

CLIENT STORY

From Sharp Insights to Confident Decisions: The Power of an External Sounding Board

Even with world-class insights, Nourish Ventures faced a familiar challenge: ensuring those insights translated into the right solutions without missing critical gaps. With a consumer-led innovation approach already embedded in its model, the team grounds every effort in real customer pain points. With Lux as an external sounding board, they validate assumptions, surface blind spots, and connect insights to viable technology pathways enabling smarter, more confident innovation and investment decisions.

About Nourish Ventures

Nourish Ventures, the corporate venture arm of Griffith Foods, identifies and scales emerging technologies that align with long-term strategic goals in the areas of nutrition, sustainability, and next-generation ingredients.



Gregory Meyers

Director, Technical and Process Innovation at Nourish Ventures

The Challenge: When Great Insights Aren't Enough

Nourish Ventures had no shortage of insight. Its teams deeply understood consumers, customer pain points, and emerging market needs. The real challenge was what came next.



"We have incredible consumer insights teams, but where I struggle at times is going from consumer insights to connecting that to the technological solution that addresses that pain point."

Nourish Ventures sought to strengthen the connection between customer demand and emerging technologies, ensuring that innovation efforts translate into practical, scalable solutions.

To do so, they sought a partner who could support this bridge, while also providing the external perspective to further validate and refine their approach.

An “Aha” Moment: The Right Partner

What stood out about Lux wasn't just the access to expert analysts, but the alignment. Both teams approached innovation from the same core belief, that meaningful innovation starts with deeply understanding consumer and customer pain points.



“Right off the bat, it was just kind of an aha moment...You have this whole technical arm of experts that maps technical solutions to address those consumer pain points. That’s exactly what we’re trying to accomplish.”

For Nourish Ventures, Lux represented a natural extension of this mindset, bringing additional technical depth and an external perspective to strengthen and validate an approach they were already committed to.



The Approach: Validate, Don't Assume

Nourish Ventures began using Lux not just as a research provider, but as an embedded partner in its innovation and investment process.

At the core of this partnership is a simple but powerful principle:



“Always validate, don’t assume.”



Consumer-led Innovation

Both Nourish Ventures and Lux share a commitment to starting innovation with defined consumer pain points, ensuring solutions are grounded in demand.



Technology Mapping and Feasibility

Lux connects those needs to viable technologies, helping teams avoid pursuing ideas that lack scalability, regulatory feasibility, or market fit.



External Validation and Perspective

Lux acts as an independent sounding board, challenging internal thinking and preventing “echo chamber” decision-making.



Cross-functional Alignment

By integrating insights, R&D, and external expertise, Nourish Ventures ensures innovation is collaborative from ideation through commercialization.

The Impact: Smarter, Faster, More Confident Decisions

By embedding Lux into its workflow, Nourish Ventures has transformed how it evaluates and advances innovation.



Stronger Investment Theses

Ideas are now enhanced by both validated consumer demand and credible technological pathways.



Reduced Wasted Effort

Teams avoid over investing in solutions that don't solve real problems or cannot scale.



More Confident Decision-making

External validation strengthens recommendations to leadership and investment committees.



Better Discipline In Innovation

Teams are more willing to pivot or even stop projects early when evidence doesn't support them.



The Bigger Shift: From Internal Guesswork to Market-Backed Innovation

For Nourish Ventures, innovation starts with a clear principle: ground every decision in real consumer and customer needs, then rigorously validate how those needs can be solved.

Partnering with Lux strengthens this approach by adding additional external perspective, connecting insights to viable technology pathways, and ensuring ideas are pressure-tested beyond internal assumptions.

This shift aligns directly with Nourish Ventures' broader mission: investing in solutions that sit at the intersection of **consumer need, technical feasibility, and strategic value.**

Conclusion

For Nourish Ventures, Lux is more than a research provider. It is a bridge between insight and execution, and a safeguard against assumption-driven innovation.

The partnership enables teams to move faster, think more critically, and invest more confidently.

Or, put simply: Innovation works best when it is grounded in reality, tested with rigor, and validated from the outside in.



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