

Value Addition & Entrepreneurship in India

**Is there such a thing called
'Do-it-Yourself' Guide?**

Let's explore ...



Chris Langwallner Ing. MBA presenting at the 2016 World Spice Congress in Ahmedabad

3 Magic Masala Ingredients:

Sorry, it isn't CTC but it's PTP

Partners

Meaningful Technologies

Deliver The Unconscious Promise



Partners

- Be ready to work through **forming**
– **storming** – **norming** –
performing!

But it isn't linear – it's a very big
ROLLER COASTER.

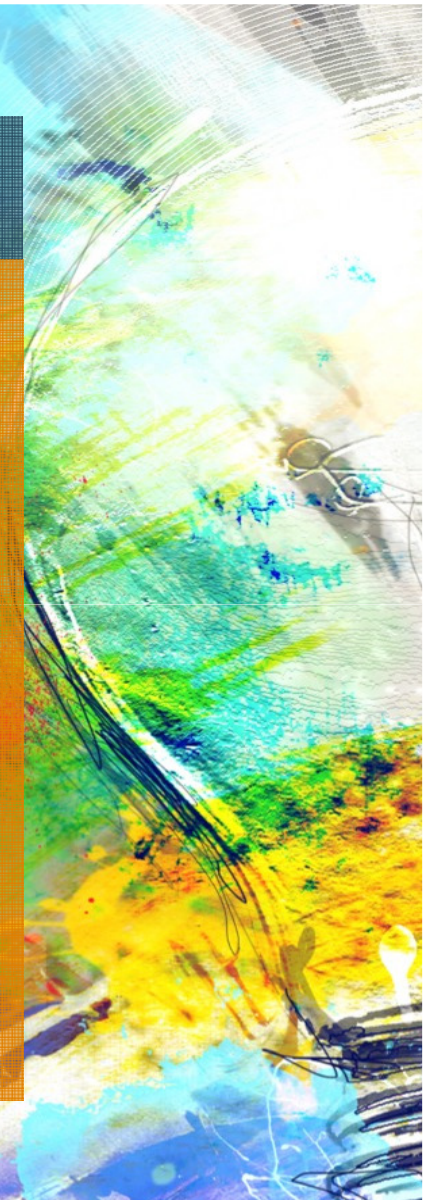
- It is not as much about the **Team**
or **Them vs Us** as it is about a
SMART Goal!

