



# Co-creating Business Opportunities

Dr. Nicolas Chevrollier

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- Small scale Cold Storage

Situation

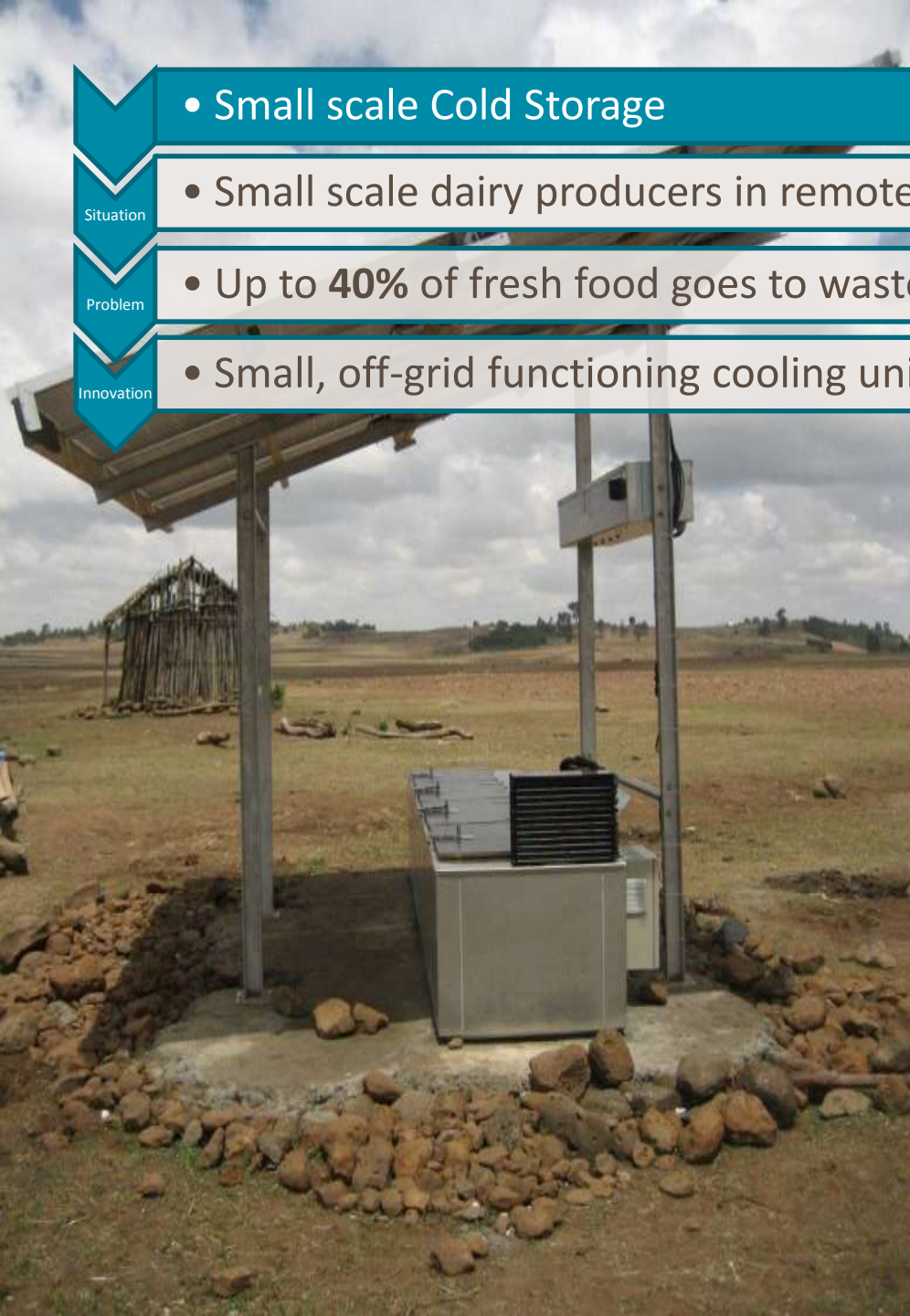
- Small scale dairy producers in remote areas often lack cooling facilities

