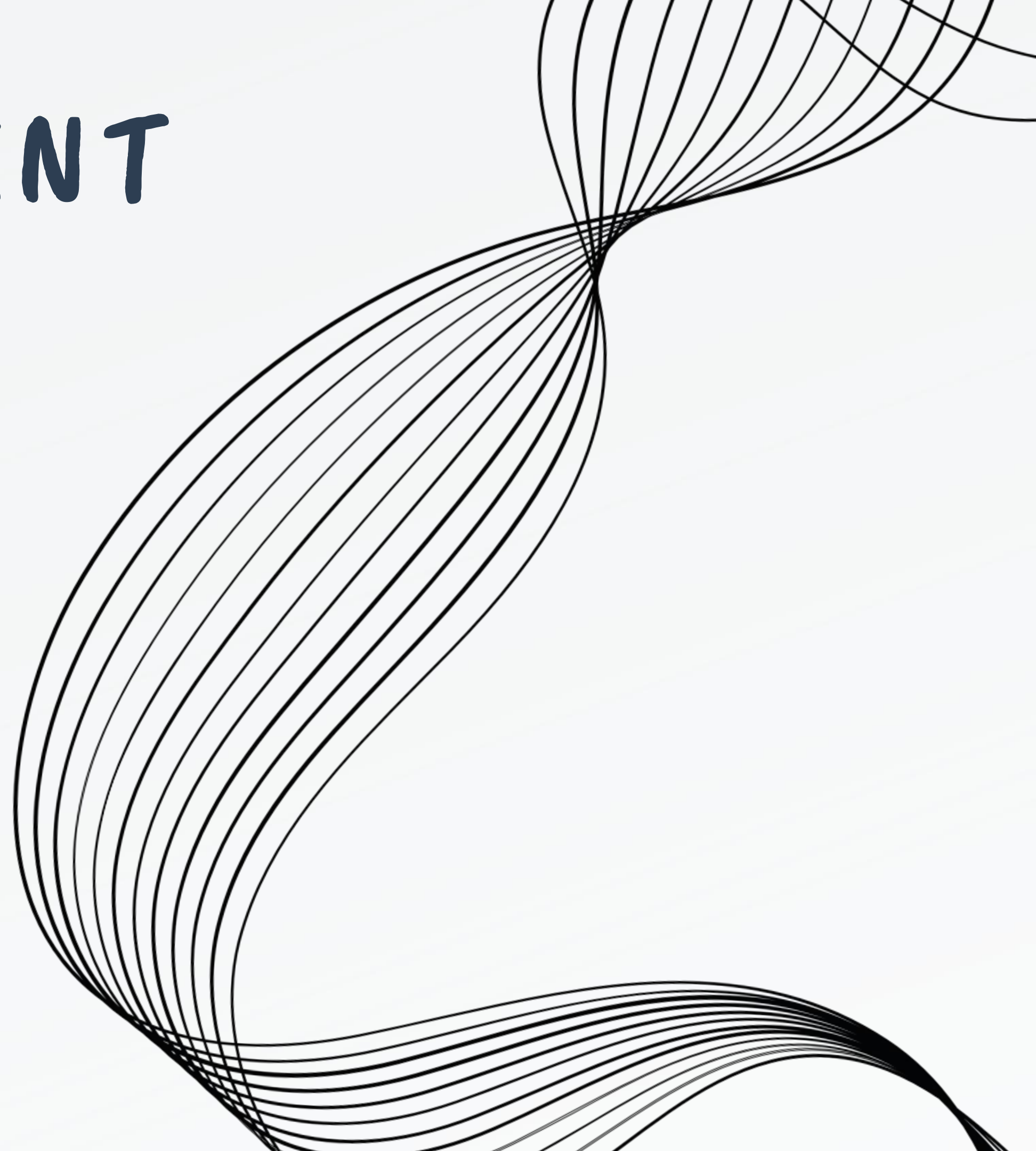


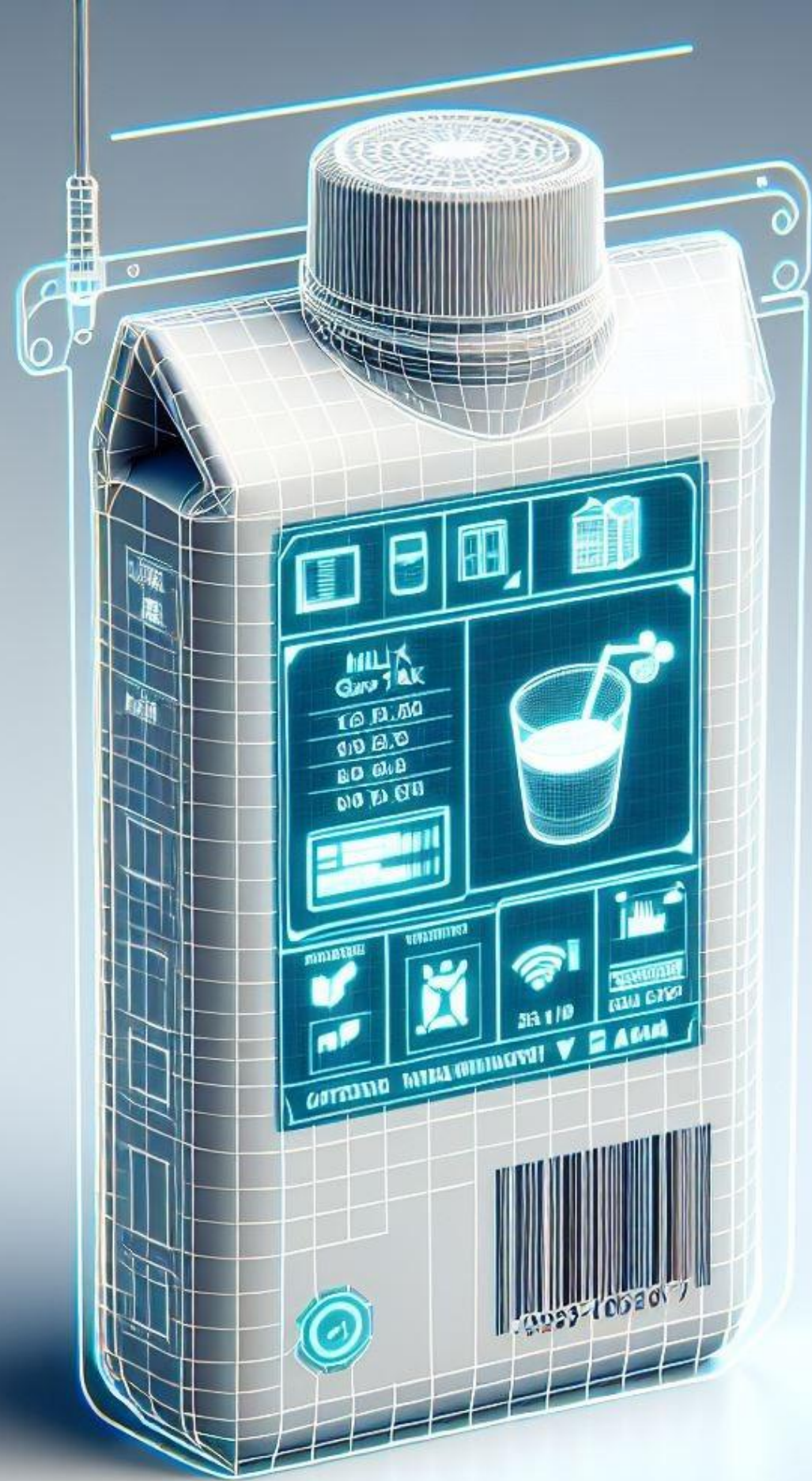
GROUP 4



TABLE OF CONTENT

- Idea behind the innovation
- Finding Resources
- Business Model
- Venture Creation
- Knowledge management
