

HIGH-VALUE NUTRITION NATIONAL SCIENCE CHALLENGE

FOODOMICS 2022

8-9 SEPTEMBER

CORDIS, AUCKLAND | AOTEAROA, NEW ZEALAND



Shay Wright
&
Vinny Lohan

HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

National
SCIENCE
Challenges

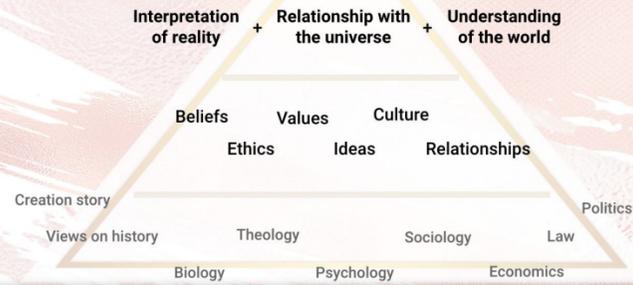


**May we follow in the footsteps of the original natural scientist, Tane -
Tane the ancestor of health,
Tane the skillful expert,
Tane who ascended the heavens to pursue the baskets of knowledge -
The basket of ancient lore, the basket of esoteric lore,
and the basket of human understanding,
which he implanted in Mother Earth to birth the human element.**

**Let us today pursue the clarity and enlightenment just as Tane did,
Let us grow deep in wonder and awe,
Let us connect with the life essence and
cross from the mortal world to the world of light.
Let this be our commitment, and together, it is done!**

Setting intention

Philosophy & Worldview



Four issues with our current model and systems

1. They are based on an approach of reductionism, separation and siloes
2. They don't allow for the ability to hold the true complexity of reality - and so they miss things
3. There is no recognition of, or place for spirit, mauri, intangible, infinite, immeasurable, in our models.
4. They are easily hijacked and manipulated by vested interests who serve themselves

Evolution of the Māori economy

3 F's of the traditional Māori economy

- Fishing** - 37% of New Zealand's domestic fishing quota
- Farming** - 10-15% of national sheep, beef and milk solids production
- Forestry** - 36% of pre-1990 forests

3 F's of the emerging Māori economy

- Food**
- Film**
- Fashion**

The great nutrient collapse

Comparative Study | J Am Coll Nutr. 2004 Dec;23(6):669-82. doi: 10.1080/07315724.2004.10719409.

Changes in USDA food composition data for 43 garden crops, 1950 to 1999

Donald R Davis¹, Melvin D Epp, Hugh D Riordan

Affiliations + expand
PMID: 16637215 DOI: 10.1080/07315724.2004.10719409

Abstract
Objectives: To evaluate possible changes in USDA nutrient content data for 43 garden crops between 1950 and 1999 and consider their potential causes.

Methods: We compare USDA nutrient content data published in 1950 and 1999 for 13 nutrients and water in 43 garden crops, mostly vegetables. After adjusting for differences in moisture content, we calculate ratios of nutrient contents, R (1999/1950), for each food and nutrient. To evaluate the foods as a group, we calculate median and geometric mean R-values for the 13 nutrients and water. To evaluate R-values for individual foods and nutrients, with hypothetical confidence intervals, we use USDA's standard errors (SEs) of the 1999 values, from which we generate 2 estimates for the SEs of the 1950 values.

- 6% decline in protein content
- 9% decline in phosphorus
- 15% decline in iron
- 15% decline vitamin C (Ascorbic Acid)
- 16% decline in calcium
- 18% decline in vitamin A
- 38% decline in vitamin B (Riboflavin)

Top soil and its degradation

Vegetables without Vitamins

Issue: Mar 2001

Thought you were doing yourself a favor by eating your veggies? Think again.

Scientifically reviewed by [Dr. Gary Gonzalez, MD](#), in January 2021. Written by: Life Extension Editorial Staff.

Dirt Poor: Have Fruits and Vegetables Become Less Nutritious?

Because of soil depletion, crops grown decades ago were much richer in vitamins and minerals than the varieties most of us get today.

Global Landscape - Direct to customer

- Theme: Platforms Along with Products
- B2C models at play
1. **Assessment-based services**
 - a. are the broadest and fastest-growing personalized nutrition category
 2. **Genetics-based personalization services**
 - a. are improving in accuracy, reducing in cost and offering 'Netflix-style' subscriptions.
 3. **Biomarker-based services**
 - a. allow brands to tackle a wider range of health problems and offer nutrition solutions
 4. **Microbiome-based services**
 - a. are information-rich but likely limited due to the need for stool samples.
 5. **Nutrition from food meals**
 - a. Personalisation of meals and delivery.
 6. **High End Bespoke Health and Nutrition services**
 - a. These are in person clinics that are usually only accessible to the wealthy class.

Where does one begin?

Atlas Biomed

Optimise your nutrition with genetic insights from the Atlas Microbiome and DNA Tests

Biotechnology Research · London, England · 1,725 followers

Foodvisor

Your personal nutrition guide

Wellness and Fitness Services · Paris, Ile de France · 2,842 followers

Edison

Live Better, Longer.

Get personal, precision, doctor-led care for better health and longevity.

Precision Health by Edison

Comprehensive, personalised health plan

ScienceAdvances

Current Issue | First release papers | Archive | About

HOME > SCIENCE ADVANCES > VOL. 4, NO. 5 > CARBON DIOXIDE (CO₂) LEVELS THIS CENTURY WILL ALTER THE PROTEIN, MICRONUTRIENTS, AND VITAMIN...

RESEARCH ARTICLE | ECOLOGY

Carbon dioxide (CO₂) levels this century will alter the protein, micronutrients, and vitamin content of rice grains with potential health consequences for the poorest rice-dependent countries

CHUNWU ZHU | KAZUHIKO KOBAYASHI | IRAKI L OLADE | JIANGUO ZHU | QIAN JIANG | XI XU | GANG LIU | SAMAN SENEWEERA | KRISTIE L. EBI | LEWIS H. ZISKA

+3 authors | Authors Info & Affiliations

SCIENCE ADVANCES · 23 May 2018 · Vol 4, Issue 5 · DOI: 10.1126/sciadv.aas1012

7,174 | 2

Abstract

Declines of protein and minerals essential for humans, including iron and zinc, have been reported for crops in response to rising atmospheric carbon dioxide concentration, [CO₂]. For the current century, estimates of the potential human health impact of these declines range from 138 million to 1.4 billion, depending on

Setting intention | Philosophy & worldview | Health model & system | The nutrition ecosystem | The frontiers

2. Government Innovation Hub

a. Academia and Industry

Canadian Food Innovation Network

Championing innovation and collaboration across the Canadian food sector

Swiss Food & Nutrition Valley

Enabling innovation for a better food system.

Singapore Food Agency

Singapore Food Story R&D Programme

EIT Health

Belgium-Netherlands

DNAfit

One test. A lifetime of change.

Over 75,000 sold

Most Popular: Home Health Fit

Most Comprehensive: Circle Premium

NOX

Eat like a pro. Get results like a pro.

Swap breakfast, lunch or dinner with the world's first genetically personalised meal-shake. 300,000+ meals sold.

Excellent 4.5 out of 5 Trustpilot

Loss of nutrient density

From 1940-1991

Mineral	Vegetables	Fruits
Copper	Down 76%	Down 19%
Sodium	Down 49%	Down 29%
Calcium	Down 46%	Down 16%
Iron	Down 27%	Down 24%
Magnesium	Down 24%	Down 15%
Potassium	Down 16%	Down 22%

GeoHealth

Research Article | Open Access

Potential rise in iron deficiency due to future anthropogenic carbon dioxide emissions

M. R. Smith | C. D. Golden, S. S. Myers

First published: 11 May 2017 | <https://doi.org/10.1002/2016GH000018> | Citations: 36

This article was corrected on 15 JUL 2019. The online version of this article has been modified to include a Conflict of Interest statement.

GenoPalate

Empowering customers to eat healthy by assessing their genes and creating a personalized nutrition and eating plan

Wellness and Fitness Services · Milwaukee, WI · 1,946 followers

Brightseed

We're on a mission to illuminate nature to restore human health.

Biotechnology Research · San Francisco, California · 4,940 followers

Setting intention

Philosophy & worldview

Everything starts with Philosophy & Worldview

Interpretation
of reality

+

Relationship with
the universe

+

Understanding
of the world

Beliefs

Values

Culture

Ethics

Ideas

Relationships

Creation story

Politics

Views on history

Theology

Sociology

Law

Biology

Psychology

Economics

Setting
intention

Philosophy
& worldview

What is indigenous?

- ✓ Belief of an inner life force within (*Mauri*)
- ✓ Spiritual dimension to everything (*Wairuatanga*)
- ✓ Sacredness of certain living things (*Tapu*)
- ✓ Genealogy links us to nature (*Whakapapa*)
- ✓ Feeling of belonging to a particular place (*Ūkaipōtanga*)
- ✓ Active stewardship of nature and things we treasure (*Kaitiakitanga*)
- ✓ Reverence for elders and ancestors (*Tupunatanga*)
- ✓ Identity as part of a collective (tribe) (*Tuakiri*)
- ✓ Intergenerational reciprocity (*Tauutuutu*)
- ✓ Distinctive rituals and ceremonies (*Ritenga*)
- ✓ Humility (*Mahaki*)

What is not indigenous?

