

# Storytelling



**Scenario 1:  
Business  
model valued  
for its  
innovative  
and eco-  
friendly  
aspect**

**Collapse of capitalism +  
No governmental  
ecological policies**

In 2050, we expect a world a little different than the 2020 world. In this scenario, even if governments are not concerned about the climate changes we face, consumers are looking for new ways of consumption. Indeed, because of the end of capitalism, consumers prefer to prioritize quality over quantity.

In this scenario where governments do not impose restrictions on the way to produce, eco-friendly companies stand out. The lack of policies concerning climate stress leads to the difficulty to find high quality products, thus investors encourage innovative companies offering products that meet consumers' expectations.

In this way, companies must innovate to attract consumers who are looking for traditional agrarian systems. Companies have to offer them more local and tasty products and therefore prioritize quality over quantity.

Mes Petites Feuilles already offers an innovative garden that give consumers a different way of life and seduces them not only because of the quality of the seeds, but also because of the customizable application that make each customer unique. In this scenario the business plan of Mes Petites Feuilles corresponds perfectly with people's expectations.

**Scenario 2 :  
More  
attention  
required to  
the  
provenance  
and  
the quality  
of products**

**Collapse of capitalism +  
Governmental ecological  
policies**

Due to climate change, some issues appear like floods or storms. So that consumers became aware of their impact on ecology . Climate change has also lead to strains on the market : a sharp increase of price, or the disappearance of certain goods. Capitalism has not been able to withstand such a crisis, which is why consumption patterns have changed. Indeed consumers changed their way to consume. They take into account the ecological impact of their way of life. By the way, people desire now to eat healthier and to pay particular attention to the origin of goods but also to the way they are cultivated. Moreover, they appreciate being able to take part in it.

In a context of increasing individualization, consumers are attracted by a personal offer because they want to be considerate as unique and privileged. They expect MPF to adapt to their needs. Therefore, possibilities to widen their target might be easier, because this consumption's trend extends to many sectors, particularly the food industry .

### **Scenario 3: Over consumption remains, quantity is preferred to quality**

**No collapse of capitalism +  
No governmental  
ecological policies**

In 2050 we expect a world roughly similar to the 2020 world. In this scenario there is no consumer and government awareness of the various environmental issues. That lack of awareness leads to many environmental problems and over consumption remains as a main characteristic of our societies. As if the Covid-19 crisis had not changed anything, people continue to consume as they did in 2020 and capitalism is still adopted as the economic system.

In addition, governments are not putting in place any measures to fight environmental problems, and that is not the priority. Moreover, since the consumer society is still the basis of this system, governments are pushing companies to produce in large quantities without concern for quality.

With this in mind, companies need to innovate in order to attract new customers and to maintain a certain level of activity. Thus, companies will have to innovate while respecting certain trends of this system, namely data collection, digitization, deep-learning.

Mes petites feuilles will therefore have to rethink its business plan by focusing more on its innovative qualities rather than on its eco-friendly side. In addition, in order to maintain a decent business, MPF can increase its product catalogue by offering to grow vegetables for its consumers.

## **Scenario 4 : Restricted production because of deterrence political systems**

**No collapse of  
capitalism +  
Governmental  
ecological policies**

In 2020, we were expecting a much better world for 2050. There should have been a total reject of mass-consumption, of waste and of environmental degradation. But, we have to admit that only few progresses have been achieved. Thirty years after the Covid19 crisis, capitalism remains as the primary economic system.

Nevertheless, there have been a strong effort from governments: mass-consumption is severely criticized and governments multiply laws and taxes to reduce the global degradation. In order to fight against climate change, governments have increased restrictions concerning production. They control the components used in production and the quantity realised. The Polluter Pays Principle, developed by A.C Pigou, seems to still work. Therefore, it has encouraged companies to develop other production systems that deal with consumption and climate change.

Also, these companies are looking for innovative solutions that include today's trends: individualization, attention economy, artificial intelligence. Individuals have become more demanding, they expect a wide selection of high-quality items. Facing that, companies need to adopt a model that offer innovative products, while respecting environmental policies, to a demand that requires large quantities.

Therefore, Mes Petites Feuilles needs to meet these requirements by offering gardens that are completely digitalized and that produce generous amounts of herbs all-year long. They need to expand their offer with a few more vegetables' seeds to satisfy the market.