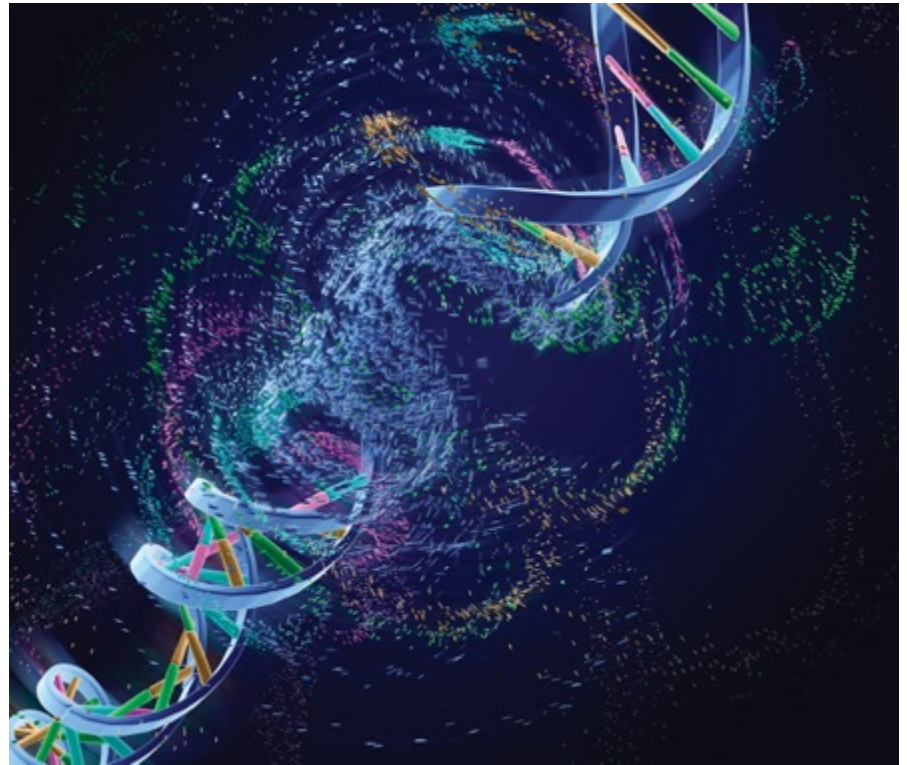
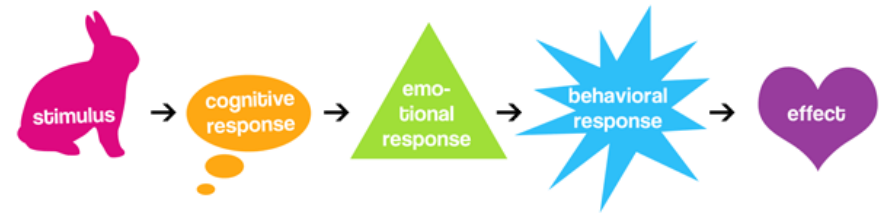
CONSUMER OPPORTUNITY GUIDANCE, MARKET
AND PRODUCT MAPPING

INNOVATION DESIGN SPACE
CRITICAL FOR SUCCESS

Design for these needs with experienced front end **innovation specialists & consumers or shoppers** before developing & committing!

Design Guidelines: To mitigate discussions of opinion, and protect your brand and products