- ✗ Domination and control of others
- ✗ Ego-based control over the forces of nature (*e.g. electricity, steam, guns, nuclear*)
- ✗ False sense superiority that comes along with a control over nature
- ✗ Material worldview which has degraded into the capitalist and consumerist
- ✗ "I am the master of nature not part of it"

Setting intention

Philosophy & worldview





Setting
intention

Philosophy
& worldview

Four issues with our current model and systems

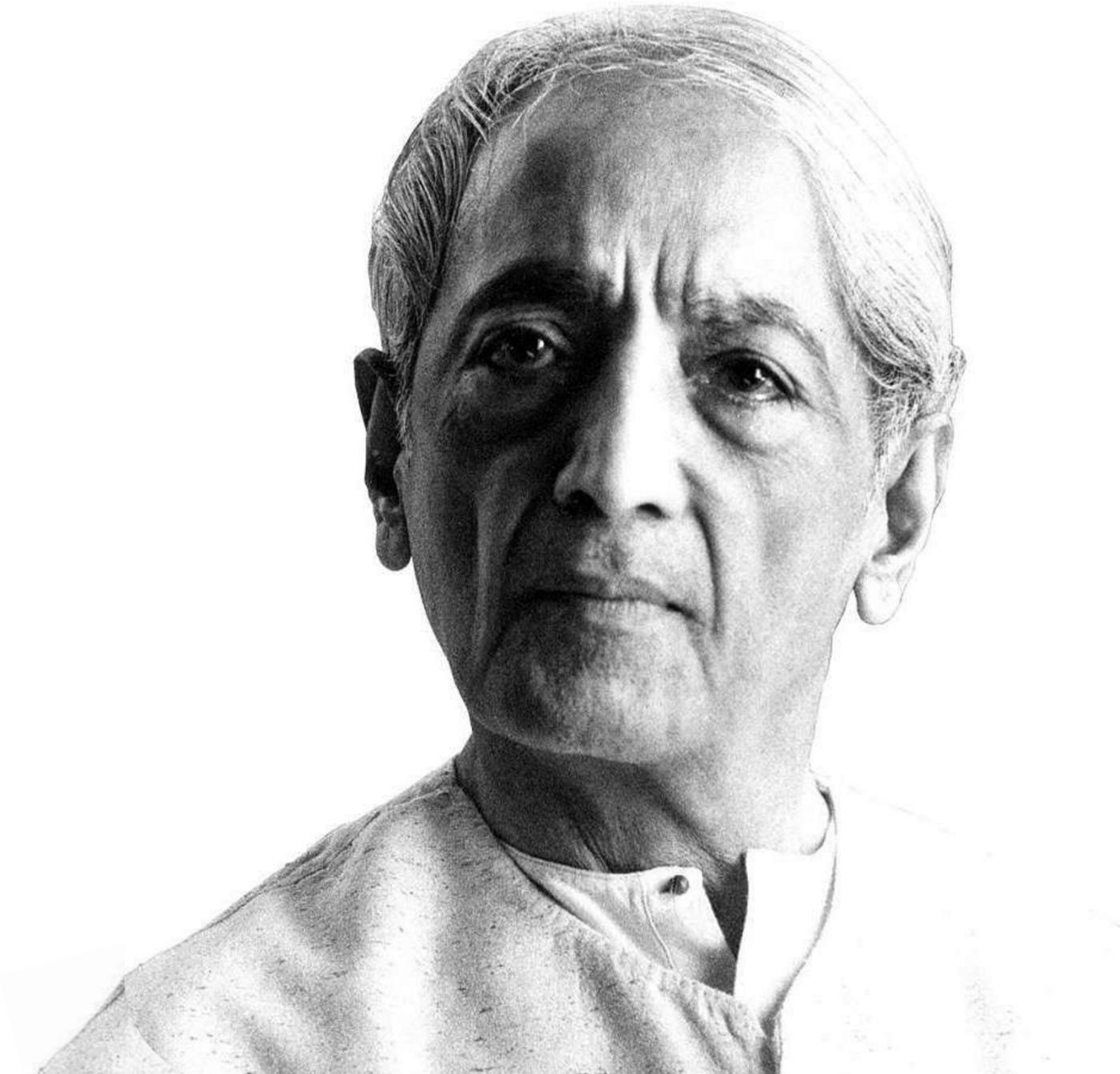
- 1.** Our systems are often based on an approach of reductionism, separation and siloes
- 2.** They don't allow for the ability to hold the true complexity of reality - and so they miss things
- 3.** There is no recognition of, or place for spirit, mauri, intangible, infinite, immeasurable, in our models.
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Philosophy
& worldview

Health model
& system

Why aren't we changing our systems?



“One is never afraid
of the unknown;
One is afraid of the known
coming to an end.”

~ Jiddu Krishnamurti

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Health model & system

The nutrition ecosystem

Rising forces shape the nutrition ecosystem

- ★ People care deeply about where our food comes from (organics, farm to table)
- ★ Search for foods for immunity and wellbeing
- ★ Move towards plant-based diets
- ★ These movements are being led by the people/consumers demanding it, who have a larger voice and ability of greater choice
- ★ Data, testing technology and wearables are informing our health decisions
- ★ Loss of nutrients in food is increasing our need for supplements
- ★ Environmental CO₂ and other factors

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The frontiers

HVN Projects innovating to combat environmental toxins

Ārepa

Public Summary

Principal Investigator: Dr Andrea Braakhuis, The University of Auckland

Collaborating Organisations: [Ārepa Limited](#)

High-Value Nutrition funding: \$122,160

Development of an anti-pollution sports drink and its efficacy for active individuals



BerriQi®

Public Summary

Principal Investigator: Dr Odette Shaw, Plant & Food Research | Rangahau Ahumāra Kai

Collaborating Organisations: Anagenix (Industry Partner)

High-Value Nutrition funding: \$651,553

BerriQi – Delivering immune defence

There is potential for a patented New Zealand boysenberry and apple formulation to help the immune system pollutant-mediated lung inflammation in humans. Air pollution in large Asian cities is a significant consumer co



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**Environmental trends:
The great nutrient collapse
Top soil and its degradation
Environmental CO2 Rise**

Comparative Study > J Am Coll Nutr. 2004 Dec;23(6):669-82.

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ENVIRONMENT

Dirt Poor: Have Fruits and Vegetables Become Less Nutritious?



search for products and health information or by item #

Products

Education

Science & Research

About Us

Contact Us

Issue: Mar 2001

Vegetables without Vitamins

Thought you were doing yourself a favor by eating more vegetables? You may be surprised to learn that many vegetables are becoming less nutritious over time.

Scientifically reviewed by: [Dr. Gary Go](#)

GeoHealth

Research Article | [Open Access](#) |

Potential rise in iron deficiency due to future anthropogenic carbon dioxide emissions

[M. R. Smith](#), [C. D. Golden](#), [S. S. Myers](#)

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Global Landscape - Direct to customer

Key theme: Moving from just products to developing platforms

B2C models at play:

1. Assessment-based services

a. are the broadest and fastest-growing personalized nutrition category

2. Genetics-based personalization services

a. are improving in accuracy, reducing in cost and offering 'Netflix-style' subscriptions.

3. Biomarker-based services

a. allow brands to tackle a wider range of health problems and offer nutrition solutions

4. Microbiome-based services

a. are information-rich but likely limited due to the need for stool samples.

5. Nutrition from food meals

a. Personalisation of meals and delivery.

6. High End Bespoke Health and Nutrition services

a. These are in person clinics that are usually only accessible to the wealthy class.

7. AI & Data Mining

a. Data analytics and machine learning is building a big competitive advantage for companies.

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1. Assessment-based services

In this category, consumers provide personal information, from basic (like height, weight, gender) to more complex (like medical history, diet restrictions, food allergies) to get a more personalised experience.

care/of

SHOP LEARN VITAMIN BOTTLES NEW

You know your body, we know the science. Let's work together.

Find the right vitamins, protein, and collagen, personalized for you.

Take the quiz

Browse all products

The image shows a minimalist aesthetic with a vase of dried flowers, a ceramic pitcher, and a box of care/of products.

A routine tailored to you

We'll help you create a health plan with vitamins, supplements, and more that help you feel your best today and support you long-term.

Zain's plan
Graphic designer

Zain is up early most mornings, travels frequently, and is looking to cover his bases.

- ELDERBERRY for immunity*
- VITAMIN D for healthy bones*

GAINFUL

PRODUCTS INGREDIENTS SCIENCE ABOUT US SIGN IN

The screenshot shows a man (Zain) smiling, with a laptop and a box of Gainful products in front of him. The background is a light blue gradient.

A personalized nutrition system that works for you

Personalized Protein Powder

Formulated for your body and goals, including support from our Registered Dietitians.

PERSONALIZE YOUR FORMULAS

GAINFUL

The image shows a white pouch of Gainful protein powder with a black base and a label that includes the brand name and some product details.

