

Vivid Culinary Tech

# Reimagining The Food System

from seed—and cell—to fork





# First... How do You See Digital Development?

- © novelty?
- © vision?
- © connection?





Hint



CONNECTION

## WHAT IS THE FOOD SYSTEM?

THE COMBINATION OF ALL PROCESSES AND INFRASTRUCTURES NEEDED TO FEED PEOPLE TYPICALLY FALLS INTO THREE PRIMARY CATEGORIES:



Advancement & Enablement happen when you embrace your company as an enterprising part of The Food System



How much more could your business earn with seamless connection to other businesses?

My ecosystem view of digital enablement connects food enterprises to the greater business environment.

Our collaboration advances connection, participation, and sustainability among all stakeholders.

## WHAT IS THE FOOD SYSTEM?

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## The Vivid Culinary vision is...

To advance human-to-human collaboration between all food verticals from seed to fork.

To speed up the development of greater productivity through the power of connection.

To build bridges from your operation to your clientele, linking all stakeholders, and empowering business ecosystems.

**It's always people  
connecting with people.**



# PEOPLE CENTRICITY

Global issues of all kinds have changed the way the food system works.

These challenges have also changed the way people work and interact in business.

- ◎ People are still at the center of all business.
- ◎ They need digitalized processes to function in today's environment.
- ◎ The digital side of business is not just about connected devices.
- ◎ It is about connected teams linked to your connected clientele.

Digital enables your teams to influence people and activate business productivity, efficiency, scalability, and effectiveness.





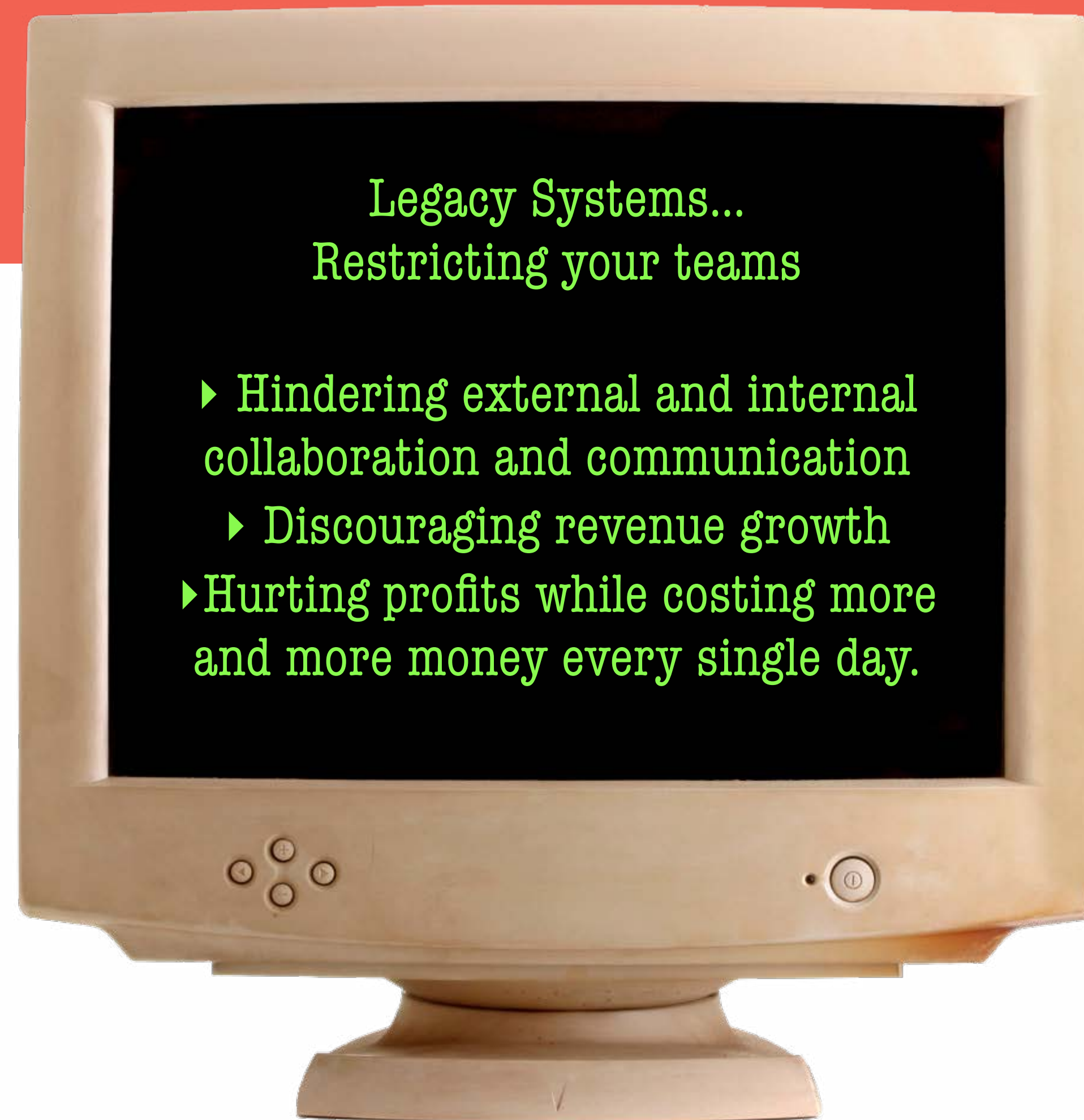
# YOUR ORGANIZATION'S BIGGEST INFLUENCERS:



