

G-Lab 2018 | Lima, Peru







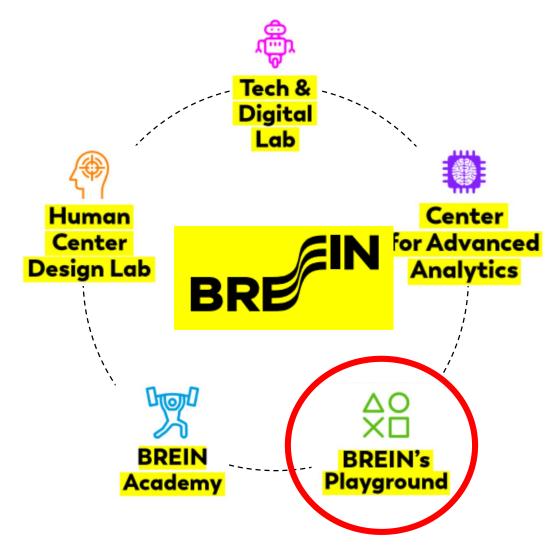


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#### **COMPANY OVERVIEW**



- □ BREIN is the innovation hub for a conglomerate of 10 operating companies spanning across several industries such as mining, fishing, chemicals, insurance, real estate, etc.
- ☐ The founding purpose of BREIN is to uncover and develop the conglomerate's innovation potential to break paradigms and transform opportunities into impact.

**KEY RECOMMENDATIONS** 

## PROBLEM STATEMENT

PROJECT SCOPE

BRIEN's Playground is seeking for a well-defined value proposition and a viable operating model that aligns with the needs of innovation from the 10 operating companies within the conglomerate.

#### BREIN's Playground is advised to be uniquely positioned with **Value Proposition** twofold value proposition: internal and external stakeholders A set of "rules of game" is advised to be put in place in order to drive easier, deeper and broader open innovation cooperation **Rules of the Game** with business units Scouting strategy is advised to be problem-driven & industry **Startup Scouting Strategies** specific using external partners to source relevant start-ups Internally, BREIN's Playground is facilitating **Externally, BREIN's Playground is the** business units to drive innovation and gateway to LATAM markets and the culture change that work best for their testing facility for new technology and businesses. start-ups. Startups Painting Accelerators Company INNOVATION HUB Champion Venture Capital Mining Company **Facilitati** Market **Testing** Speed ng Cash **Facility** Conglomerate Access

#### STARTUP SCOUTING STRATEGY

Startup scouting strategy should be: (1) Problem-driven, (2) Industry-specific

#### **Challenges for Fishing Business**

# Real-time decision making

Accuracy and cost of operations

Fishmeal quality

Sustainability

### **Technological Solutions**

Big data & analytics Internet of Things (IoT)

**Process automation & Autonomous navigation** 

**Nutrition research & Alternative sources of protein Utilization of by-products & Natural resource** management



PROBLEM-DRIVEN