Setting intention

Philosophy & worldview

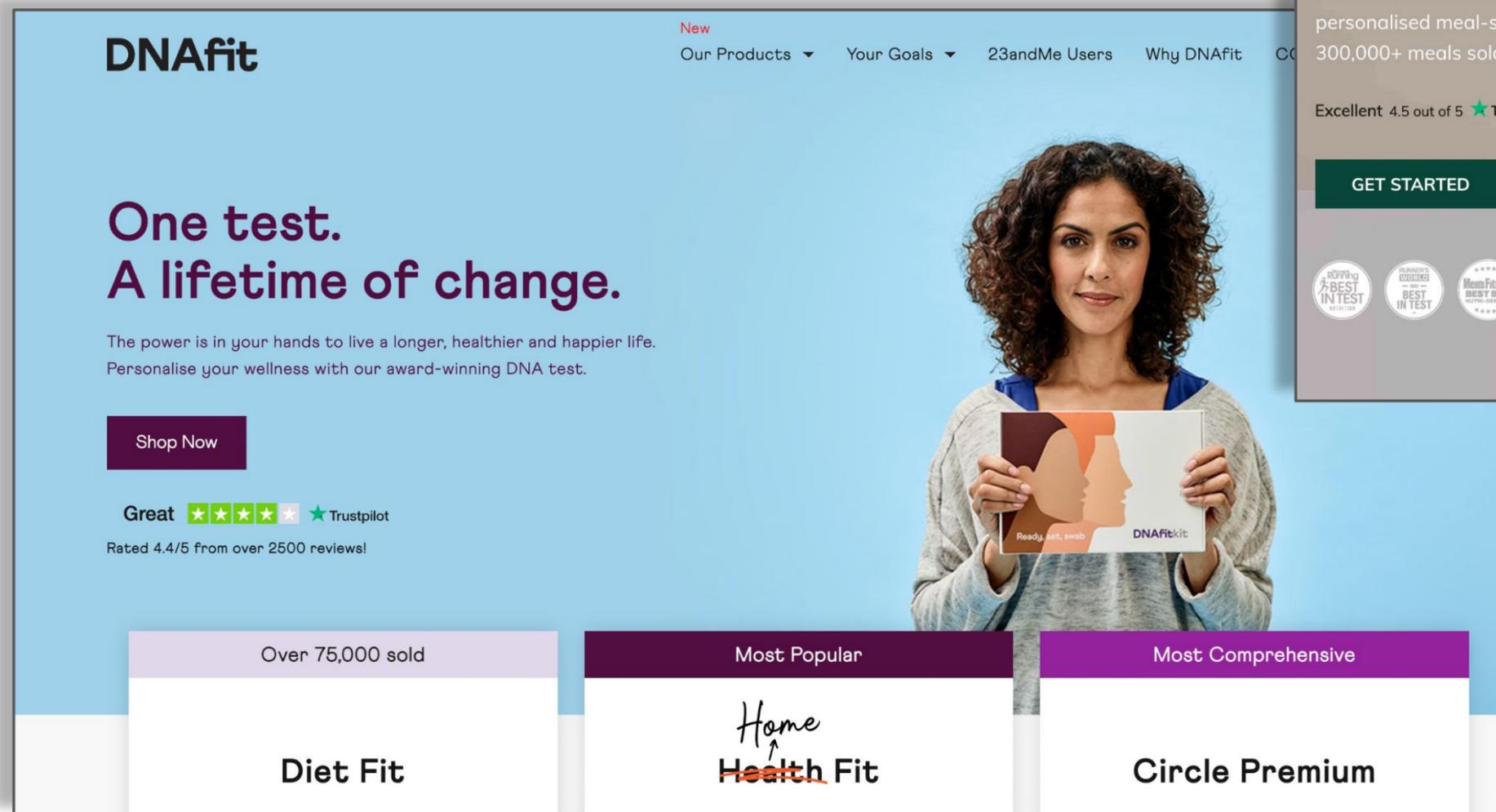
Health model & system

The nutrition ecosystem

The frontiers

2. Genetics-based personalisation services

Involve consumers providing a saliva swab to assess genetic information linked to health or fitness. Services vary from complete nutrition programs to providing health reports and supplements based on DNA.



DNAfit

Our Products | Your Goals | 23andMe Users | Why DNAfit

One test. A lifetime of change.

The power is in your hands to live a longer, healthier and happier life. Personalise your wellness with our award-winning DNA test.

[Shop Now](#)

Great Trustpilot
Rated 4.4/5 from over 2500 reviews!

Over 75,000 sold

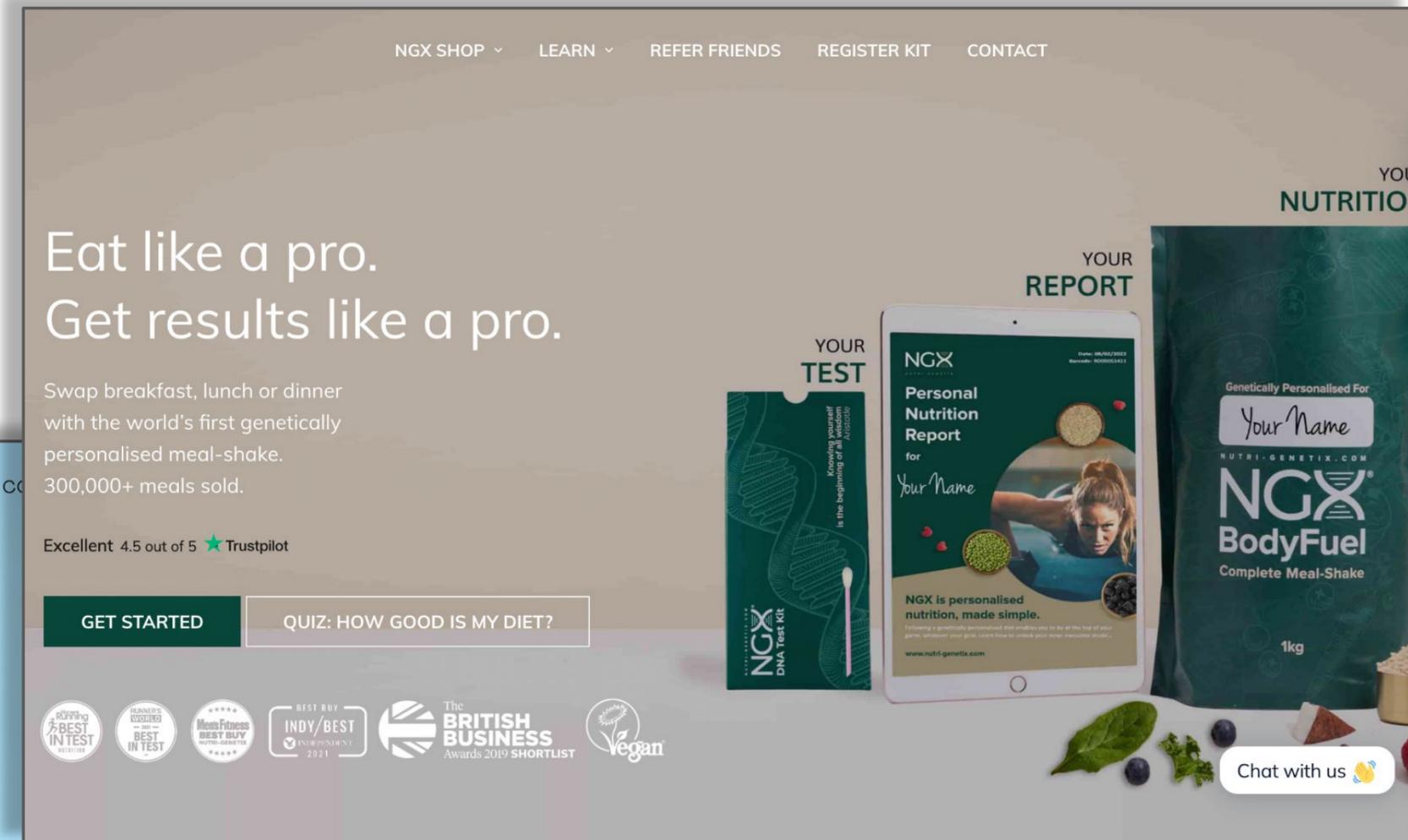
Most Popular

Most Comprehensive

Diet Fit

Home Health Fit

Circle Premium



NGX SHOP | LEARN | REFER FRIENDS | REGISTER KIT | CONTACT

Eat like a pro. Get results like a pro.

Swap breakfast, lunch or dinner with the world's first genetically personalised meal-shake. 300,000+ meals sold.

