

IND!E Introduces Revolutionary Commercial Model with Ocado to Empower SME Challenger Brands

Tuesday 9th July 2024 – IND!E, a pioneering advocate for small businesses and entrepreneurial innovation, unveils a ground-breaking commercial model designed to provide unprecedented market access for SME challenger brands. This progressive initiative, supported by Ocado, one of the UK's premier online retailers, creates a unique opportunity for emerging brands to reach major retail platforms; something SME challenger brands would not be able to reach without IND!E's progressive and forward thinking model.

A Milestone for IND!E

“This landmark partnership cements IND!E as one of the most dynamic businesses supporting small businesses and creating the opportunity for entrepreneurs to live their dreams,” said Matt Hopkins, CEO of IND!E. “We are thrilled to collaborate with Ocado to provide a launchpad for innovative products and groundbreaking brands. Our shared vision is to empower SMEs, driving growth and diversity in the retail market.”

New Integrated Commercial Model to Support Emerging Brands

Through this partnership, IND!E will introduce a unique commercial framework, hosted by Ocado, that allows small and medium-sized enterprises (SMEs) to debut their products in the competitive online retail space. This initiative will enable Ocado to test and trial new products and trends, providing a valuable platform for SMEs to showcase their offerings before potentially becoming direct suppliers.

The new commercial model offers flexibility and immediate impact through features such as:

- **Market Access:** Allows SMEs to debut their products in the competitive online retail space.
- **Product Testing:** Enables Ocado to test and trial new products and trends.
- **Visibility:** Provides a valuable platform for SMEs to showcase their offerings before potentially becoming direct suppliers.

Pitch Live: A Unique Opportunity for Entrepreneurs

In addition to the new commercial model, IND!E and Ocado will host Pitch Live, a Dragon's Den-style event where emerging brands and budding entrepreneurs can pitch their products and innovative brands. Unlike traditional competitions, the winner of Pitch Live will not gain investment but will secure a coveted space on the IND!E shop-in-shop at Ocado. This unique

opportunity will provide unparalleled exposure and a direct route to market for the winning brands.

We are incredibly excited to be part of Pitch Live at the Speciality & Fine Food Fair 2024. This event is a fantastic opportunity to connect with the most promising and innovative food and drink brands. At Ocado and through our partnership with IND!E, we are passionate about bringing our customers the best and most unique products available, and Pitch Live allows us to discover and support the next generation of standout brands. We look forward to seeing the creativity and quality that this year's participants will bring to the table." said Freya O'Mara Trading Manager - Pantry and Speciality Foods

Shop-in-Shop Launch

The IND!E shop-in-shop at Ocado is set to go live in autumn/winter 2024. This dedicated space will showcase a curated selection of innovative products from emerging brands, offering customers a unique shopping experience and giving SMEs the chance to reach a wider audience.

Expanding the Model to Other Retailers

IND!E has a successful track record of hosting Pop-Up Shops in other major retailers and will bring this new integrated commercial model to other like-minded retailers in due course. This strategic expansion aims to further support SME challenger brands and extend their market reach.

Learning and Resource Hub

Beyond creating retail opportunities, IND!E is committed to fostering the growth and development of its network of SME brands. IND!E hosts a comprehensive learning and resource hub, offering webinars with industry-leading experts. These sessions provide valuable insights and knowledge, helping members to navigate the complexities of the retail industry and achieve sustainable growth.

Empowering Entrepreneurs and Fostering Innovation

This innovative model is set to revolutionise how emerging brands enter the market. By offering a structured and supportive environment, IND!E and Ocado are paving the way for entrepreneurs to bring their dreams to fruition. This partnership underscores IND!E's commitment to fostering a dynamic business ecosystem where small businesses can thrive.

About IND!E

IND!E is dedicated to supporting small businesses and entrepreneurs by providing them with the tools, resources, and opportunities they need to succeed. Through strategic partnerships and innovative initiatives, IND!E aims to create a vibrant and inclusive business community.

About Ocado

Ocado is a leading online grocery retailer in the UK, known for its commitment to innovation and quality. By leveraging advanced technology and a customer-centric approach, Ocado continues to set new standards in the online retail industry.