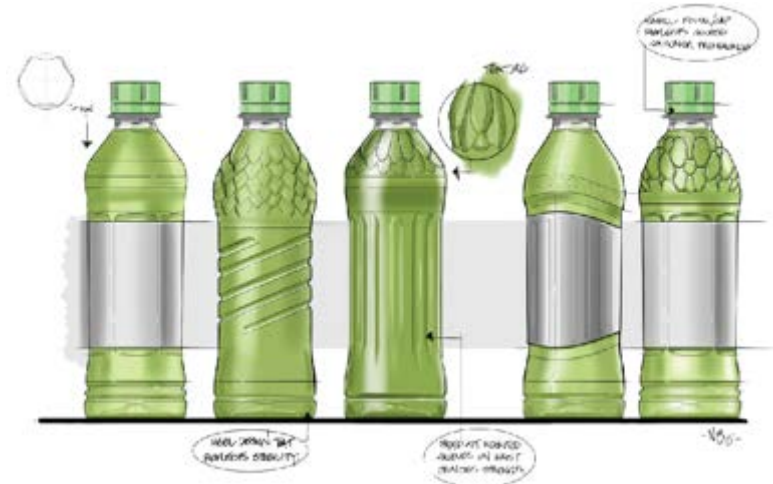
- Design Guidelines define what your product must deliver to, in the eyes of your consumer (and the context of your brand). Also, how the design or physical attributes...
 - Cue the occasion
 - Suit different consumer types
 - Drive associations
 - Elicit emotional responses
- By using a range of physical samples in the qualitative groups we can **measure response to stimulus** in a way that can guide your design. This is called **senso-emotional profiling**
- In particular, how to strengthen these in a way that has the brand and the product singing the same song and supporting each other
- Design Guidelines also help to define your core & flex, as well as designing a portfolio to consumer needs to maximise reach
- (We also call this PRODUCT DNA!)



IDEATE PROTOTYPE

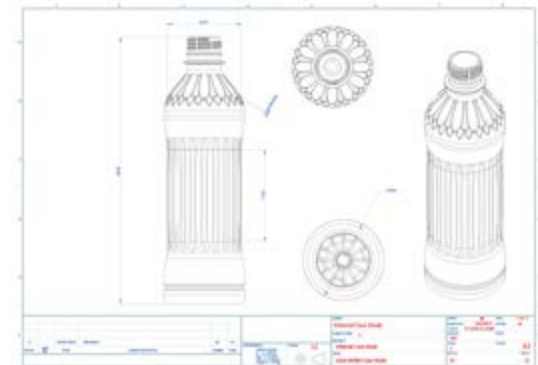
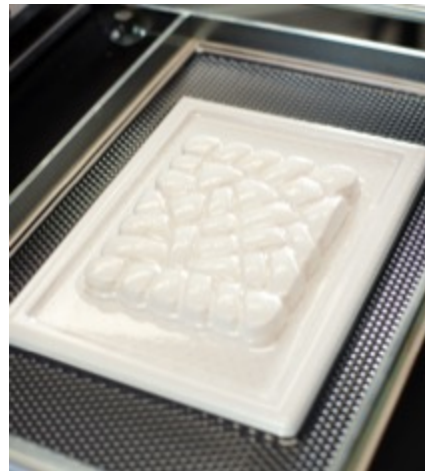


1c. Refine your development with various prototyping techniques and validate with CONSUMERS, SHOPPERS, MANUFACTURING, MARKETING OR CUSTOMERS !!



Using CAD Software to:

- Translate and detail the bottle form
- Confirm bottle volume, proportions, and tilt angle
- Prepare CAD assets for rendered visuals & prototyping
- Prepare 3D models and 2D drawing for quote & production



Refine
Validate

CAD designs, 3d printing in various finishes & sturdiness, vac. forming for molds or inserts, die cuts, material printings, ...

1d. Use virtual testing to validate your prototypes, your branding and in-store activation assumptions with shoppers, your teams and customers for launch and range review readiness



2a. Use the virtual store to improve your in store efficiency in the CAVE2 our unique 320 degree immersive environment



2b. Use visual tools to improve your category management within your business or with your customers



Analyze using JDA
information



Hypothesize and review
planograms and assortments

2b. Review your packaging cut through and information on shelf, your point of sale solutions or your retail environment

