



Shen Zheng



Louis Williams

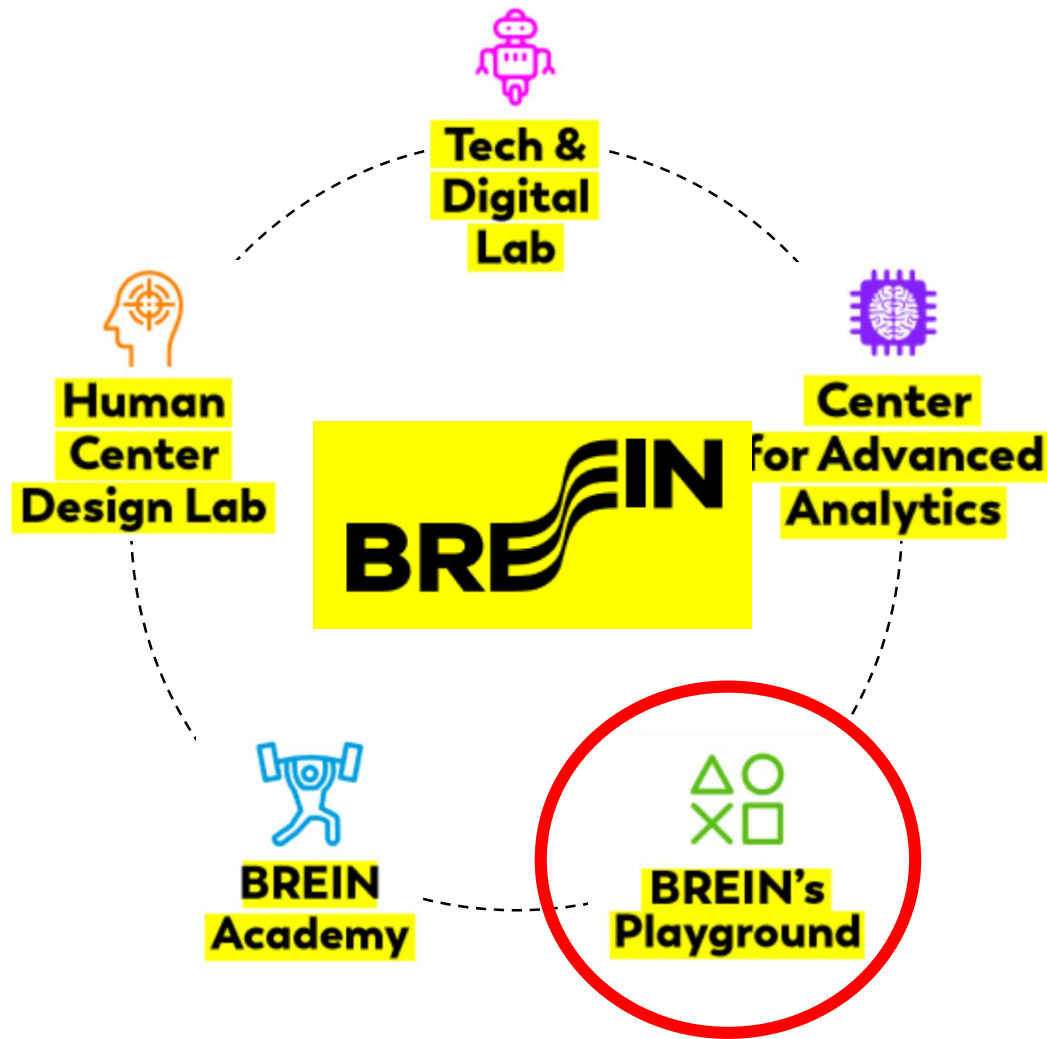


Kenta Yoshida



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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.