- Challenges





INTELLIGENT PACKAGING

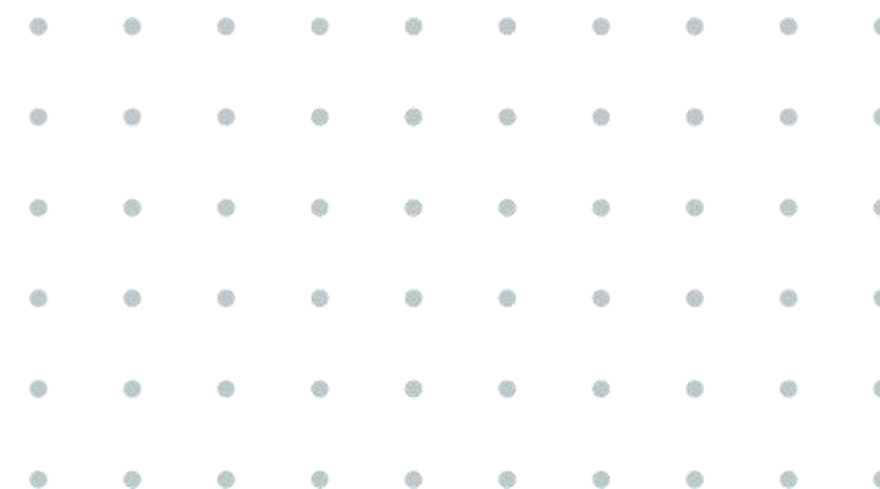
Idea behind our innovation



SOLUTION



- Intelligent packaging
- Gelatin tag resembles product's biological structure and its preservability.



