Vivid Culinary Tech

Reimagining The Food System

from seed—and cell—to fork
First... How do you see digital enablement?

- adoption?
- vision?
- connection?
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?

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

Our collaboration advances connection, participation, and sustainability among all stakeholders.
The **Vivid Culinary Tech** 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.
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.
YOUR ORGANIZATION'S BIGGEST INFLUENCERS:

Legacy Systems...
Restricting your teams

› Hindering external and internal collaboration and communication
› Discouraging revenue growth
› Hurting profits while costing more and more money every single day.

But it’s not only Legacy Technology.

It’s ANY out-of-date system and process that is no longer effective in the modern business world.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 become more profitable.

Today.
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.”
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.
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 victim to the vagaries of another industry
- all verticals in the food space are connected and optimized.
Combining 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 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 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 goes on.

The better 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!