



Client Success Story: INNOSPOT X GELITA Collaboration

GELITA AG – Second Pipeline for Innovation

“With the support of a partner like Innospot, the Start-Up Program and Challenge have received a significant boost. The cooperation with Innospot resulted in the professionalization of our scouting process and contributed significantly to the success of the Start-Up Challenge”

– Michael Metzmaier, Head of Corporate Development

the already existing internal innovation processes. The GELITA scouting team is globally positioned with scouts from the USA, Mexico, Brazil, New Zealand, and Germany

Challenges

To make the Innovation Scouting Program a success, GELITA needed to address the following challenges:

1. Gather and understand the requirements and business opportunities for startup partnerships at GELITA and define the right search fields for startup scouting activities.
2. Receive 20 high-quality startup applications for potential startup partnerships (Proofs-of-Concept) via an online startup competition in two very specific technical fields: Food Processing Wastewater Treatment and Energy Efficiency in Food Processing Plants.
3. Enable the local Startup Scouts (in the USA, Mexico, Brazil, Germany, and New Zealand) to identify relevant ‘local’ startup solutions easily and quickly in various search fields.

Background

GELITA is a family-owned company founded in 1875 with over 2,800 employees worldwide. They are the world’s leading supplier of collagen proteins for the food, health & nutrition as well as pharmaceutical industries.

In 2019, the company launched the GELITA Innovation Scouting Program which acts as the second pipeline for innovation next to

The Solution

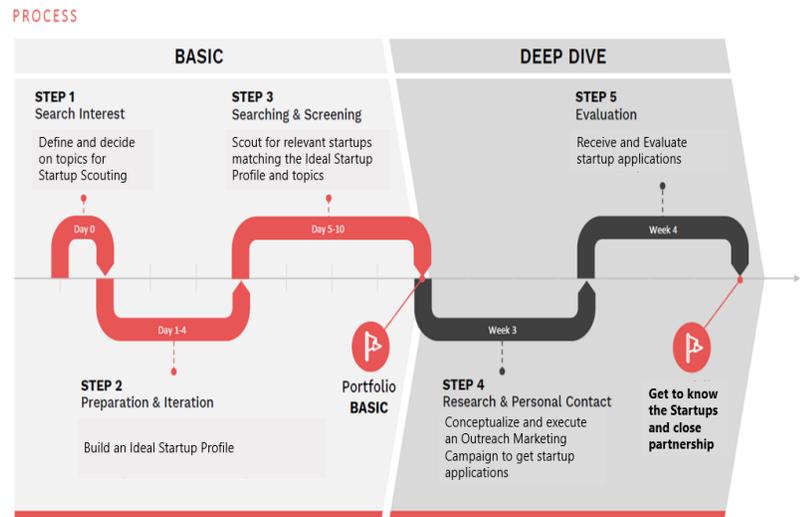
Early in the process of the Innovation Scouting Program, GELITA engaged INNOSPOT, and its startup scouting solutions to find the right startup partners for Proof of Concepts (POC) in GELITA's strategic focus areas.

1. Building an Ideal Startup Profile (Challenge 1)

To better understand the requirements of the relevant stakeholders across various departments, GELITA conducted internal interviews with VPs and experts. Based on the insights from the in-depth interviews and the firm strategy, GELITA formulated the topics for potential startup scouting fields. By using those results as well as the "Search Interest Questionnaire" and the expertise of INNOSPOT, an Ideal Startup Profile was created.

Having all the potential topics and the Ideal Startup Profile at hand, GELITA shortlisted the two promising and relevant topics for which they also had internal stakeholder support and selected two topics for which they started an online startup competition via their website on startups.gelita.com.

Analyzing all this information as well as GELITA's Innovation Program and brand awareness within the startup ecosystem, INNOSPOT supported in the creation of the roadmap for the startup competitions and estimated an application rate (from identified startup to a full startup application) in the range of 8 to 11%.



2. Receive 20 high-quality startup applications for two startup competitions (Challenge 2)

GELITA selected two very specific topics for which they wanted to receive pertinent applications from startups via their online form: *Food Processing Wastewater Treatment* and *Energy Efficiency in Food Processing*. Considering the previously defined Ideal Startup Profile in combination with those two specific topics, the potential number of available startup solutions from the redecided countries and the startup phase was significantly limited.

However, this limitation was crucial because considering GELITA's goals, applications from startups in the wrong phase (for example very late stage or idea stage) or from the wrong regions wouldn't have created any relevant business outcome. By assigning a seasoned industry analyst from INNOSPOT to the topics, who leveraged the extensive search capabilities of the INNOSPOT Startup Scouting Platform (analyzing more than 22+ million data points), the analysts were able to screen over 1.500 startups to hand-pick 362 high-quality startup solutions that were relevant matches to the predefined criteria.

Afterward, INNOSPOT conceptualized and implemented an outbound marketing campaign, consisting of an e-mail campaign and targeted phone calls, to inform the identified startups about the possibility to apply for a partnership with GELITA. To make the process as efficient as possible for

“The search for very specific startups and companies for an internal business challenge is a new approach for us. The INNOSPOT tool, as well as the team, have been a great support to us in finding the right startups for these challenges.”

- Vivian Müller, Lead of the Innovation Scouting Program

GELITA, INNOSPOT took over the first level of support by answering all relevant questions from the startups. This way, INNOSPOT was able to answer around 95% of e-mail requests in the name of GELITA and therefore saving GELITA valuable time and resources.

After a four-week application period, GELITA received 31 relevant startup applications via their website. Seven of those applications have been created by GELITA's own marketing efforts, and the majority of 24 applications (77%) have been created through INNOSPOT's scouting and marketing campaign.

3. **Enable GELITA Startup Scouts to scout on their own (Challenge 3):**

Besides the online competitions, GELITA's goal was to enable their local Startup Scouts across the USA, Mexico, Brazil, Germany, and New Zealand to identify relevant startup partners in their specific region on their own. The Scouts specifically looked for a solution that covered their local markets, was easy to use, and most importantly was able to identify startup solutions for very specific topics.

With INNOSPOT's [Startup Scouting Platform](#), they found an ideal solution. Besides considering multiple languages, INNOSPOT's platform automatically analyzes the startup's website and social media profiles to understand and match

the startup with a specific problem, technology, or use case. After the initial training on the Discovery Platform, GELITA's Startup Scouts from the different locations used the in-built Startup Scouting Workflow to systematically discover startup solutions in their region for partnerships with GELITA and contacted those startups on their own, using the information provided on the platform.

Results and Return on Investments

Challenges 1 and 2:

Out of the 31 startup applications received by GELITA, 6 startup solutions were moved to the final round of evaluation. GELITA scheduled introductory meetings with the shortlisted startups to better understand the respective business solutions. The meeting consisted of a brief introduction round followed by the business pitch and a Q&A session.

2 startup solutions finally progressed to the partnership stage and were invited for discussion around potential pilot projects in US and Mexico.

Challenge 3:

With the user-friendly interface and the ability to create lists or make notes for shortlisted companies, GELITA startup scouts were able to find relevant startup solutions for various business needs effectively and efficiently.

Key Benefits

The biggest visible benefit of this partnership was the increased process efficiency for GELITA Innovation Scouting Program, and the valuable insights provided by INNOSPOT for future projects.