**⏻ It's your competition. They're looking for impact through new digital services.**

**Services that enable frictionless connection between their teams and their clientele..**

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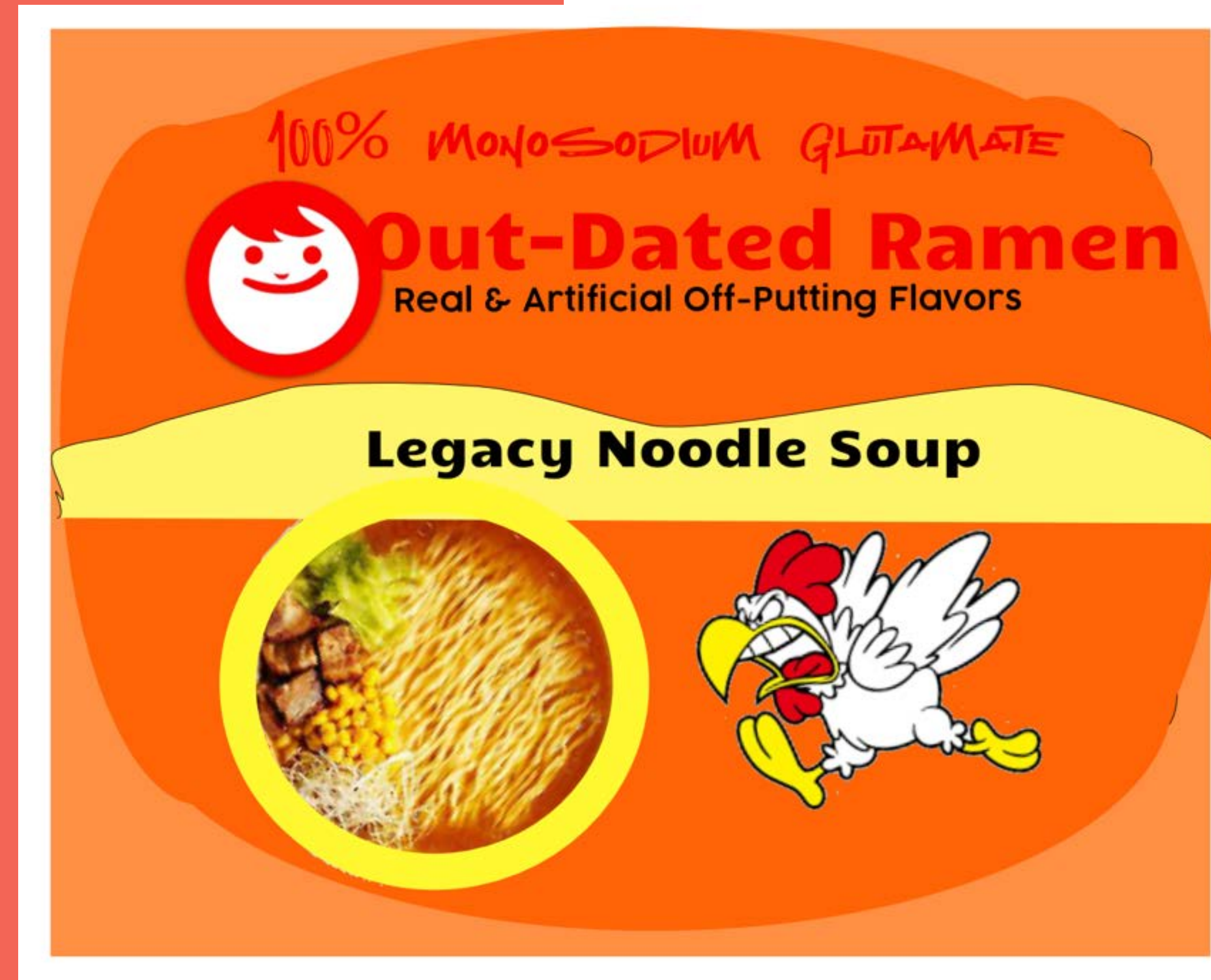
ANY OUT-OF-DATE SYSTEM AND PROCESS THAT CANNOT WORK WITHIN THE MODERN BUSINESS WORLD.