Problem

- Up to **40%** of fresh food goes to waste during transport/storage

Innovation

- Small, off-grid functioning cooling units





High income  
**\$ 12.5 Trillion Market**

Low income  
**\$ 5 Trillion Market**  
**\$ 3000 PPP**

## BoP Market

### SMALL

**Water - \$20 Billion**

**ICT - \$51 Billion**

### MEDIUM

Health - \$158 Billion

Transportation - \$179 Billion

Housing - \$332 Billion

Energy - \$433 Billion

### LARGE

**Food - \$ 2,895 Billion**





**BoP INNOVATION CENTER**

DEVELOP ► LEARN ► ACCELERATE

Inclusive Business

Business  
goals

Social  
goals





**BoP INNOVATION CENTER**  
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## BoP Innovation Center



Strategic  
Accelerator

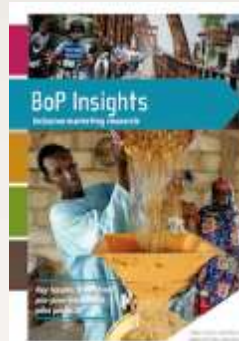


Center of  
Excellence



Incubator  
Space

**Inclusive**  
business support offices

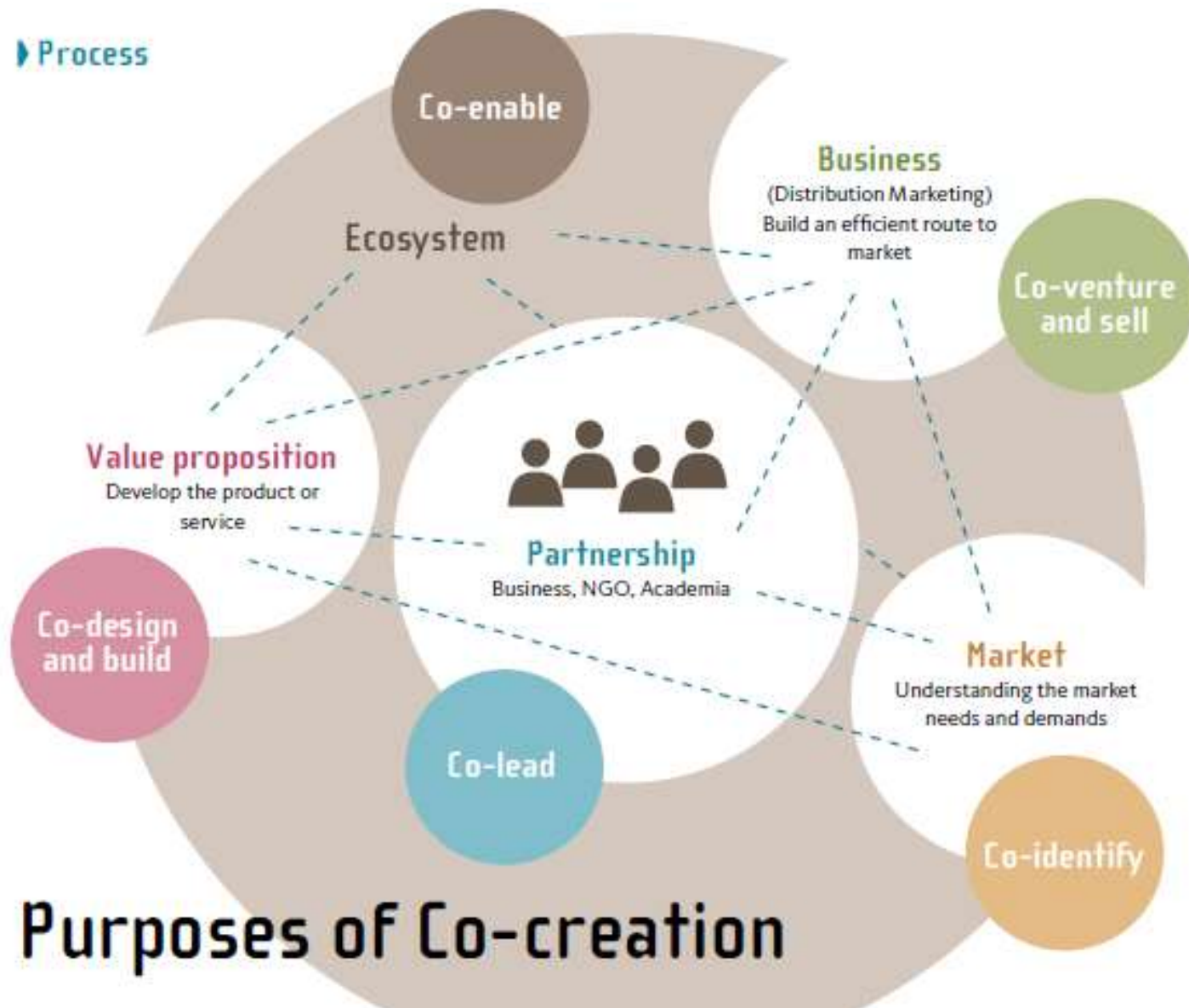




Co-creation is the development of shared value through a new form of interaction between a number of equal stakeholders in an open environment.