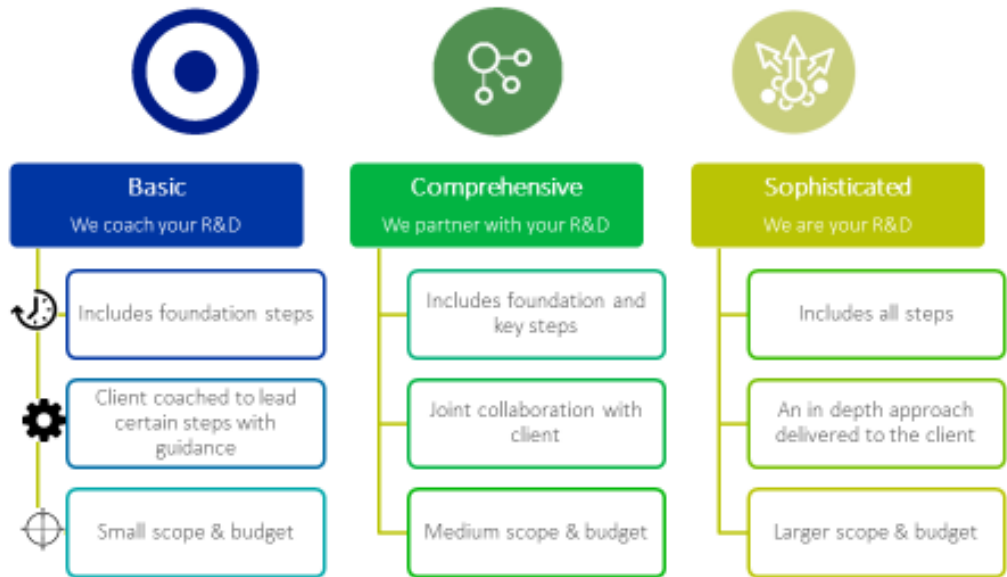


2c. What is R&D End to End Project Management?

Taking your idea from concept through to launch for both domestic and export markets



3 Levels to fit your budget and scope





2d. Support your needs from opportunity to market launch with a range of partners and avoid ing duplications

A FRONT END INSIGHTS & DEDICATED INNOVATION INFRASTRUCTURE

B MARKET CAPABILITY ASSESSMENT & ENABLING TECHNOLOGY

C PRODUCT TESTING & COMMERCIAL TRIALS CAPABILITY

D SUPPLY CHAIN TESTING & NEW TO MARKET TECHNOLOGY

A & B delivered by front end capability

C & D delivered by a network of facilities



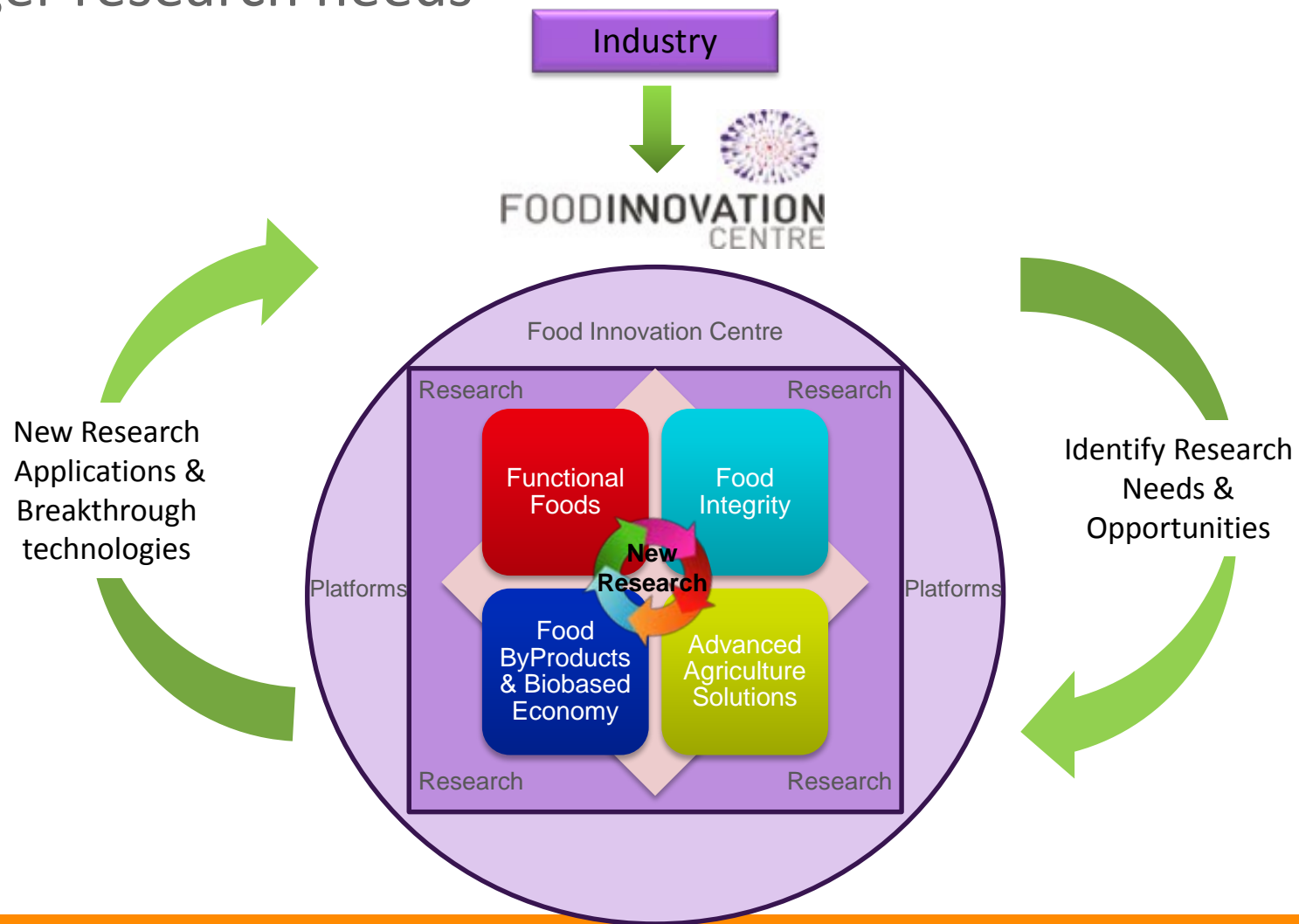
2e. Export to the Chinese Middle Class Consumers with a direct pathway for your products