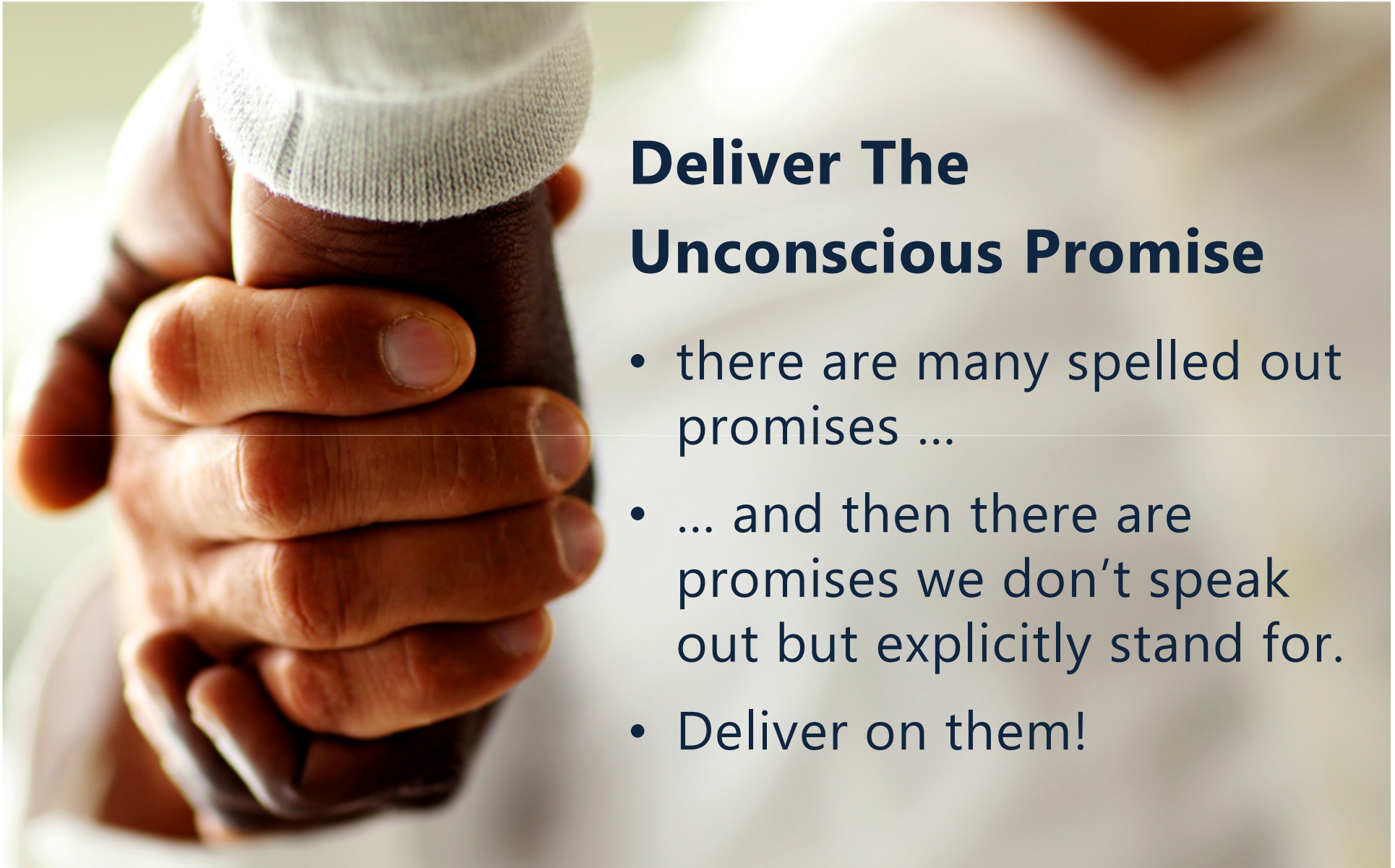
Goals align organisations &
transcend boundaries.



Meaningful Technologies

- Know your market, the consumer within it & your customer
- Invest in creativity and differentiating technologies; don't catch 'matchities'!
- Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth. Peter Drucker



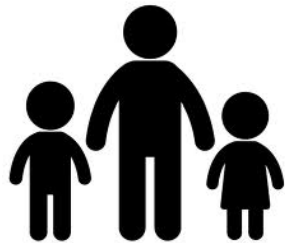


Deliver The Unconscious Promise

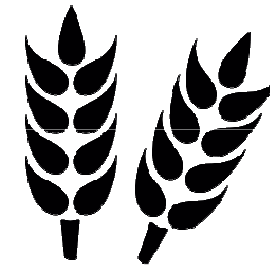
- there are many spelled out promises ...
- ... and then there are promises we don't speak out but explicitly stand for.
- Deliver on them!

The 'Natural' Paradox!

strong and growing global consumer preference for **NATURAL** products over synthetic ingredients stands in contrast to:



from carbs ➤ protein & oils
for 9.6 billion ➤ 70% more output
1 in 4 is overweight ➤ 1 in 9 goes to be hungry
30% lost on the way ➤ 30% disregarded & wasted



How to satisfy the appetite for naturals when many plant based products are already in **scarce** supply, are very **difficult** to produce in larger **scale**, and are **expensive** to make?

Turning the 'Natural' Paradox into an opportunity

1. make **food**, **cosmetic** and **biosciences** work together
2. seek **abundantly** available or **scalable** agricultural raw material
3. design **novel** and **sustainable** processes
4. satisfy **current** demands, needs and desires as well as create **new** markets



**creating IP for
long-term
competitive
advantage!**



DeoZ

SnowZ

ProtectZ

YoungZ

Palmoline
Z

PalmZ

YeastZ

CocoNutZ

NoodleZ

THE OUTSIDE

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