Excellent 4.5 out of 5 Trustpilot

[GET STARTED](#) [QUIZ: HOW GOOD IS MY DIET?](#)

YOUR TEST

YOUR REPORT

YOUR NUTRITION

Genetically Personalised For *Your Name*

NGX BodyFuel
Complete Meal-Shake
1kg

Chat with us

Setting intention

Philosophy & worldview

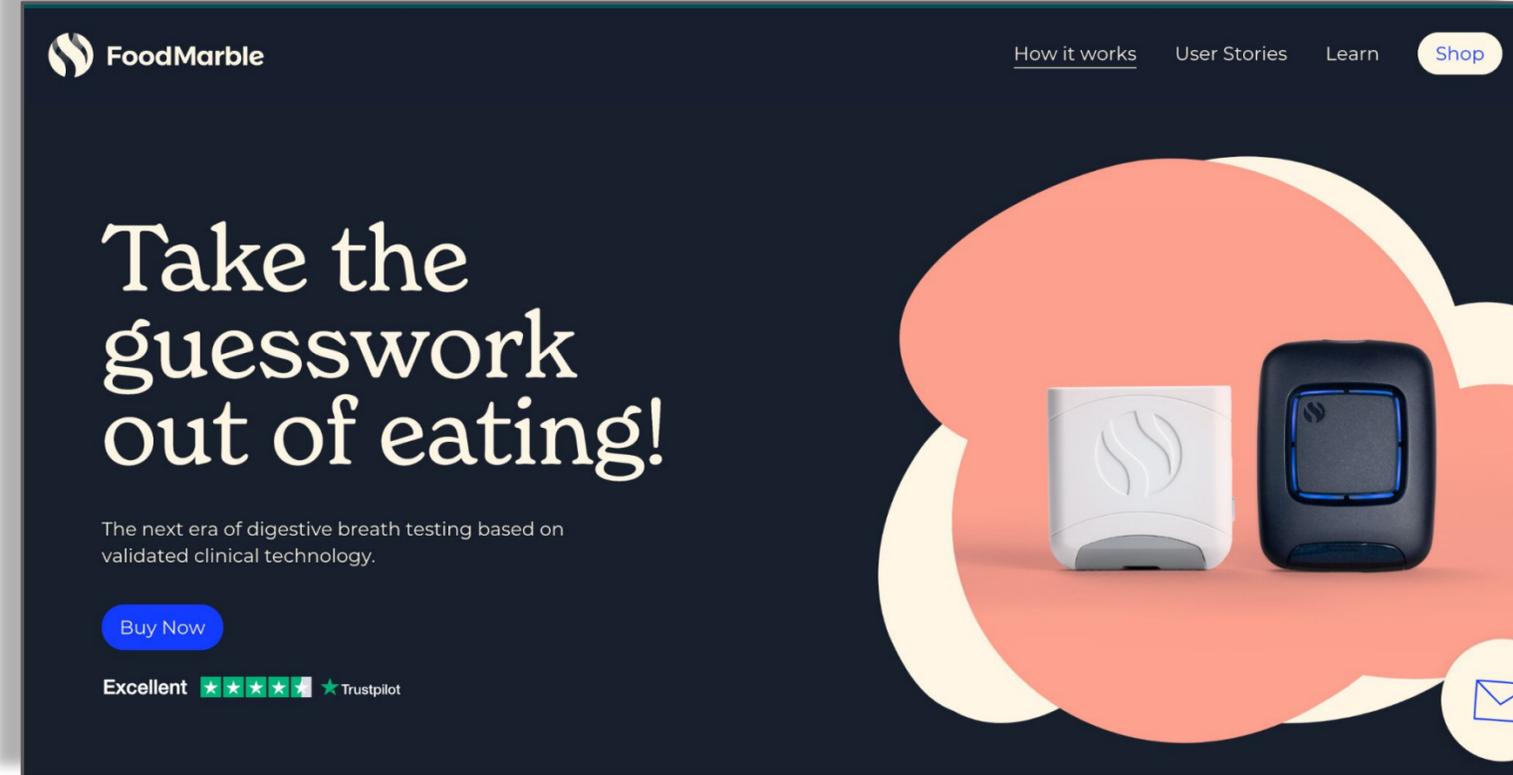
Health model & system

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3. Biomarker-based services

Ireland's Food Marble uses a home device that monitors hydrogen in the consumer's breath and makes suggestions to improve gut health. UK's Vitl and Germany's Baze monitor blood levels of common micronutrients, such as folate, iron, vitamin B12 and vitamin D to create monthly, bespoke vitamin, mineral and supplement packs.



FoodMarble

How it works User Stories Learn Shop

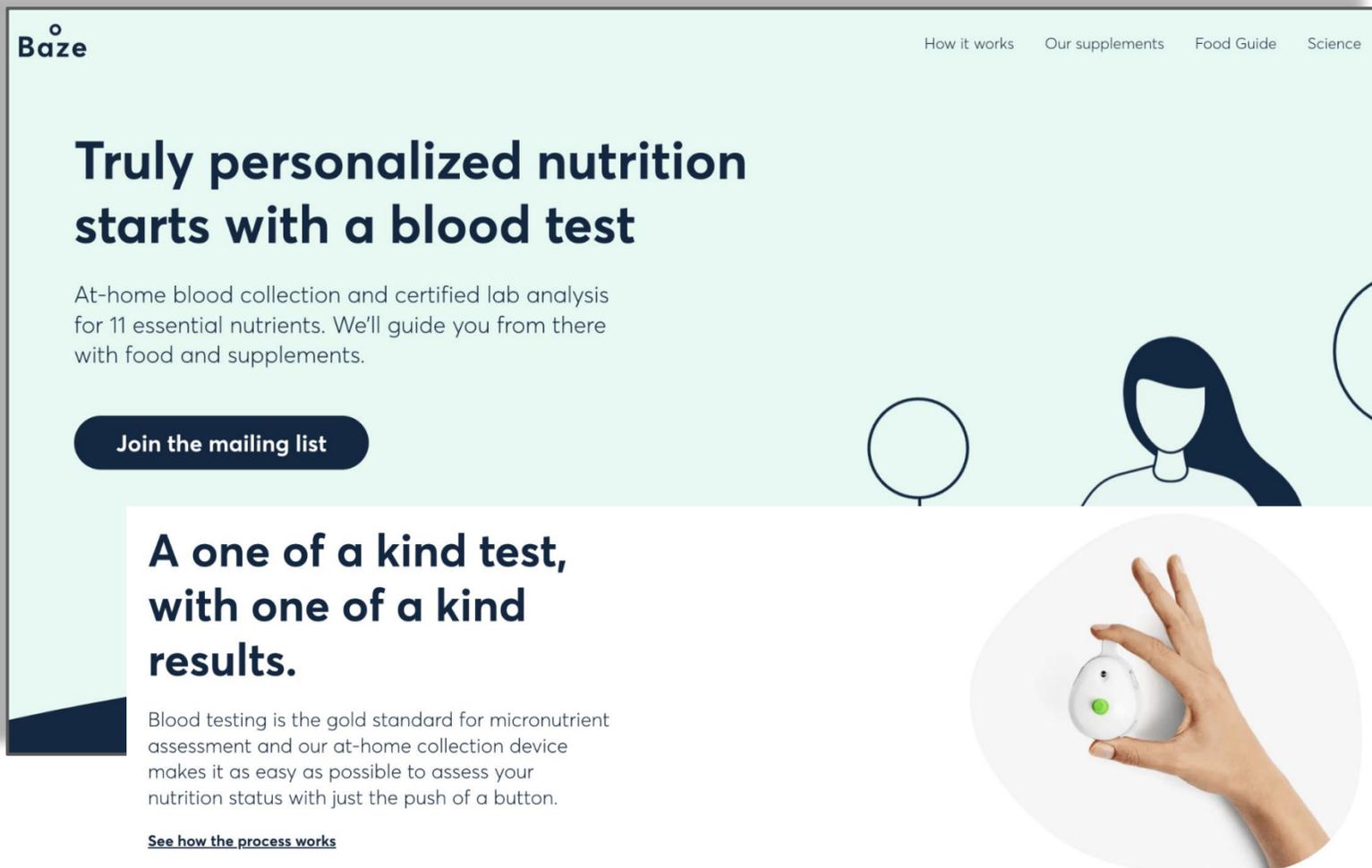
Take the guesswork out of eating!

The next era of digestive breath testing based on validated clinical technology.

Buy Now

Excellent ★★★★★ Trustpilot

The screenshot shows the FoodMarble website with a dark blue background. At the top, there is a navigation bar with the logo and links for 'How it works', 'User Stories', 'Learn', and 'Shop'. The main headline reads 'Take the guesswork out of eating!' in large white text. Below it, a sub-headline states 'The next era of digestive breath testing based on validated clinical technology.' A blue 'Buy Now' button is prominent. At the bottom left, there is a Trustpilot rating of 'Excellent' with five stars. On the right side, there is a large graphic of two breath testing devices, one white and one black, set against a stylized orange and white background.



Baze

How it works Our supplements Food Guide Science

Truly personalized nutrition starts with a blood test

At-home blood collection and certified lab analysis for 11 essential nutrients. We'll guide you from there with food and supplements.

