

Service ID S00391



Location At user's premises, Netherla

Validation of Business Models for Agrifood Innovations

Provider service

Wageningen University WUR

Link to content

<https://agrifoodtef.eu/catalogue-of-services/validation-business-models-agrifood-innovations>

Type of Sector

Arable farming, Food processing, Greenhouse, Horticulture, Livestock farming, Tree Crops, Viticulture

Accepted type of products

Design / Documentation

Type of service

Business modelling, Market research, Performance evaluation

Description

The Business Model Validation service helps organisations sharpen their value proposition and assess the economic viability of their innovation. By using structured tools such as the Triple-Layered Business Model Canvas (TLBMC) and the Empathy Map, this service evaluates both the business case and customer perspectives. Each validation is carried out in a dedicated session with stakeholders, combining interviews, expert analysis, and interactive exercises. The outcome is a tailored report including key insights, visualisations of the business model, and actionable recommendations to strengthen market positioning, customer engagement, and sustainability strategies. This process supports innovators in communicating their value to potential customers and investors while identifying opportunities and risks. This service does not include a separate market study or market analysis; instead, it focuses on validating assumptions and business model design based on existing knowledge and stakeholder input.

How can the service help you

This service provides clarity on whether an innovation is economically sound and aligned with customer needs. Before the validation, innovators may have assumptions about their revenue streams, customer segments, or social adoption barriers. After the service, they receive a structured analysis, validated insights, and practical recommendations that strengthen both their internal strategy and their external communication to investors or partners.

How the service will be delivered

The service can be tailored to the maturity of the innovation. Early-stage cases may focus on customer insights and adoption barriers using the Empathy Map. Later-stage cases can focus on refining scalability, cost structure, environmental impact, and long-term viability using the TLBMC. The scope of the assessment is flexible, and modules are chosen based on the specific needs of the case.

Service customisation

The validation is carried out during a physical session with stakeholders, supported by semi-structured interviews and expert facilitation. The process typically includes an intake, customised selection of modules (TLBMC, Empathy Map), interviews, and a co-creation session to refine findings. Customers receive a detailed report of approximately five pages, including visual representations of their business model and actionable next steps. Sessions can take place at the company premises or at Wageningen Research facilities.