Introducing an exclusive partnership between COFCO NHRI and the FIC @ MONASH for Australian Food & AG companies looking at accessing the Chinese market!

- COFCO NHRI will perform consumer, sensory and safety research in collaboration with the FIC to ensure the product offer has the best chance of success in China
- COFCO NHRI will endorse the results to their e-commerce arm **womai.com** for a great path to market and build a successful test of the offer in China whilst remaining fully in control of the offer
- This unique partnership will offer a less hazardous path to market for Australian companies wanting to test the Chinese markets with adapted offers



3. Identifying and connecting you to our capability in research and technology at Monash University for your bigger research needs



4. Learn with us

- By participating in our Industry Programs
 - See our website for this years program
- Customised capability program for your team
 - [Intrapreneurship Academy](#)

CAPABILITY PROGRAM

Be immersed in our '**show me**' approach to the latest global best practices and innovation thinking to get your business ready for sustained growth in local and Asian markets.

ENGAGE: with the latest innovation practices, capabilities & tools,

EXPAND: your network with like-minded businesses.

LEARN: about Asian insights and practical tools that can be leveraged into export opportunities.



INTRAPRENEUR PROGRAM

Participant Commitment:
5 days training & 1 live business challenge ideation
1 day home-work per fortnight (recommended)



Intrapreneur Program



We are making a dent in the Australian Food Industry with more than 1000 business's leveraging our capabilities

Building
Innovation
Capability
– domestic
& export

Mondelēz
International

FOOD
SOUTH AUSTRALIA
FEEDING CONNECTIONS

>500
Victorian
SMEs

Horticulture
Innovation
Australia

nothing but good.
CHOBANI
GREEK YOGURT

Real World
Marketing

mia
MEAT & LIVESTOCK AUSTRALIA

>80
Farmer/
Producers

IRREWRA
SOURDOUGH

PREMIUM AUSTRALIA
FOODS

GOURMET
UNION
LUXURY FOODS OF AUSTRALIA

TACCA
quality that's visible

mulgowie
FARMING COMPANY
natural perfection

gsk
GlaxoSmithKline

DuluxGroup

General Mills

nothing but good.
CHOBANI
GREEK YOGURT

Mondelēz
International

sisko
CHOCOLATE
MELBOURNE

parmalat

Joy
FOODS
From one grain...

Helped
business
to
accelerate
& de-risk
Innovation
- Domestic
& export

TNS

**harvest
box**

Charlie's
COOKIES
Take your pleasure seriously

NG Naturally Good
It's good naturally

sharebox



FOODINNOVATION CENTRE

- Find us at www.foodinnovationcentre.com.au
- Level 2 (217 or 202) or Level 3 (303)

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We look forward to collaborating and co-creating with you

SPREADING
INNOVATION