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.

COMPANY OVERVIEW

PROBLEM STATEMENT

BREIN’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.

PROJECT SCOPE

Value Proposition

BREIN’s Playground is advised to be uniquely positioned with twofold value proposition: internal and external stakeholders

Rules of the Game

A set of “rules of game” is advised to be put in place in order to drive easier, deeper and broader open innovation cooperation with business units

Startup Scouting Strategies

Scouting strategy is advised to be problem-driven & industry specific using external partners to source relevant start-ups

KEY RECOMMENDATIONS

Internally, BREIN’s Playground is facilitating business units to drive innovation and culture change that work best for their businesses.

Externally, BREIN’s Playground is the gateway to LATAM markets and the testing facility for new technology and start-ups.

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 data & analytics
- Autonomous navigation
- Nutrition research & Alternative sources of protein
- Utilization of by-products & Natural resource management