



Ingredion

One of the world's leading ingredient solutions companies

Entering a new space, leveraging the leading technologies to deliver differentiated offering







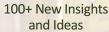




4 high-performance teams generated innovative business solutions in 8 weeks









20+ Strategic Growth Opportunity Areas



20+ Detailed Business Concepts



4 Business Cases for Senior Leadership

KEY TRENDS

- Focus on wellness: rising health awareness creates need for transparency of ingredients and sustainable production
- Diversified food choices: intolerances and individual preferences create opportunity for innovative alternatives
- Tech-savviness: users demand omnipresence and use of online marketing and sales channels
- Premiumization: higher purchasing power increases willingness to spend premium on value-added offering

"Innovation Olympics has helped us shape our corporate strategy in an important strategic space we wanted to explore. We have progressed a few concepts presented by the teams. Very impressive results!"

Vice President - Global Research & Technology