

Ingredion

One of the world's leading ingredient solutions companies

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

APPROACH



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

OUTCOMES



100+ New Insights
and Ideas



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