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Industry disruption

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Industry Decision Matrix

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Industry	Potential to Disrupt (Barrier to entry)	Severity of Disruption	Sustainability of Disruption	Forecasted Profit Potential
Car	Low	High	Medium	Low
Media	Medium	Medium	Low	Low
Big Bank	Low	High	Low	Medium
Food	Medium	High	High	High

Industry Analysis

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- **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 - Growing too much of what we don't need, outdated farming practices, lack of science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

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Factors of disruption

: Emerging business

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- **Ventures with new ideas**
 - Montreal rooftop farms
 - Deep water farms
 - True north produce
- **Small ventures produce food in unique ways**
 - New logistics
 - New farm locations
 - New way to grow food
 - New intellectual properties

Factors of disruption

: Politics, Regulations, Laws

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- **Current situation**
 - **Politics**
 - Large food manufactures politically affiliated with politics
 - Highly dependent on government decisions (Risk)
 - Government highly influenced by people
 - **Economy**
 - Unstable economy
 - Large firms try to reduce cost
 - Bad quality of food
- **Changes taking place**
 - Health consciousness
 - Needs for quality of living
 - Needs for healthy/reliable food

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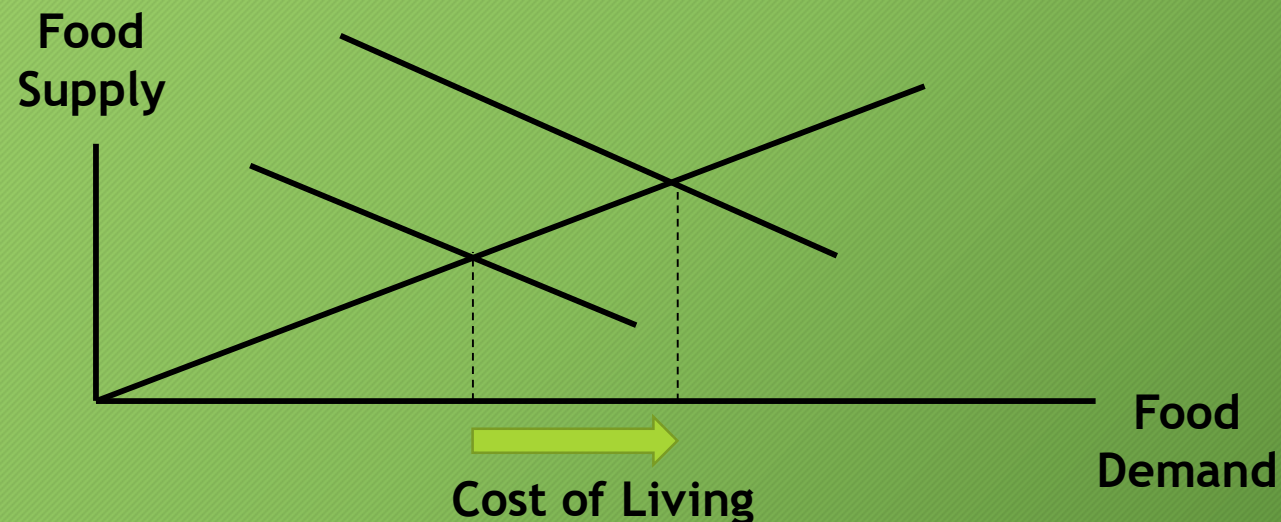
Factors of disruption

: Overpopulation

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- Needs

- Innovative ideas for efficient production method
- Innovative items for less costly production
 - Vegetarian meat



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Company / Industry reaction

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- **Monsanto**'s food business can be affected by start-ups
- People wants healthier and better quality food
- By deregulate food manufacturing, many small competitors can be emerged
- Alternative foods is growing to meet the demand of over population

Technology - Digital - Globalization

Monsanto, What to do?

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	Feasibility	Cost / Revenue	Sustainability
Lobbying government	positive	negative	negative
Making hive for start-ups, operating venture capital	positive	positive	positive

➤ Possible action can be followed

- ✓ Acquisition
- ✓ Buying Intellectual property
- ✓ Search and monitors food start-up

The Disruptors

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How The Disruptors are breaking down existing barriers and establishing new norms!

Montreal Roof Top Farms

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- **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

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Japan Towers

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- **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

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- **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

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True North Produce

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- **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

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Disrupting The Food Industry

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