As your operation resists inevitable change, demand becomes harder to predict every day.

▸ Both the food system *and* customer behavior are evolving quickly.

▸...and your sales are not increasing.



Reducing costs is a must.

Now.

You can predict  
and improve operations.

You can be more profitable.

Today.

**DO NOT RISK BECOMING A BAG OF RAMEN VERSION OF BUSINESS.**



People Aren't Broken.

Systems Evolve &  
Processes obsolesce.

Here's One Example:  
Legacy POS Systems



If what you have on  
board can't comply

- with mobile wallets
- with current payment requirements—  
You're holding on to a broken system.

Without omni-channel  
sales activities available,  
your business will slip  
further behind the  
competition.

DO NOT RISK LOSING OUT ON OPPORTUNITIES!



© If you've said this... "Our current systems and mostly manual processes have created a drag on our daily operations. They've limited our ability to scale and handle larger volumes of business with current staff."

© Start acting like this... "Strategically investing in technology will enable us to modernize our operations, adding efficiency and scalability to our daily work."



TECHNOLOGY AS A COMPETITIVE ADVANTAGE

*Digital Development*



## © Updated processes and systems allow our teams to...

- Learn systems faster
- Increase employee satisfaction
- Enable scalability
- Connect with, influence, and impact the greater business environment we are part of.

© All without adding overhead

© All while improving customer satisfaction

© All while creating an impact on the employee experience


© All of this redefining the essential components and boundaries of the food system, and how businesses operate within it, through human-technological connection.



# How can your business face challenges?

- Do you experience issues at every financial close?
- Are your work processes contingent on manual customization and management?
- Do you over-rely on a single key employee for daily operations?
- Does error resolution take forever, or remain incomplete?
- Are you unable to integrate with newer systems?

If you answered 'yes' to any of these questions then it's time to rethink how you operate as a business in the food system.

A hand is holding a yellow sticky note against a blurred background of warm, bokeh lights. The sticky note contains the text: "What can you do today that you couldn't do a year ago?".

What can you do  
today that you  
couldn't do a year  
ago?