PROBLEM

- Food loss
- 1/3 of edible food is thrown away every year.
- Many products that passes expiration date are still good.



Finding Resources



Business Model Elements
of our Innovation

Potential sources of
funding (Internal)



Strategic alliances
(partners, open innovation)

Value Proposition:

- Accurate Freshness Checks & Real-Time Monitoring
- Reduced Food wastage, & more savings
- Great aid for visually impaired
- Increased Brand Value for companies involved

Costs

Major costs: Embedding sensors into packages



Partners

HID Global for sensors in packages

Target Market:

Business involved in distribution and supply of food and beverages



Shared Profits, Funding,
Losses, Works, Resources,
Assets & Capabilites

Larger Market Penetration
& Flexibility

Less Resources & costs
integrating sensor technology
for intelligent packaging

Strategic
Alliance

Joint
Ventur
e



Joint Venture Sales &
Revenue

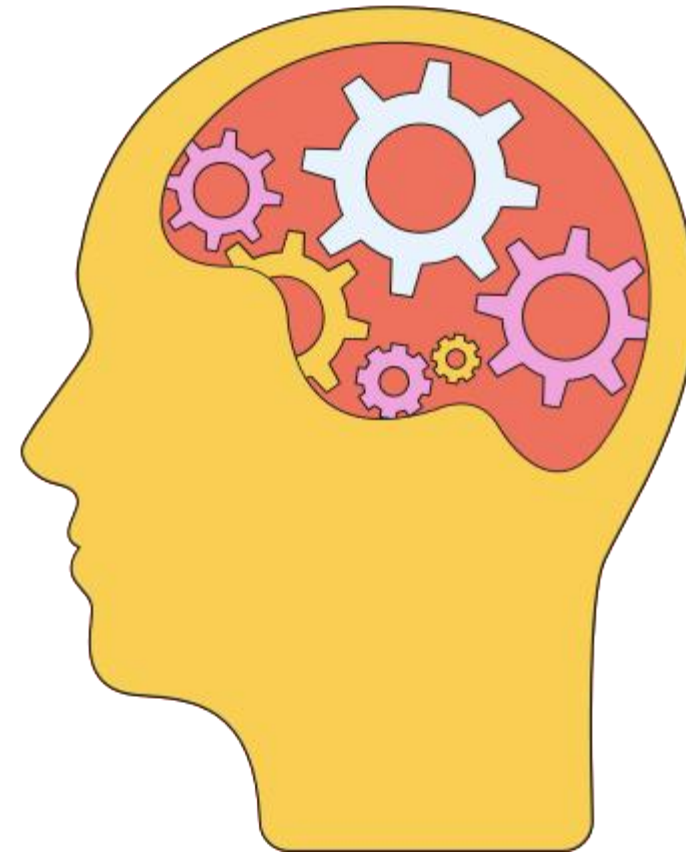
Joint Company
Investments

Funding

Knowledge Management



Explicit knowledge

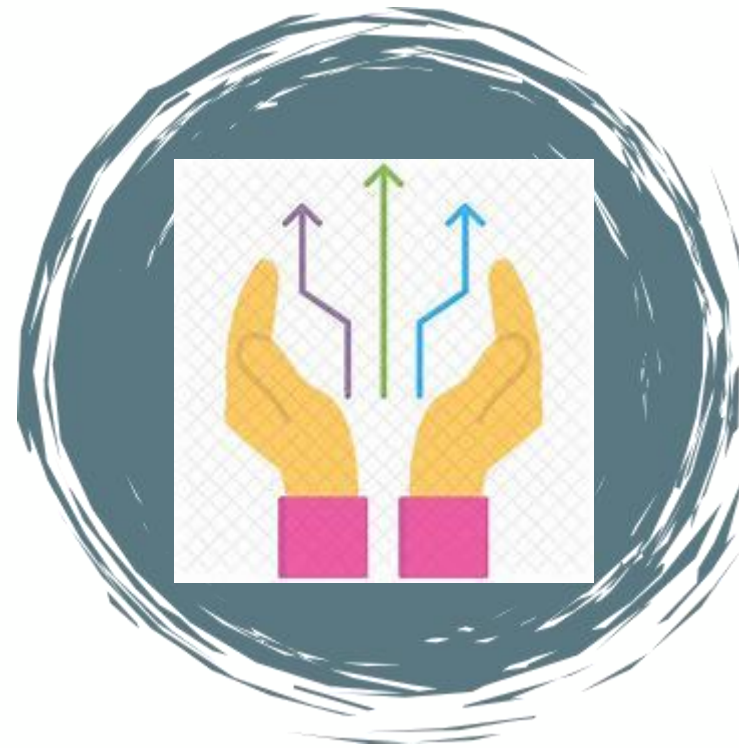


Tacit Knowledge

WHY WOULD I WANT THIS?



