





# VALUSECT QUICK LOOK GUIDE

Quick overview of our service categories to support SMEs in enhancing the innovation performance



	 <b>Technological services</b>	 <b>Food development and innovation</b>	 <b>Consumer acceptance</b>	 <b>Strategic business services</b>
<b>WHAT can we do:</b>	Expertise and/or equipment to: <ul style="list-style-type: none"> <li>develop,</li> <li>implement,</li> <li>optimise/improve</li> <li>exploit new processes and/or (insect-) products</li> </ul>	Development of technologies and concrete recipes including insects as an ingredient. (production process, product development, safety, quality aspects)	Strategic and systematic research on the acceptability of insect products amongst individual target groups	To support the development of your business (model) by adopting innovative ideas, products, processes or services.
<b>HOW can we do it for you:</b>	Measurement of emissions/greenhouse gases. Development/improvement of technologies for all breeding, rearing, processing processes.	Optimise food safety, shelf life, nutritional quality, taste, legal factors, and quality aspects.	Research on consumer needs/acceptance by conducting surveys, focus groups, tastings, etc.	Business model innovation/Value proposition/strategy planning. Develop suitable marketing strategies for the insect market
<b>That's what you get:</b>	Optimised equipment, technologies, processes.	Concept/recipe for an attractive marketable product that contains insect ingredients.	Plan and recommendations for strategic product value proposition and target group specification for your business.	Feasibility study and recommendations in a report.
<b>Are you eligible? Check criteria:</b>	Check whether you should apply: <ul style="list-style-type: none"> <li><input type="checkbox"/> SME</li> <li><input type="checkbox"/> Located in North-western Europe region</li> <li><input type="checkbox"/> You are part of or want to become part of the network that uses insects as food for human consumption.</li> <li><input type="checkbox"/> You have an innovative idea supporting the development of the insect business in Europe</li> <li><input type="checkbox"/> You can explain how the development/implementation of the idea supports the acceleration of the insect business in Europe</li> <li><input type="checkbox"/> You can find supportive services in the ValuSect offerings (see overview above and full description in the "ValuSect Menu of Services")</li> <li><input type="checkbox"/> You submit your application before 31.12.2020 (open call)</li> </ul>			
<b>How to apply?</b>	<b>STAGE 1</b>		<b>STAGE 2</b>	
	Submit application before 31.12.2020 via the link below <a href="https://www.nweurope.eu/projects/project-search/valusect/#tab-6">https://www.nweurope.eu/projects/project-search/valusect/#tab-6</a>	Approval check on general criteria You receive an answer on 31/01/2021 with the invitation to go ahead. (if the general criteria are met)	Submit concrete proposal before 15.02.2021 via the link: <a href="https://www.nweurope.eu/projects/project-search/valusect/#tab-6">https://www.nweurope.eu/projects/project-search/valusect/#tab-6</a>	Approval check on specific criteria You receive an answer on 15/02/2021 The answer includes a contract with the details of the services provided.