



InQbet
Campus

InQbet Shop: 1 week to launch

Innovation Hub for external partners



“InQbet is our powerhouse accelerator to connect more strongly and effectively with startups, corporates and research partners. Innovation is all about providing extra consumer value by combining insights with technical expertise. Active partnerships provide the insights, expertise and technologies which can really help us delight consumers and improve their lives.”

The project was supported by EFRO, the European Fund for Regional Development



How do we do this:

InQbet Shop: From idea to launch in 1 week



Consumer Immersion Lounge

- ✓ Consumer analytics
- ✓ Consumers as co-creators
- ✓ Real time access to any global consumer
- ✓ Solutions for 90+ research objectives
- ✓ Behavioral insights

Partnering with:



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Consumer analytics

Principle

Fast, cost effective and sharp consumer and market understanding

How

- Expert help to develop research plans
- Expert help on analytics of your market and consumer data
- Support for study design
- Streaming, transcription, highlight videos

When

Upon request

What's needed

Clear challenge definition

Price

- Based on project scoping.
- Starts at €500

Consumer co-creation

Principle

Deep consumer engagement in a home or store environment

How

- In context research facility for home and store
- Shared consumer “hall” test for quick checks
- Carefully recruited consumer demographics
- Virtual interviews
- Advanced behavioural techniques

When

- 15 times/year wednesday hall research tests
- Custom specific requests

What's needed

Recruitment criteria

Price

- Facility only €200-€700/day
- €450/day - includes rent of in-context room with access to at least 10 consumers for 15 minutes
- Recruitment specific offering

Virtual panel research

Principle

Virtual panel research across the world from qualitative panels to quantitative research

How

- Panels with partner companies
- DIY questionnaire design
- 10-1000 consumers with response in days
- Digital community

When

Upon request with real time research options

What's needed

Test design definition

Price

- Based on project scoping.
- Starts at €500

Product iteration testing

Principle

Digital and physical prototype consumer test

How

- Prototype exposure to consumers
- 0-500 consumers test placements

When

Upon request with real time research options

What's needed

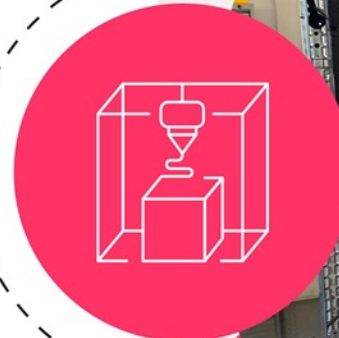
Test design definition

Price

- Based on project scoping.
- Starts at €5000

Make one

- ✓ Concept design (global network)
- ✓ Virtual Prototyping & Simulations
- ✓ Model Making & Fabrication
- ✓ Artwork Generation
- ✓ Printing & Decoration
- ✓ Prototyping training & COBOT experience center



Concept Design

Principle

Development partner - Focussing on consumer goods

How

Development partner - not just production

When

Upon request

What's needed

Clear challenge definition

Price

€500-€1000

Virtual Prototyping & Simulations

Principle

From brainstorm up to small scale production runs (Both 2D and 3D)

How

- Computer Aided Design (CAD)
- Multi Scale Understanding / Test stands

When

Upon request

What's needed

Clear challenge definition

Price

€500-€1000

Model Making & Fabrication

Principle

From 1–5000 (20000) prototype samples

How

- Additive Manufacturing
- Tooling
- Converting
- Product formulation
- Liquid filling / spray Prototype

When

Upon request

What's needed

Clear challenge definition

Price

- Additive manufacturing: €500-1500
- Model making: : €500-1000
- Tooling: €3000-30000

Artwork Generation

Principle

Digital artwork or design equity generation

How

- Creative artwork designers with industry leading software:
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe Lightroom
- Adobe Typekit
- Suitcase Fusion
- Fresco

When

Upon request

What's needed

Design intent definition

Price

- Based on project scoping.
- 100-500€

Printing & Decoration

Principle

Generation of high-end aesthetic samples

How

- Digital Printing, Hot Foiling...
- Digital Converting
- Custom postpress
- Colour simulations

When

Upon request

What's needed

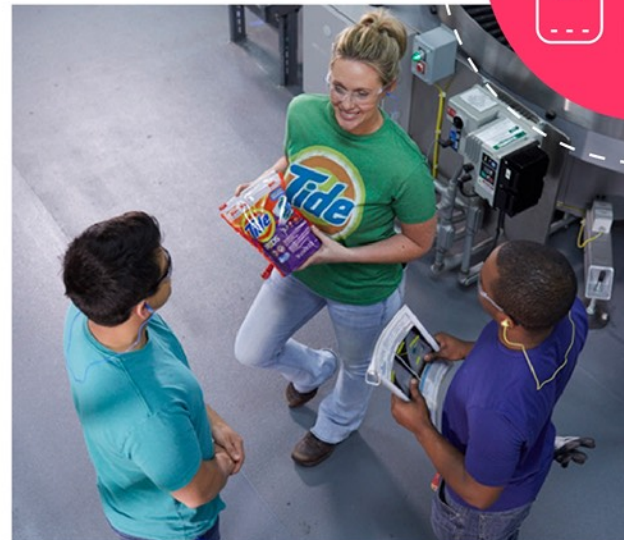
Test design definition

Price

100-5000€

Make many

- ✓ Batch and continuous product making
- ✓ Characterization
- ✓ Pack-Out operations



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Batch and continuous product making

Principle

Fast, cost effective making of 10-10000 products for consumer and market evaluations

How

- Custom liquid product making
- Custom primary and secondary pack making

When

Upon request

What's needed

Clear challenge definition

Price

- Based on scoping.
- 300 product preparation at €3000

Characterization

Principle

- Understanding of product and package transformation
- Product understanding

How

- Understand transformations in Liquid making process
- Understand Liquids properties (PSD , Rheology,...)
- Product composition analysis
- Product sensory
- Pack resistance testing
- Production capability testing

When

Upon request

What's needed

Clear challenge definition

Price

- Based on scoping.
- 300 product preparation at €3000

Pack-Out operations

Principle

Finished product making and packing

How

- Finished pack filling line
- Pack labeling, capping
- Making and packing of market product
- Shipment

When

Upon request

What's needed

Clear challenge definition

Price

- Based on scoping.
- 300 product preparation at €3000

Sell it

- ✓ Grow hacking
- ✓ Digital marketing
- ✓ Store trials



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Grow hacking

Principle

Support and execute growth hacking projects from mock to sales

How

- Consumer engagement for transaction
- SEO and proposition optimization
- Growth hacking funnel optimization

When

Project specific optimization

What's needed

Clear challenge definition

Price

- Based on scoping.
- Target budget of €10,000

Digital marketing

Principle

Funnel and social enable transaction

How

- Funnel management of sales growth
- CAC management

When

Project specific optimization

What's needed

Clear challenge definition

Price

Based on scoping.

Pack-Out operations

Principle

Pilot in physical store

How

Explore pilots with physical store partners

When

Project specific optimization

What's needed

Finished product series

Price

Based on scoping.

Any questions? Contact us!

We'll answer all your questions.



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Europese Unie

Disclaimer: 1 week launch is a metaphorical vision. This will be applicable in some cases, but not all