Industry disruption

Haerin Shin, Adam Schwarz, Jaewon Lee, Jason Han
<table>
<thead>
<tr>
<th>Industry</th>
<th>Potential to Disrupt (Barrier to entry)</th>
<th>Severity of Disruption</th>
<th>Sustainability of Disruption</th>
<th>Forecasted Profit Potential</th>
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<tbody>
<tr>
<td>Car</td>
<td>Low</td>
<td>High</td>
<td>Medium</td>
<td>Low</td>
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<td>Media</td>
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<td>Low</td>
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<tr>
<td>Big Bank</td>
<td>Low</td>
<td>High</td>
<td>Low</td>
<td>Medium</td>
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<td>Food</td>
<td>Medium</td>
<td>High</td>
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Industry Analysis

- **Big Farms and Big Farmers**
  - Too many farms, not producing what is needed, squeezing out the smaller people

- **Big Global Conglomerates**
  - Massive companies, concentrated wealth, insidious veins of power all over world

- **Inefficient Farming Practices**
  - Growing too much of what we don’t need, outdated farming practices, lack of science

- **Destruction of Subsistent Ability**
  - People need to have the power to grow their own food, cash crops

- **Company Focused Government Regulation**
  - Regulations empower companies and disenfranchise people, lobbying and corruption
Factors of disruption
: Emerging business

• Ventures with new ideas
  o Montreal rooftop farms
  o Deep water farms
  o True north produce

• Small ventures produce food in unique ways
  o New logistics
  o New farm locations
  o New way to grow food
  o New intellectual properties
Factors of disruption
: Politics, Regulations, Laws

• Current situation
  • Politics
    o Large food manufactures politically affiliated with politics
    o Highly dependent on government decisions (Risk)
    o Government highly influenced by people
  • Economy
    o Unstable economy
    o Large firms try to reduce cost
    o Bad quality of food

• Changes taking place
  o Health consciousness
  o Needs for quality of living
  o Needs for healthy/reliable food
Factors of disruption: Overpopulation

- **Needs**
  - Innovative ideas for efficient production method
  - Innovative items for less costly production
    - Vegetarian meat
Company / Industry reaction

- Monsanto’s food business can be affected by start-ups
- People want healthier and better quality food
- By deregulate food manufacturing, many small competitors can be emerged
- Alternative foods is growing to meet the demand of overpopulation
Monsanto, What to do?

Possible action can be followed:
- Acquisition
- Buying Intellectual property
- Search and monitors food start-up

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<th>Feasibility</th>
<th>Cost / Revenue</th>
<th>Sustainability</th>
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<tbody>
<tr>
<td>Lobbying government</td>
<td>positive</td>
<td>negative</td>
<td>negative</td>
</tr>
<tr>
<td>Making hive for start-ups, operating venture capital</td>
<td>positive</td>
<td>positive</td>
<td>positive</td>
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The Disruptors

How The Disruptors are breaking down existing barriers and establishing new norms!
Montreal Roof Top Farms

• What are they doing?
  • Repurpose roof top areas and utilize unused urban spaces

• How are they disrupting?
  • Pushing out big farms
  • Decreasing foreign presence
  • Changing regulations: Food safety, city zoning
Japan Towers

• What are they doing?
  • Repurpose entire office towers and turn them into vertical farms
  • Very little land in Japan

• How are they disrupting?
  • Feeding entire residential communities
  • Sustainable food production
  • Empowering Japanese economy
Deepwater Farms

• What are they doing?
  • Aquaponics: Growing food in water and with fish

• How are they disrupting?
  • Local food economy
  • Utilizing natural nitrogen cycles
  • Maximum efficiency when growing food
  • Creating subsistence for communities
  • Education and learning for the new generation
True North Produce

• What are they doing?
  • Modular Farms - Container Farms
  • Solar Power and Wind Power

• How are they disrupting?
  • Local food, grown where people eat
  • Foreign vegetables account for 82% of imports in winter months
  • Grow 3-4x the amount of food in ½ the space with 90% less water
  • Modular component of Container Farms allows taking greenhouses to remote communities or areas where food does not normally grow
    • Northern and Remote Communities
Disrupting The Food Industry