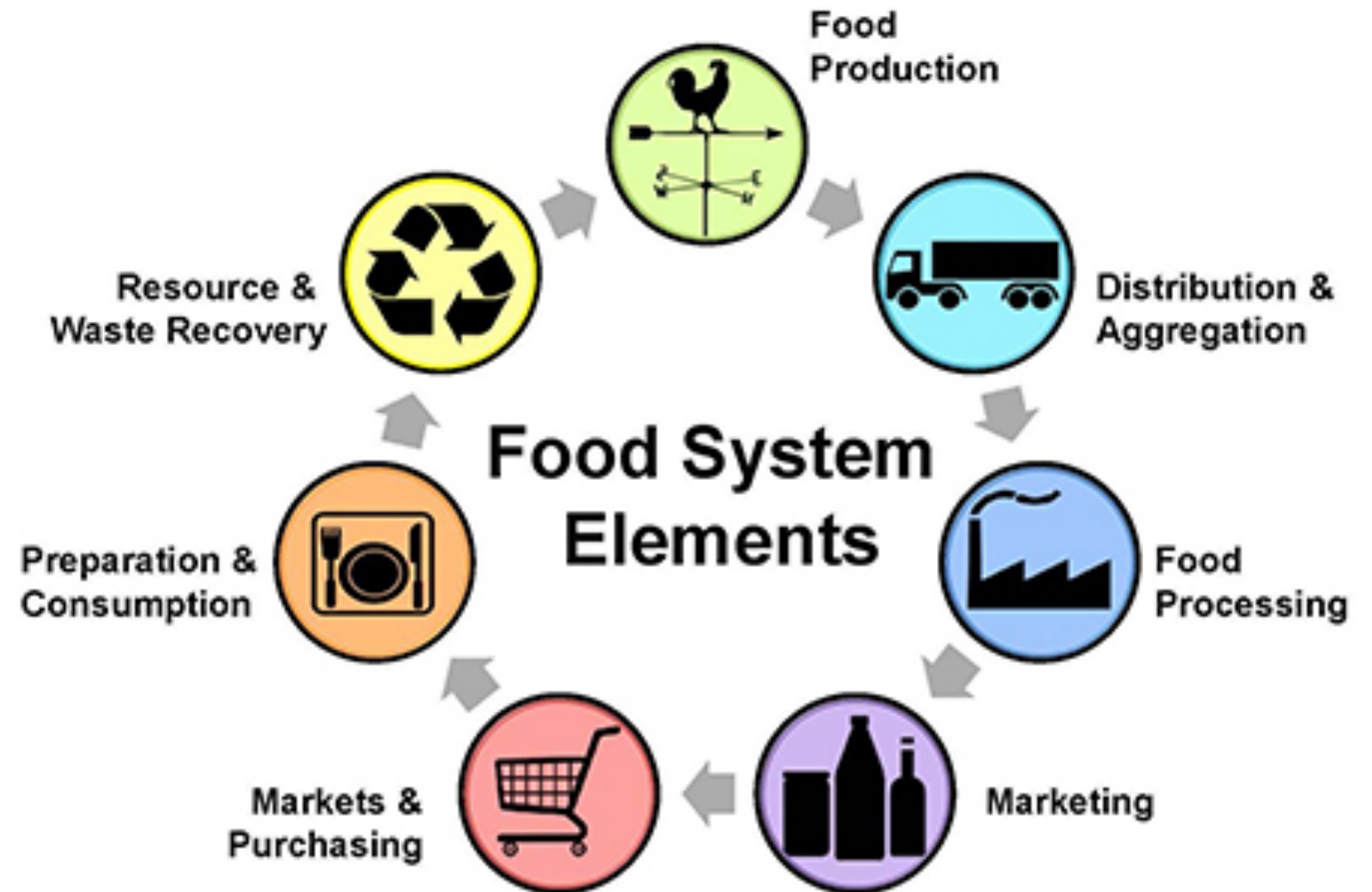
THE ANSWER:

CONNECTION

Your Business Is An Enterprising Element In  
The Food System

Human & Technological Connection...

- creates deeper understanding across businesses
- encourages greater collaboration
- no business is subject to the vagaries of another industry
- all verticals in the food space are connected and optimized.





# PEOPLE & TECH



## **Combine people and technology**

- © Enable conversations that deliver real business value.
- © Today, your business needs to scale experience.
- © Put customer obsession and data at the center of all you do.



# THERE'S NEW THINKING HAPPENING WITHIN THE FOOD SYSTEM

## New Thinking

- ◎ Personalized Food
- ◎ DNA Sequencing
- ◎ Replacing Animal Proteins
- ◎ Protein Engineering
- ◎ 3D Food Printing

## Whole Thinking

- ◎ Local Food Production
- ◎ Vertical Farming
- ◎ Small Ecological Footprint
- ◎ Supply Chain Optimization



# THE FOOD SYSTEM



# TOGETHER NEW & WHOLISTIC THINKING ENCOURAGES:

- © Profitable Growth
- © Operational Excellence
- © Customer Experience
- © Compliance Excellence
- © Ecosystem Connection





A simple subsistence agricultural society had fewer people to concern itself with. They had fewer inputs, simpler flows, processes, and outputs. Most producers and consumers of food were the same.

In the modern global food system, the food supply chain is extremely complex. The delivery of a single type of food to consumers involves many, many people.

THE BETTER THE CONNECTION BETWEEN ALL FOOD VERTICALS,  
THE BETTER ALL FOOD ENTERPRISES WILL FUNCTION.





## The Food System is Evolving

- ◎ There is environmental change
- ◎ New market forces
- ◎ Rapidly evolving technologies
- ◎ Restructuring of Farm and Food Production
- ◎ Farm and Food System Labor Issues
- ◎ Restructuring of the Food Sales Sector
- ◎ Changes in Food Prices
- ◎ Changes in Consumer Preferences ...and it does go on

THE BETTER ALL FOOD ENTERPRISES FUNCTION,  
THE GREATER THE BENEFIT TO BUSINESS,  
CONSUMERS, AND THE PLANET.





**As an enterprising member of the food system, you need to build bridges—from your business to your clientele so that the food system works for all of us.**

**Connection creates empowerment!**





Digital Development To Defy Imagination

*Thank You*  
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It's Time to Share Ideas.