

Market Discovery Research

Pre-Bootcamp Reading

Market Discovery is the phase during the EIT Food Seedbed programme when participants are expected to engage the market. Selected teams have a fantastic opportunity to speak to a wide range of prospective customers, suppliers, partners, users, competitors and collaborators. It is a great way of gathering market insights and gaining a better understanding of the commercial potential of your product or service.

Teams are encouraged to engage with a wide variety of individuals, companies, trade bodies and sectors. The list below details examples of the types of people, organisations and events teams should contact during the Customer Discovery phase:

- Potential Users
- Potential Customers
- Suppliers
- Manufacturing partners
- Trade Bodies/Organisations
- Competitors
- Sector or specialist Influencers
- Regulatory Bodies
- Events (*Live events may be cancelled due to Coronavirus at present, but teams may be able to attend events later in the year. Also note many events are now using online platforms with facilities for online networking*)

In advance of the Bootcamp, each team should research and identify the individuals, companies and events they would like to contact/attend during the Market Discovery phase of the EIT Food Seedbed programme. Contact can be by phone, email, Zoom, face to face, LinkedIn, email conversation etc.. Each team should create a target list of those they would like to contact during the Market Discovery Phase.