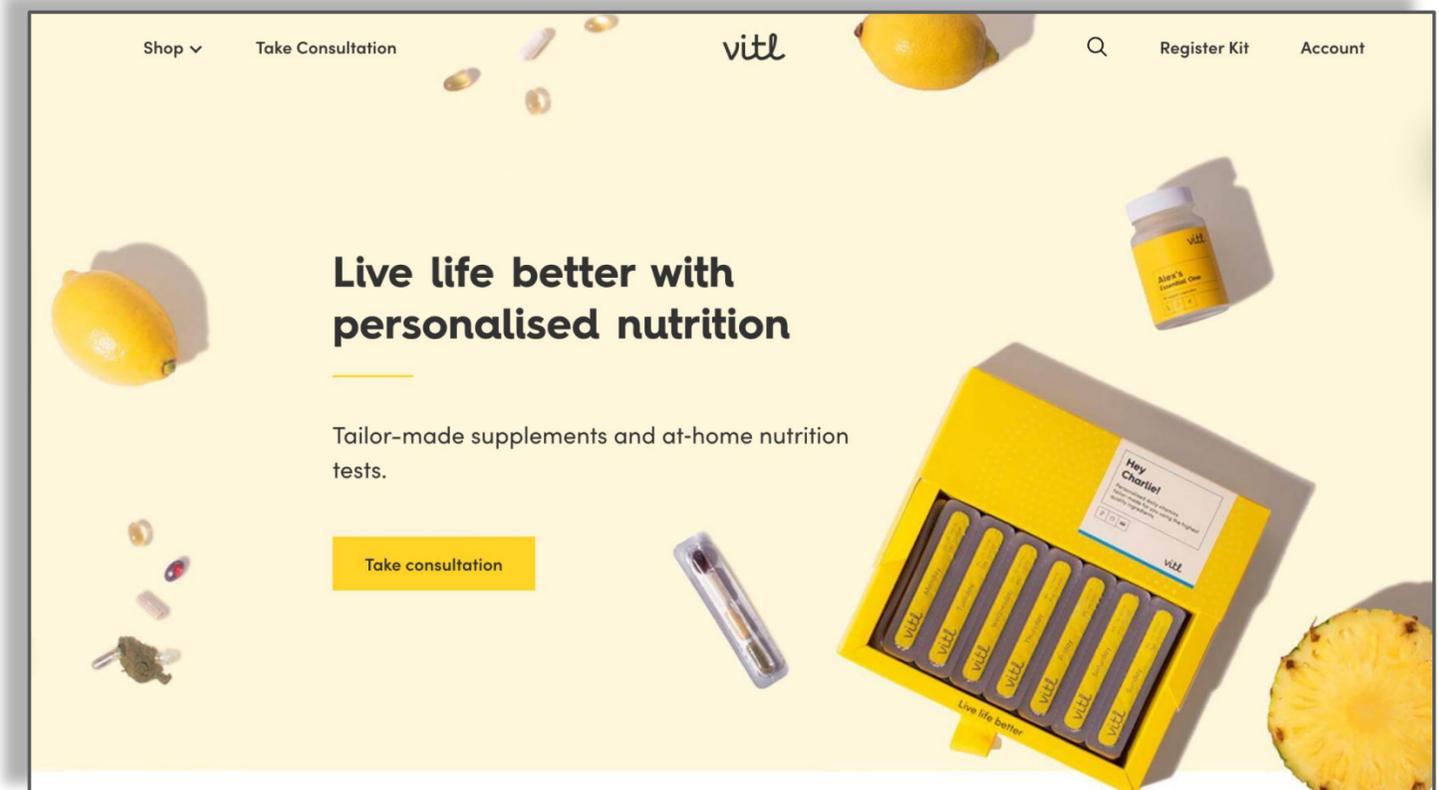
Join the mailing list

A one of a kind test, with one of a kind results.

Blood testing is the gold standard for micronutrient assessment and our at-home collection device makes it as easy as possible to assess your nutrition status with just the push of a button.

[See how the process works](#)

The screenshot shows the Baze website with a light teal background. At the top, there is a navigation bar with the logo and links for 'How it works', 'Our supplements', 'Food Guide', and 'Science'. The main headline reads 'Truly personalized nutrition starts with a blood test' in large dark blue text. Below it, a sub-headline states 'At-home blood collection and certified lab analysis for 11 essential nutrients. We'll guide you from there with food and supplements.' A dark blue button with white text says 'Join the mailing list'. Below this, there is a section with the headline 'A one of a kind test, with one of a kind results.' and a sub-headline 'Blood testing is the gold standard for micronutrient assessment and our at-home collection device makes it as easy as possible to assess your nutrition status with just the push of a button.' At the bottom left, there is a link 'See how the process works'. On the right side, there is a graphic of a person's head and shoulders in a dark blue silhouette, and a circular inset showing a hand holding a white blood collection device.



Shop Take Consultation vitl Register Kit Account

Live life better with personalised nutrition

Tailor-made supplements and at-home nutrition tests.

Take consultation

The screenshot shows the Vitl website with a light yellow background. At the top, there is a navigation bar with the logo and links for 'Shop', 'Take Consultation', 'Register Kit', and 'Account'. The main headline reads 'Live life better with personalised nutrition' in large dark blue text. Below it, a sub-headline states 'Tailor-made supplements and at-home nutrition tests.' A yellow button with dark blue text says 'Take consultation'. The background features various images of supplements, including a yellow bottle, a blister pack, and a box of supplements, along with fresh fruits like lemons and a pineapple slice.

Setting intention

Philosophy & worldview

Health model & system

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The frontiers

4. Microbiome-based services

To fully understand gut health from a micro-organism level, consumers can provide a stool sample which is analyzed for the presence of different microbial DNA and health recommendations can be made. Brands such as the US's Viome and Biohm lead in this category.

You, decoded.

Advanced microbiome insights and personalized nutrition for holistic health benefits.

Order a test



AS SEEN IN Health GeekWire Forbes

Gut Test Portal Reviews Ambassadors

BIOHM

SHOP LEARN ABOUT TAKE THE GUT QUIZ REWARDS SUPPORT

GUT BALANCE PROCESS

Begin Your Regimen with BIOHM

Follow your personalized lifestyle, dietary, and supplemental recommendations from BIOHM and enjoy the benefits of total gut balance!

SHOP GUT TEST KIT

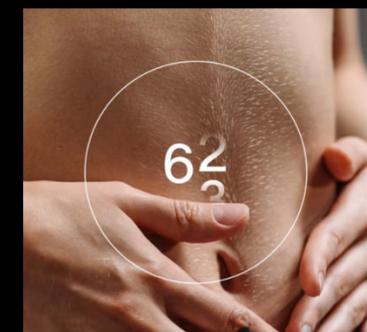
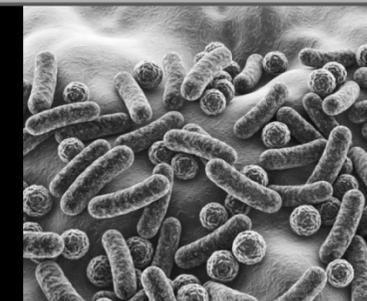
What is your microbiome telling you?

Eating the wrong foods for your body can result in reactions we interpret as "symptoms", often caused by inflammation. Because these symptoms can manifest differently in every person, it's important to look deep inside of your body to understand the root cause.

That's where we come in.

Order Test

Learn more



- Brain Fog
- Decreased Sex Drive
- Low Energy
- Trouble Sleeping
- Anxiety
- Poor Dental Health
- Stomach Pain
- Bloating

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5. Nutrition from meals and Habits Forming

Multifaceted habit formation tools and interventions for initiating & maintaining health behavior change. More hands on support in planning meals from dieticians and health coaches with addition of full meals + super foods delivered to your weekly.



Healthy Eating and Living Well. Simplified.

Habit Food Personalized nutrition need based meals hand-crafted by chefs, help you eat right at home and on the go.

THISTLE

Menus Sign In

About

Get Started



How Thistle Benefits Your Health

Thistle food doesn't just taste good – it benefits your everyday life! We pay close attention to the balance of vitamins and other nutrients to fulfill your health needs.

More Energy

Thistle's food contains low-glycemic carbs and protein-rich ingredients to promote even energy-burn. No spikes!

Less Bloat

Thistle uses high fiber, low sodium food to reduce inflammation and promote blood flow to your digestive system.

Sharp Mind

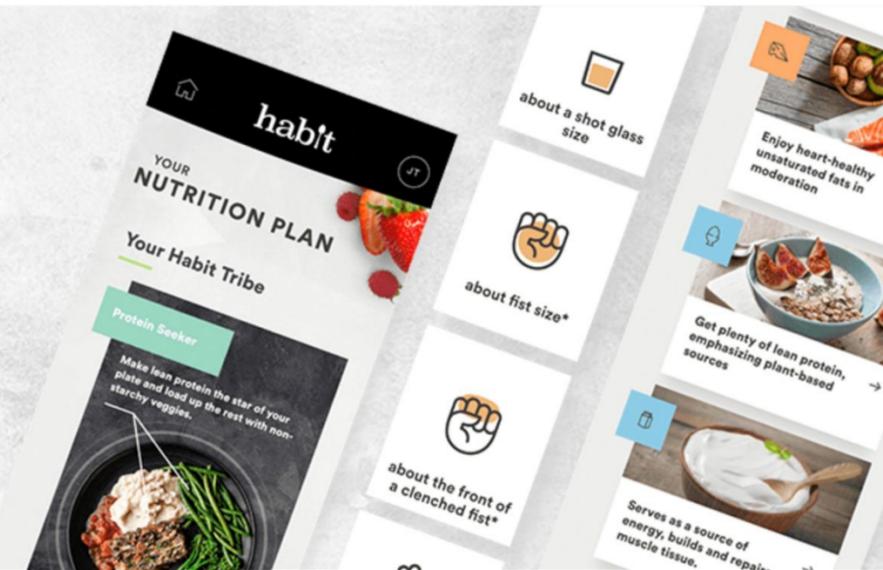
Thistle uses healthy fats + omega fatty acids to fuel your brain, combatting stress and balancing hormones.

