

Innosuisse China Camp Story



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FlavorWiki is a Zurich-based software startup that provides accurate consumer insights and powerful data management software to serve the needs of the consumer goods industry worldwide. It leverages powerful technology to capture the full consumer experience in one test, including hedonic and sensory insights, shopping experience, package insights, pricing, and emotional profiling.



*We have done Innosuisse and other programs (e.g., Plug and Play) in several regions. **Innosuisse China Cmap** was among the top 2 most useful.*



Daniel Protz | Founder and CEO of FlavorWiki



FlavorWiki is able to perform market research projects of food product categories in as little as 48 hours.

■ Our China Market

Expectation

FlavorWiki is seeking to connect with CPGs, suppliers, distributors, and online sellers. We plan to enter the Chinese market by raising brand awareness in China through digital marketing and outreach campaigns to major food processing and flavor companies based in China.

Challenges

China has unique challenges for market entry, such as regulation, IP protection, language barrier, marketing, and promotion.

■ China Camp Core Activities

Marketing Agency
Scouting

IP Consultancy

Trademark
Registration

China Market
Research

Clients Approach and
Connection



We connected with and call some China-based departments of multinational prospective clients through the camp support.

■ Camp Experience Sharing

China is an attractive but challenging place to get started in. Innosuisse China Camp offered us the connection to general information from local sources, greatly helped us to connect with China since we are an outsider. Innosuisse's program has been valuable in the case of China market. I felt we had a broad and diverse set of "options" which were appreciated and really is helping us start in China.



**ARE YOU A SWISS STARTUP LOOKING FOR
1 TO 1 SUPPORT FOR CHINA SUCCESS?**



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