

case study and role play

# The voyage of technological invention to the market

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## The voyage of technological invention to the market

case study:

- probiotic yoghurt

actors of role play:

- academic researchers
- industrial researchers
- development managers
- marketing/product manager

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# probiotic yoghurt



## Introduction

- ✓ probiotic is defined as live preparations of bacterial species which, when ingested, are beneficial to the consumer.
- ✓ the claimed health benefits of probiotic-containing foods are concerned with **general gut health**, **blood cholesterol** and **body's natural defences**, lactose intolerance, **chronic liver disease**, **pancreatitis** and **certain forms of cancer**.
- ✓ probiotic products can reduce the need for use of antibiotics.
- ✓ to exert a probiotic effect, the strain should
  - be able to survive the gastrointestinal transit and,
  - have the capability to adhere to the intestinal mucosa.

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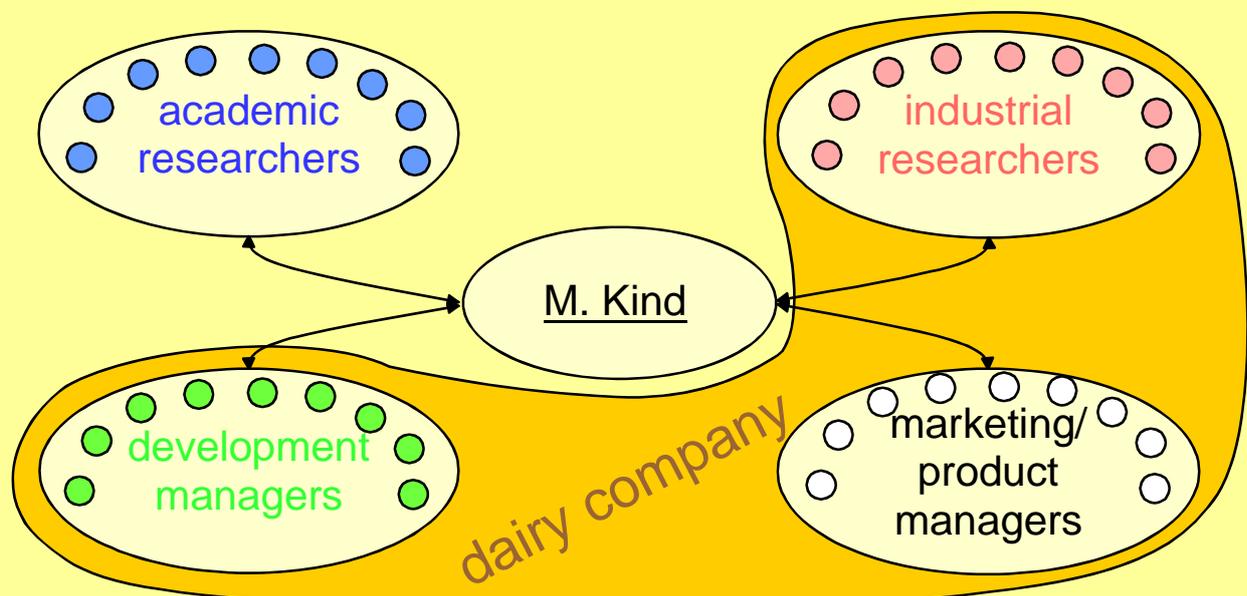
the scenario

- your dairy company is a leading domestic undertaking (30 % market share in conventional yoghurts in Germany)
- foreign companies enter the domestic market with probiotic yoghurts
- the board of your dairy company has decided, that the company should enter the probiotic yoghurt market in 10 months from now
- promising probiotic strains have been found by **academic researchers**

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a role-play:



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the **ACADEMIC RESEARCHER**

- analyze scientific results
  - ✓ by evaluating strains
  - ✓ by choosing best strains with respect to
    - their survival rate of the gastrointestinal transit
    - their adhesive properties to the intestinal mucosa
- improve understanding of product quality related to
  - ✓ process parameters (temperature, pH, time, concentration, ...)
- publish or commercialize your discovery?!

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the **INDUSTRIAL RESEARCHER**

- provide key production parameters for your company
- cooperate with university
- optimize product quality to fit the expectations of the market
  - taste, rheology, appearance, scent
  - keeping quality
  - probiotic effect

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the **DEVELOPMENT MANAGER**

- make sure, that required production rate can be realized
  - at minimal cost
  - at maximal process reliability and reproducibility
  - at maximal product safety
  - at maximal formulation flexibility
  - within given time frame
- work out production process, technological requirements

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the **MARKETING / PRODUCT MANAGER**

- make sure, that maximum profit will be realized
  - by defining and communicating a realistic business plan
  - by allocating and controlling resources
  - by defining and executing the marketing strategy on the basis of a profound market knowledge (product portfolio, brand image, advertisement actions, ...)

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