COMPATIBLE

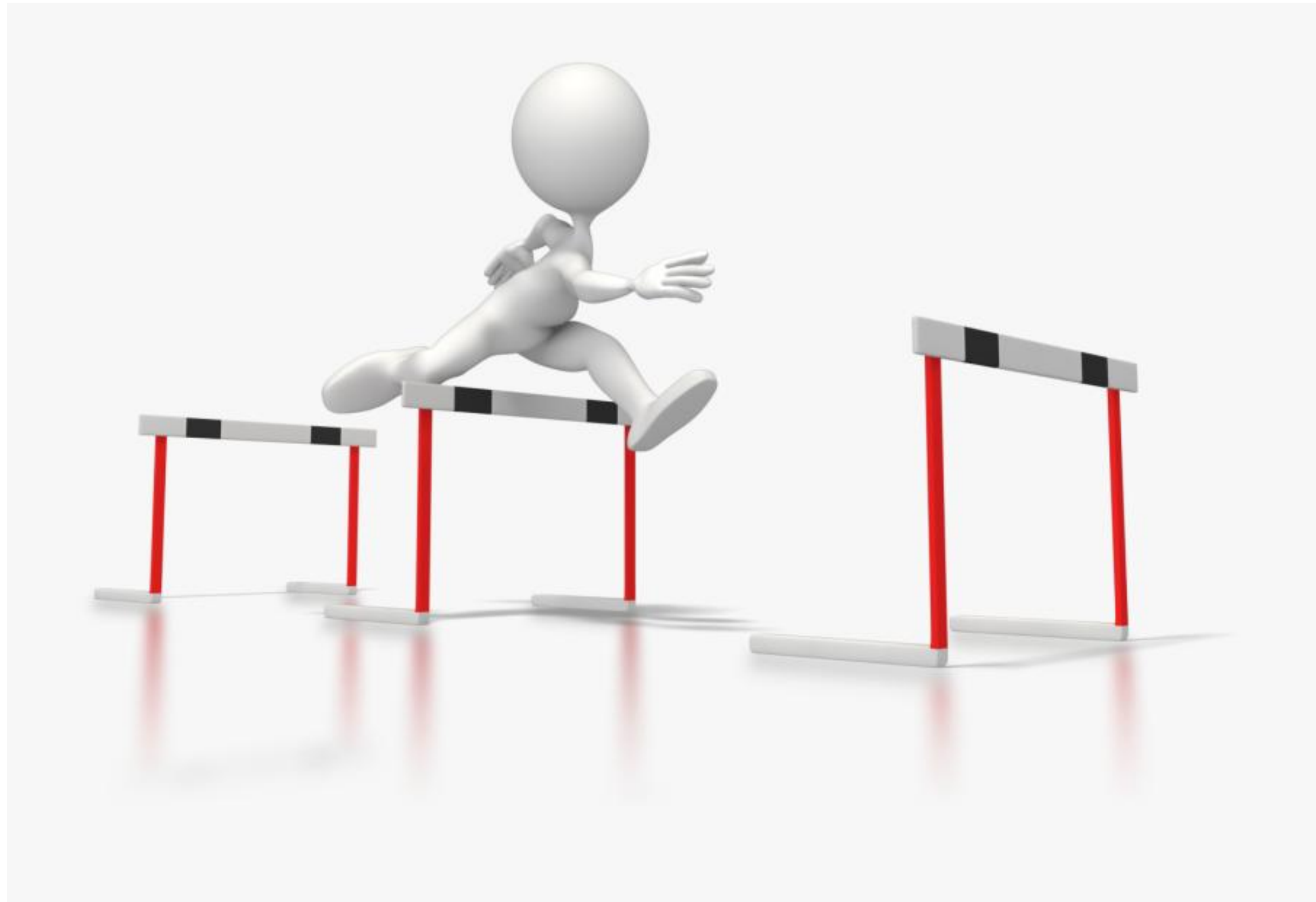


RELATIVE ADVANTAGE



USER FRIENDLY

FOOD LEGISLATION



THANK'S FOR
LISTENING

Any questions?