Clear Skin

Thistle is low in sugar and rich in antioxidants, biotin + beta-carotenes to hydrate skin and slow aging.

Know what to eat

Get a clear view of which foods we recommend for you and why.





6. High End Bespoke Health & Nutrition services

Services offered to high networth individual as ways to increase lifespan and and healthy aging. Also being pitched to big corporations as looking after key individuals within a workforce can result in significant benefits to a company.

Elite Assessment - £8000

Our Elite Assessment has been designed for clients who have specific concerns about their physical health and want to improve their general fitness. It is a thorough assessment of current health and potential future risk factors, combining MRI scans of your brain, heart, central arteries and organs of the abdomen and pelvis with a whole spine scan, exercise stress echocardiogram, movement screen, strength and conditioning session and comprehensive blood testing. This sports focused assessment lasts around 6 ½ hours.



7. AI & Data Mining

Data analytics and machine learning is building a big competitive advantage for companies.

Stuff That Works.

We're building the biggest patient reported knowledge base for every chronic condition. Together.

Help out by sharing your experience in an organized way.

The next health frontier

Illuminating Connections

Brightseed's core AI technology is Forager, the world's largest digital platform that illuminates the interaction between plant bioactives and human biology. Forager is the only technology capable of predicting which plant compounds are bioactive and how they impact specific health areas.

↓ Scroll to discover

Limitless health applications



INTEGRATIVE PHENOMICS



Fibromyalgia

76.0K CONTRIBUTORS

WE ARE AT Most effective treatments

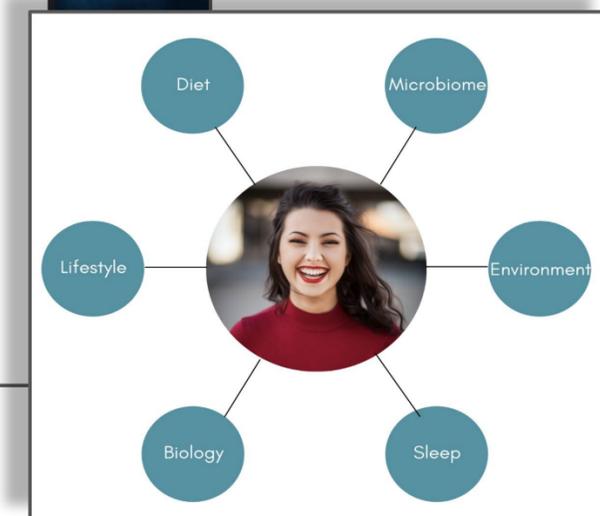
50 100 500 2,000 80K

MOST EFFECTIVE TREATMENTS

- 1 Cannabinoids (Unspecified)
- 2 CBD oil, CBD balm (oil), Hemp capsules, Epid...

INTEGRATIVE PHENOMICS

Understanding the complexity of your gut microbiome to provide AI-driven personalized nutrition recommendations.



Setting intention

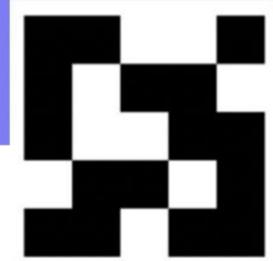
Philosophy & worldview

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The nutrition ecosystem

The frontiers

You can change



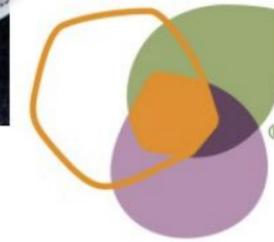
Atlas Biomed

Optimise your nutrition with genetic insights from the Atlas
Biotechnology Research · London, England · 1,725 followers



Journey Foods

Technology that improves food science and supply chain inefficiencies in order to feed 8 billion people better.
Software Development · Austin, Texas · 2,952 followers



Brightseed

We're on a mission to illuminate na
Biotechnology Research · San Francisco



Impossible Foods

We make meat from plants.

Tip of the iceberg

Precision Nutrition for Metabolic Disease



DayTwo

Precision Nutrition for Metabolic Disease
Health and Human Services · Brentwood, Tennessee



EVERY™

Creating Vital Ingredients For The World
Food and Beverage Manufacturing · South San Francisco



GenoPalate

Empowering customers to eat healthy by assessing their genes and creating a personalized nutrition and eating plan
Wellness and Fitness Services · Milwaukee, WI · 1,946 followers



Foodvisor

Your personal nutrition guide
Wellness and Fitness Services · Paris, Ile de France · 2,842 followers



ZOE

We're on a mission to improve the lives of millions.
Technology, Information and Internet · London, Select One... · 8,119 followers

You're *unique*. It's time you started eating that way.



BIOMES

Genomics-based Healthcare Prevention: Because wellbeing is coded in our DNA.
Wellness and Fitness Services · Wildau, Brandenburg · 1,206 followers