► **Process**







## Co-lead

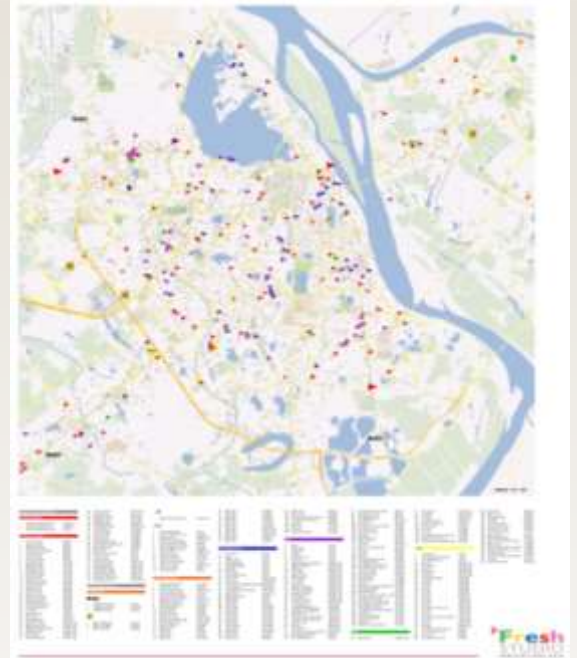


Shared goals  
Capacity assessment  
Joined implementation plan





## Co-identify





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## Co-design



fresh studios

Welcome , yen.nguyen (Agronomist) [Logout] Last login: 2013-10-14 15:10:15

Dashboard Registration Inspection Training Audit Certification Account Help Desk

Inspection > My farmer inspections > Add farmer inspection

<b>Registration</b>	Farmer*	<input type="text" value="Nguyen Thi Yen"/>
My farmer registrations	Product*	Green lollo lettuce Malabar nightshade
Add new farmer	Inspection date*	<input type="text" value="2013-10-13"/>
My supplier registrations	Agronomist	Nguyen Thi Yen
Add new supplier		

**Field Inspection**

Traceability	<input type="radio"/> OK <input checked="" type="radio"/> Not OK	<input type="text"/>	<input type="button" value="Choose File"/> No file chosen
Record keeping			
Green lollo lettuce	<input type="radio"/> OK <input checked="" type="radio"/> Not OK	<input type="text"/>	<input type="button" value="Choose File"/> No file chosen
Malabar nightshade	<input type="radio"/> OK <input checked="" type="radio"/> Not OK	<input type="text"/>	<input type="button" value="Choose File"/> No file chosen



## Co-sell and Co-venture







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## Co-enable



**Toward a business  
ecosystem:  
Food Health Wealth**

### PROGRAM

#### MORNING

08:30 AM : Registration

09:00 AM : Grand Opening

09:15 AM : **Enabling Change: Future of Food in Vietnam**

Speaker: Vice Minister Nguyễn Thị Xuân Thu  
Ministry of Agriculture and Rural Development Vietnam  
Speaker: H.E. Mr. Joep Scheffers  
Ambassador of the Netherlands in Vietnam

10:00 AM : **Making it happen: Worryless food enjoyment**

Speaker: René van Rensen, R&D Director Crops, Fresh Studio  
Speaker: Sigrid Wertheim-Hack, Marketing Director, Fresh Studio  
Honorary Award for safe produce farmers, retailers and consumers

10:45 AM : Tea Break

11:00 AM : **The business perspectives**

Speaker: Philippe Oliver Bacac, Managing Director,  
METRO Cash & Carry Vietnam Ltd.  
Speaker: Nguyễn Thị Cẩm Huyền, Operations Manager,  
The Fruit Republic

11:45 AM : **Co-creating new opportunities**

Speaker: Nicolas Chevrollier, BoP Innovation Center

12:00 AM : Lunch Buffet catered by KOTD  
Open Market Place and Photo Exhibition

#### AFTERNOON

01:00 PM : **World Café Discussions**



Café 1 Value Chain Development  
Café 2 Food safety, Health and Hygiene  
Café 3 Horticulture  
Café 4 Agro-logistics and sourcing  
Café 5 Public Private Partnerships

03:00 PM : Tea Break

03:15 PM : World Café Discussions (continued)

04:00 PM : Wrap up

04:30 PM : Closure: How to stay connected





## What's in it for?

### **Low income groups**

- > Create opportunities as business partners (producers, suppliers or distributors)
- > Transfers knowledge and skills
- > Increased relevance of products and services

### **Companies**

- > Overcome gaps in the local business ecosystem
- > Guarantee additional resources and competences
- > Understand local conditions and consumer preferences



*You can't defend your intellectual property if you do co-creation.*

Top Ten list of excuses not to engage in co-creation (Francois Guillard)







## Take away!

- > Co-creation is a new form of interaction
- > 5xCo: Co-lead, Co-identify, Co-design, Co-sell, Co-enable
- > Co-creating has business benefits!
- > Let's start this afternoon.



# Thank you!

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## Co-creating BoP ventures

A new form of interaction to develop shared value among equal stakeholders



Key lessons from three pilots  
for pro-poor innovation

THREE PILOTS FOR PRO-POOR  
INNOVATION CONSORTIUM

