

**Technical issues**

- Access to infrastructure/ external know-how
- Case study
- Feasibility study
- Pre-production prototype
- Proof-of-concept
- Scale-up
- Testing prototype

**Market issues**

- Co-creation
- Communication strategy
- Consumer attitudes
- Distribution channels
- Social media marketing
- Target Group

**Legal/IP issues**

- Access Rights in FP7
- EU food legislation
- Patents in FP7
- Protection of IP
- Standards, norms & certifications

**Financial issues**

- Business angels
- EU 7th Framework Programme - Cooperation
- EU 7th Framework Programme - Research for SMEs
- Eurostars
- European financing instruments (loans, guarantees, etc.)
- Horizon 2020
- Venture capital

**Management issues**

- Benchmarking
- Business Cooperation/ Finding a partner
- Business Networking
- Business Plan
- Change management
- Innovation management
- Knowledge management
- Open innovation
- Porter five forces analysis
- Spin-off
- SWOT Analysis

**Consumer issues**

- Consumer acceptance of novel technologies
- Total Food Quality Model