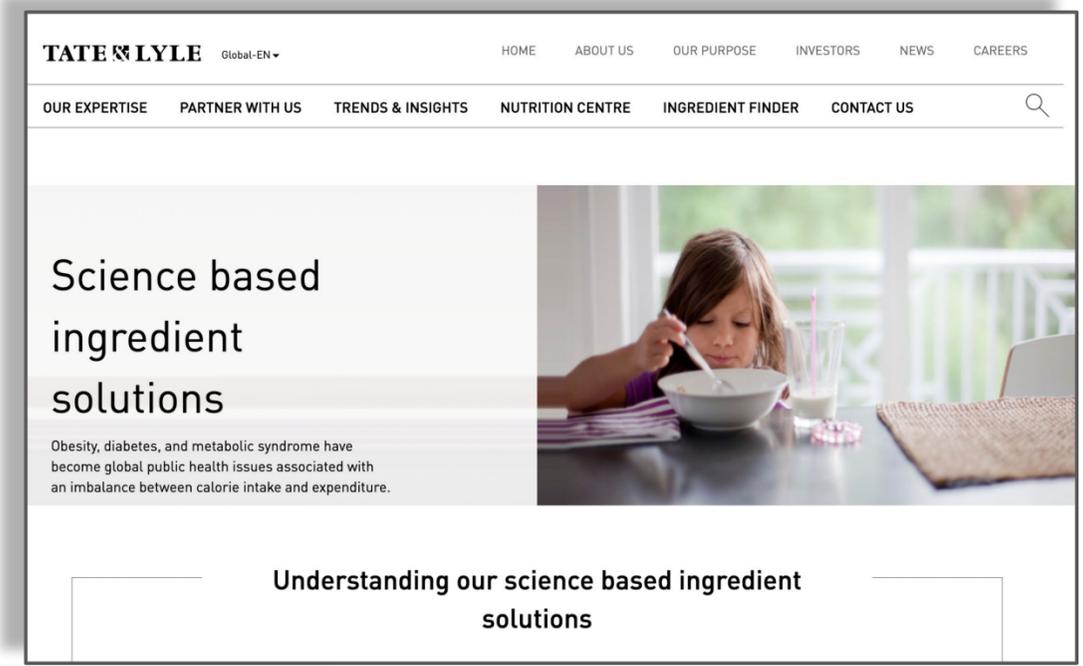


B2B Models

1. Private Commercialisation partners

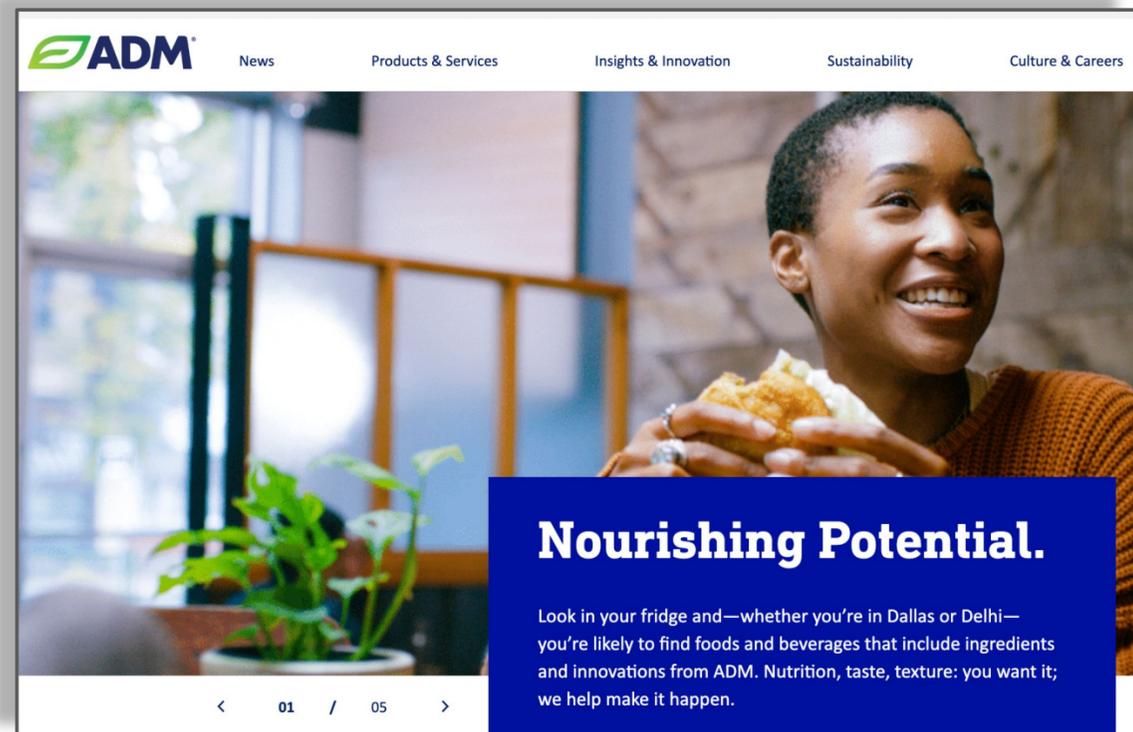
- a. There are very big companies in this space
- b. There are many mergers and acquisitions happening all the time
- c. They are owning the whole value chain (growing, processing, extraction, science, consumer products)

Revenue: \$3.25b USD (2021)

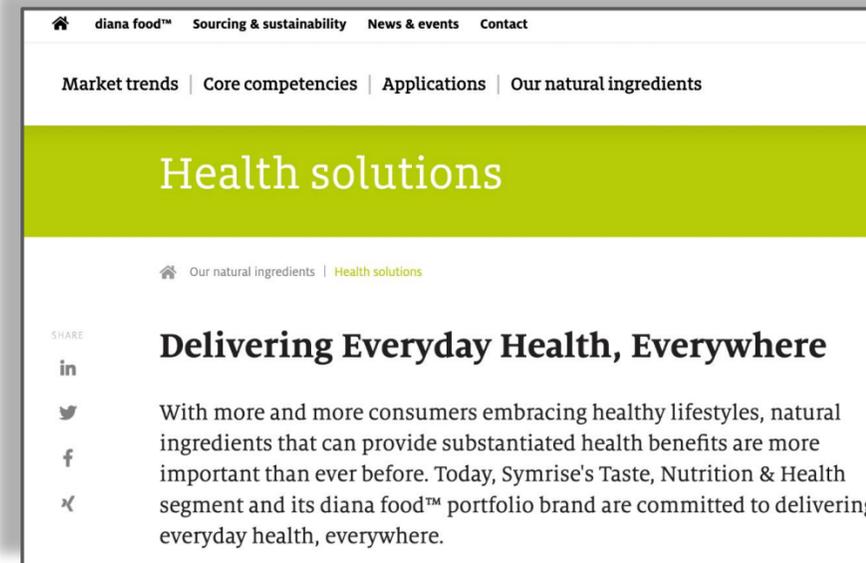
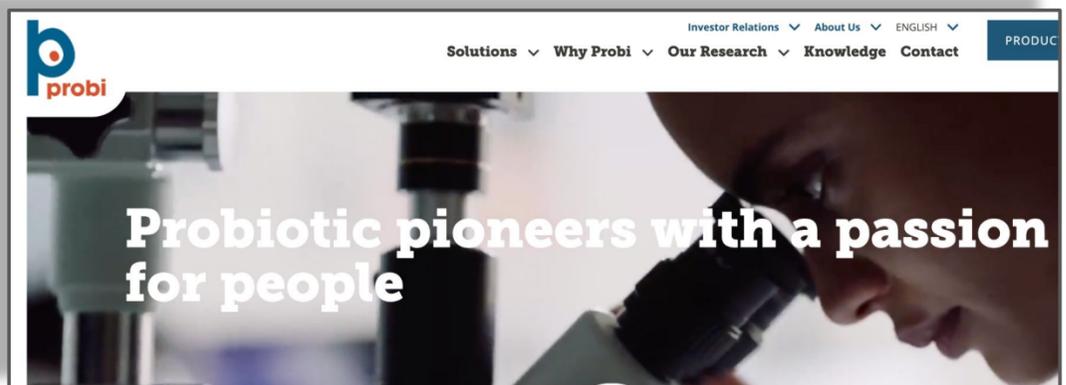


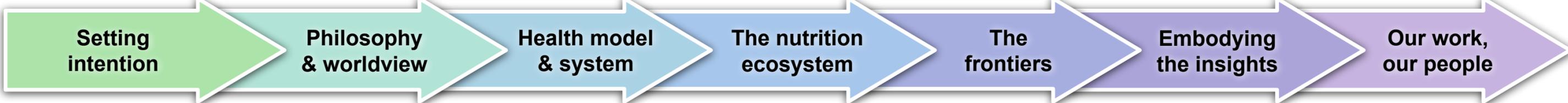
Revenue: \$3.83b USD (2021)

34,000 ⁺ products	6,000 ⁺ customers	150 ⁺ countries
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Revenue: \$85.25b USD (2022)





The 10 types of innovation

CONFIGURATION

Profit Model	Make money
Network	Connect with others to create value
Structure	Align your talent and assets
Process	Use Superior methods to do your work

Gillette, Hilti
 UPS, GSK, Toshiba
 Mc Do, Fabindia
 Zara, Ikea



OFFERING

Product Performance	Employ distinguish features and functionality
Product System	Create complementary products and services

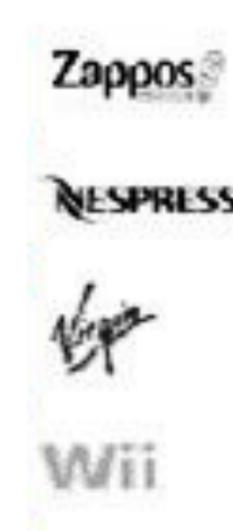
Dyson, Mars, Inuit
 Microsoft, Scion

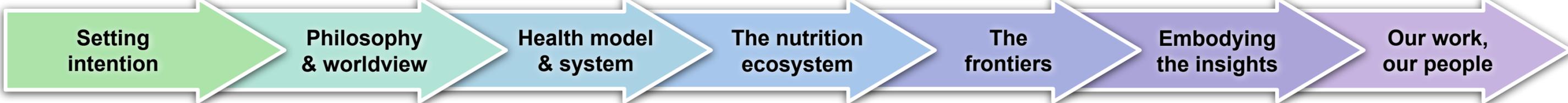


EXPERIENCE

Service	Support and enhance the value of your offering
Channel	Deliver your offering to your customers and users
Brand	Represent your offering and business
Customer Engagement	Foster interaction

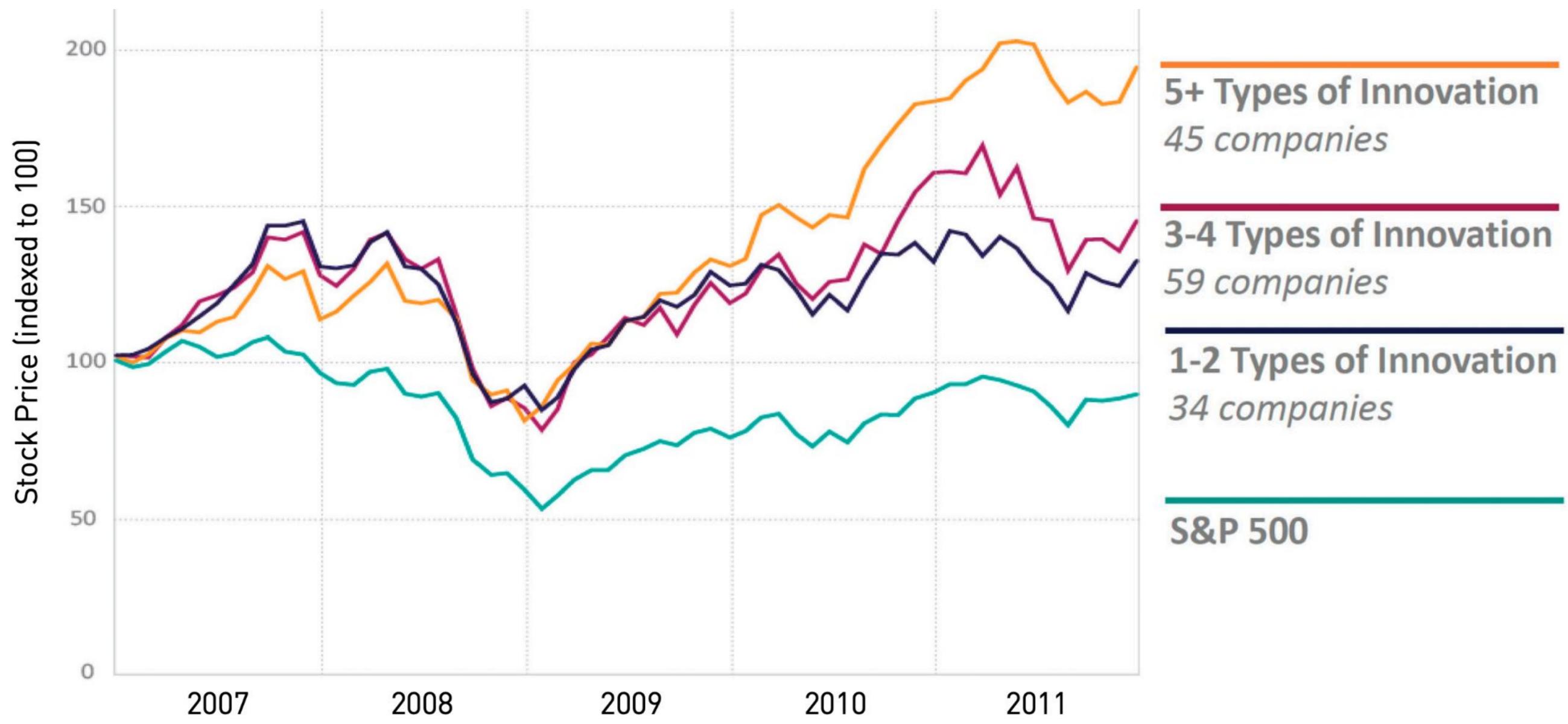
Zappos, Car Glass, Sysco
 Nespresso, Amazon
 Intel, Virgin
 Apple, Foursquare





