



# The Convergent Innovation Webinar Series

Food Program: Inventing “One-World” Food Solutions for Sustainable Development and Affordable Healthcare

## Wealth in Health



### Manoj Kulkarni

Manoj has 20+ years in Market Research and is an Executive Director at Nielsen. At Nielsen, he played many roles ranging from generalists to specialist and now helping large clients to spot profitable growth opportunities. Manoj is passionate about the latest techniques and technology!

**June 1, 2018**

11 am EST / 8:30 pm IST  
(1.5 hrs in length)

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*Co-chairs & Moderators: Laurette Dubé (MCCHE) and Bob Chapman (NRC)*

### ABSTRACT

Health is a sizable, growing and profitable consumer trend that manufacturers and service providers could leverage to grow optimally and contribute to the well being of the society. Webinar would cover key health and wellness drivers and then success mantras for coming out with successful food innovations. Drivers of H&W covers technology, political thinking, health infrastructure and evolving consumer's expectations. Information across Nielsen and external sources is looked at to provide a holistic perspective on this important topic. Success mantras are based on analysing hard facts about thousands of innovations launched in the last 3 -4 years. This deck is not related to any particular brand or category and hence not prescriptive. However, its an attempt to provide a worthy stimulus material that could help sharpen your GTM strategies.

### ABOUT THE SERIES

The **Convergent Innovation Webinar Series** will feature cutting edge science, technology and innovation in agriculture, food and health domains as well as in the behavioural, commercial, social and complexity sciences. These, combined with traditions from around the world, will altogether articulate an interdisciplinary research and action strategy to transform agricultural products like pulses from undifferentiated commodities into higher-margin whole and value-added food products that support sustainable development and affordable healthcare. Progressively, programs in the CI-Food webinar series will be developed for other agricultural products with high CI potential, e.g., dairy, fruits, vegetables, and others.

## Global Pulse Innovation Platform: An Ecosystem to Transform Traditional and Modern World through Food



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