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

Rules of the Game

Startup Scouting Strategies

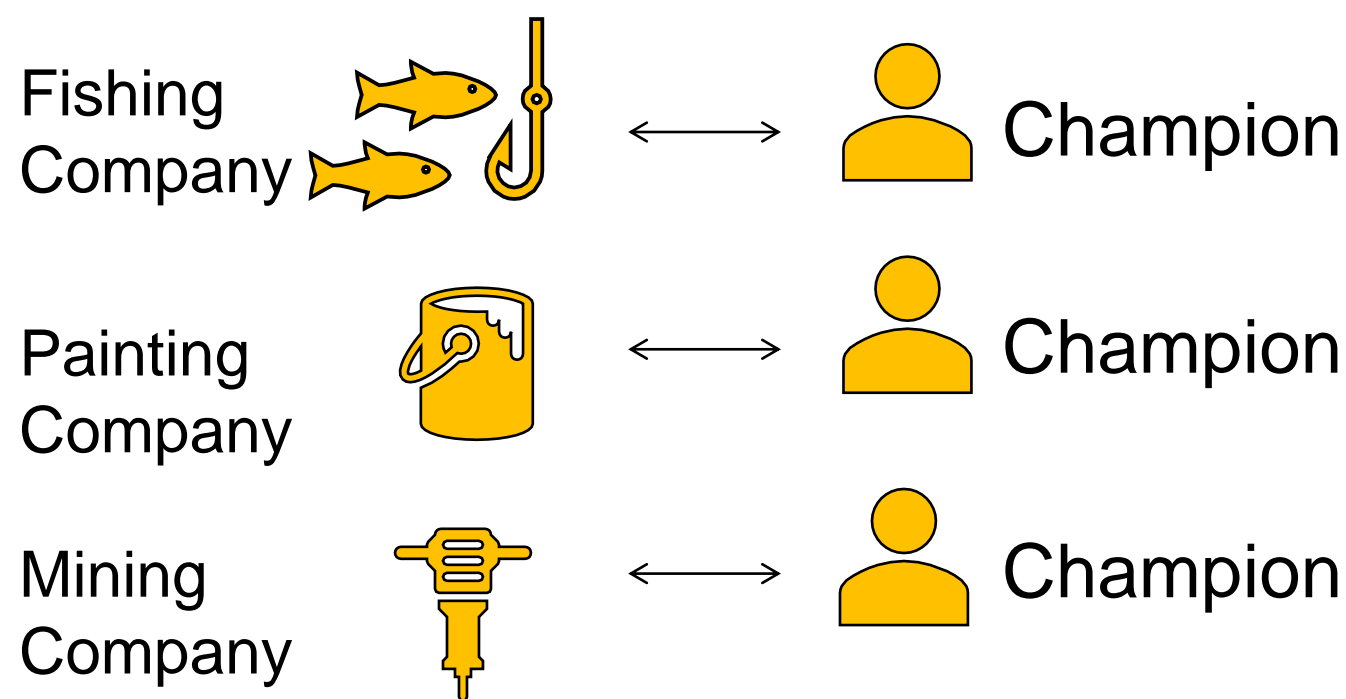
KEY RECOMMENDATIONS

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

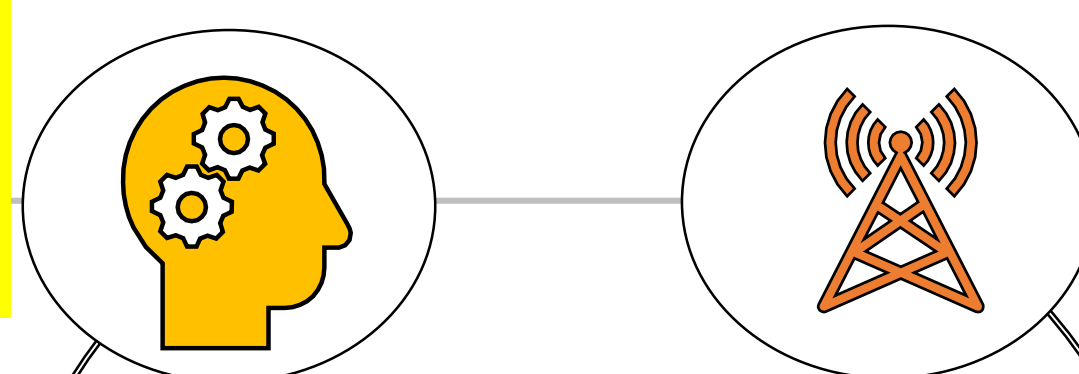
A set of "rules of game" is advised to be put in place in order to drive easier, deeper and broader open innovation cooperation with business units

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

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

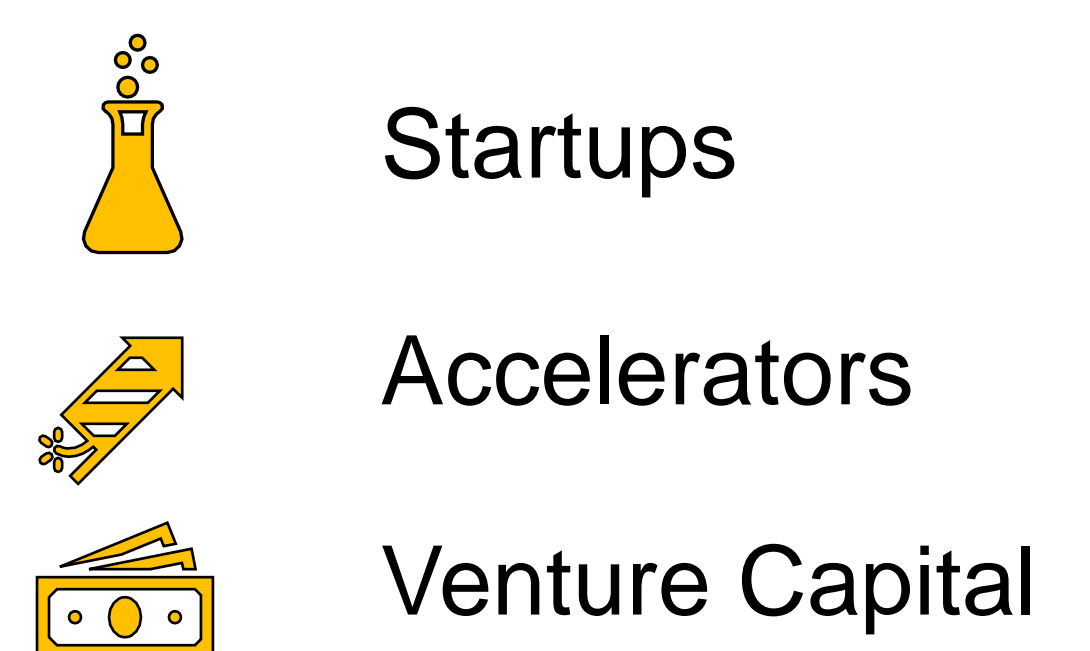


Conglomerate



BREIN
BRECA'S
INNOVATION HUB

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



Speed Market Access Testing Facility Facilitating Cash

STARTUP SCOUTING STRATEGY

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

Challenges for Fishing Business

Technological Solutions

PROBLEM-DRIVEN