Innovation return on investment

Figure 3. Five-year indexed stock price returns of the top innovators vs. S&P 500



Setting intention

Philosophy & worldview

Health model & system

The nutrition ecosystem

The frontiers

Embodying the insights

Evolution of the Māori economy

3 F's of the traditional Māori economy



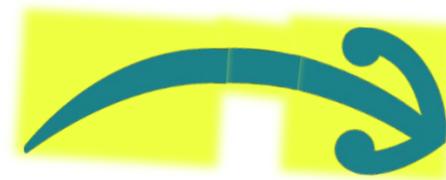
Fishing - 37% of New Zealand's domestic fishing quota



Farming - 10-15% of national sheep, beef and milk solids production



Forestry - 36% of pre-1990 forests



3 F's of the emerging Māori economy



Food



Film



Fashion

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Māori nutrition businesses



AuOra



Anagenix



kaitahi



WATSON & SON



CHATHAM ISLAND FOOD CO

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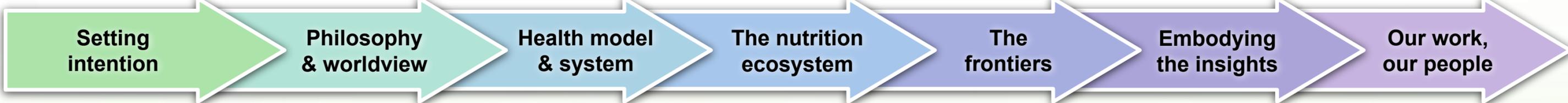
The frontiers

Embodying the insights

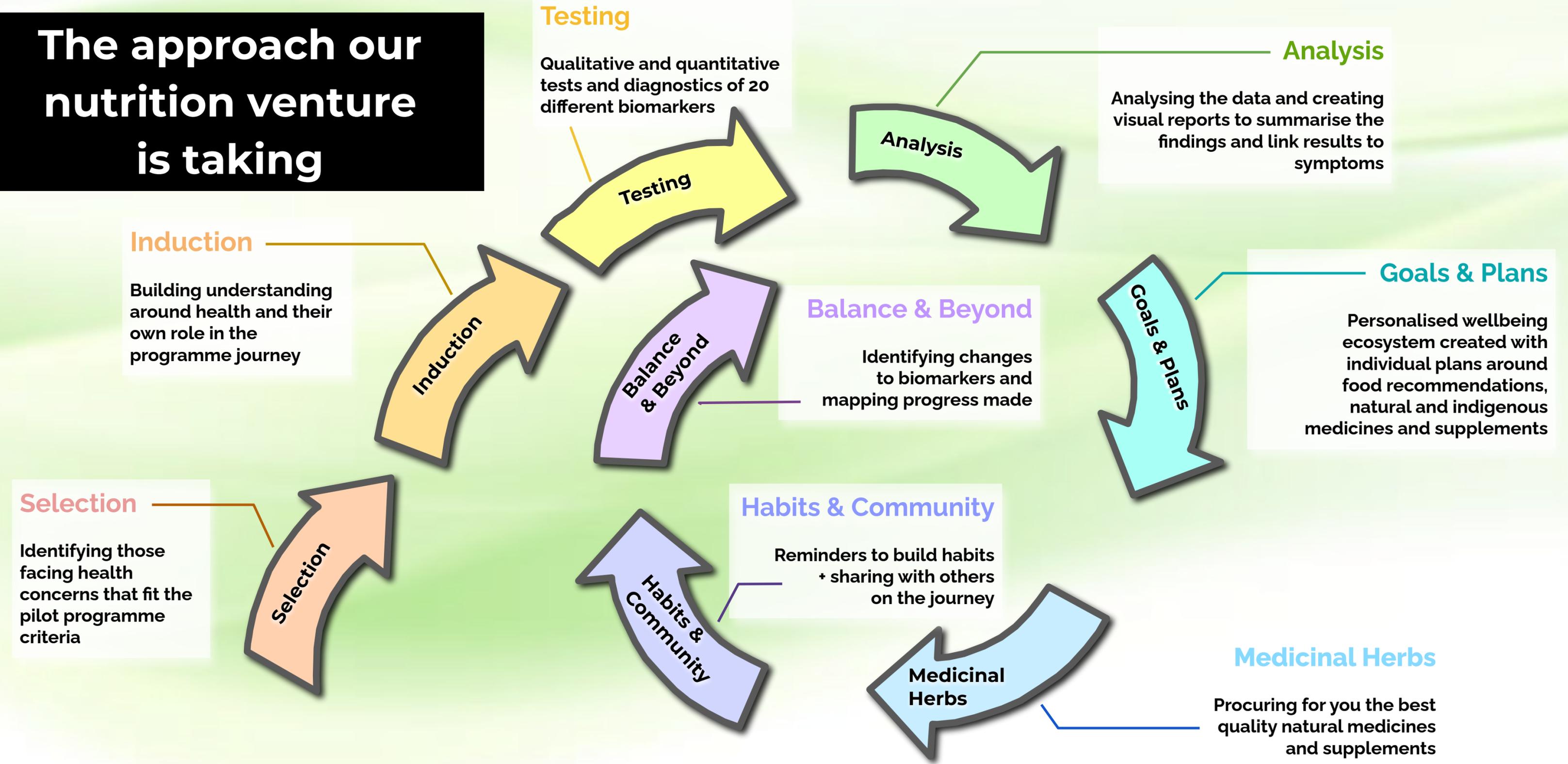
Our work, our people

The emerging story

- We are nature
- Begin with the healing of our own people
- Empower and educate people as partners on healing journey
- Building platforms, not just products
- Rigorous testing is critical for preventative health
- Combine multiple indigenous and Western health systems
- Building healthy habits through community
- Healthy body begins the deeper inner healing journey
- Our healthy people are our salesforce



The approach our nutrition venture is taking



Selection
Identifying those facing health concerns that fit the pilot programme criteria

Induction
Building understanding around health and their own role in the programme journey

Testing
Qualitative and quantitative tests and diagnostics of 20 different biomarkers

Analysis
Analysing the data and creating visual reports to summarise the findings and link results to symptoms

Goals & Plans
Personalised wellbeing ecosystem created with individual plans around food recommendations, natural and indigenous medicines and supplements

Medicinal Herbs
Procuring for you the best quality natural medicines and supplements

Habits & Community
Reminders to build habits + sharing with others on the journey

Balance & Beyond
Identifying changes to biomarkers and mapping progress made

Setting intention

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Health model & system

The nutrition ecosystem

The frontiers

Embodying the insights

Our work, our people

On the waka together

Our sincere requests from the ecosystem:

- 1.** Help determining the most appropriate set of biomarkers to include in our tests to provide a sense of a person's state of health
- 2.** Insights around nutrition and supplements to improve these biomarkers
- 3.** Which specific brands of supplements you recommend we procure and provide
- 4.** People with verified knowledge of the bioactivity of natural compounds (e.g. plant medicines, foods)
- 5.** Those with access to lab facilities to do nutrition testing of NZ foods
- 6.** Experts in the ecosystem who might be interested in helping our project
- 7.** Those interested in contributing to an education series of workshops with our pilot group

Setting
intention

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& worldview

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& system

The nutrition
ecosystem

The
frontiers

Embodying
the insights

Our work,
our people

On the waka
together



Shay Wright

shay@growthcycle.co.nz



Vinny Lohan

vinnylohan@gmail.com

