

HIGH-VALUE
NUTRITION

Ko Ngā Kai
Whai Painga

How Maori can develop new opportunities food from science?

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Fomana Capital & Anagenix Group



Host Institution



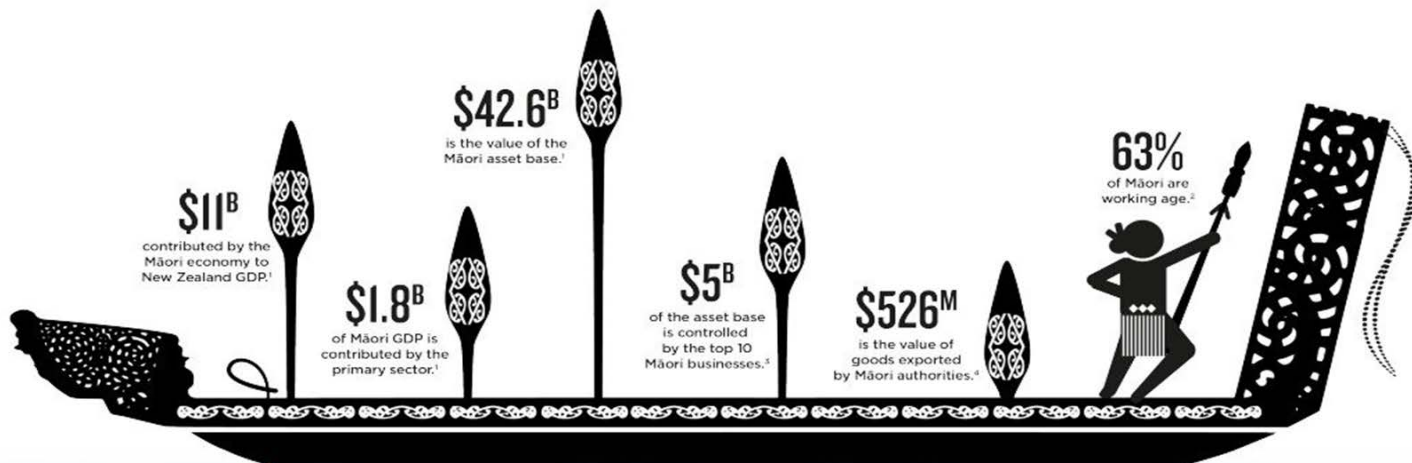
One question to the audience...

*When scientists, funders and institutions
are designing the research ...*

*what level of time and investment occurs
in co-designing the business model to get
the IP/product prototype in market?*

- So what is the Maori economy?
- What are the future opportunities?

THE MĀORI ECONOMY



SEAFOOD

is the top Māori economy export commodity.⁴

98

iwi across New Zealand.⁴

Sources:

1. Te Puni Kōkiri, Māori Economy Report 2013.
2. Statistics New Zealand, 2013 Census.
3. Deloitte Top 200, Top 10 Māori Businesses, 2015.
4. Statistics New Zealand, June 2015.

Opportunity

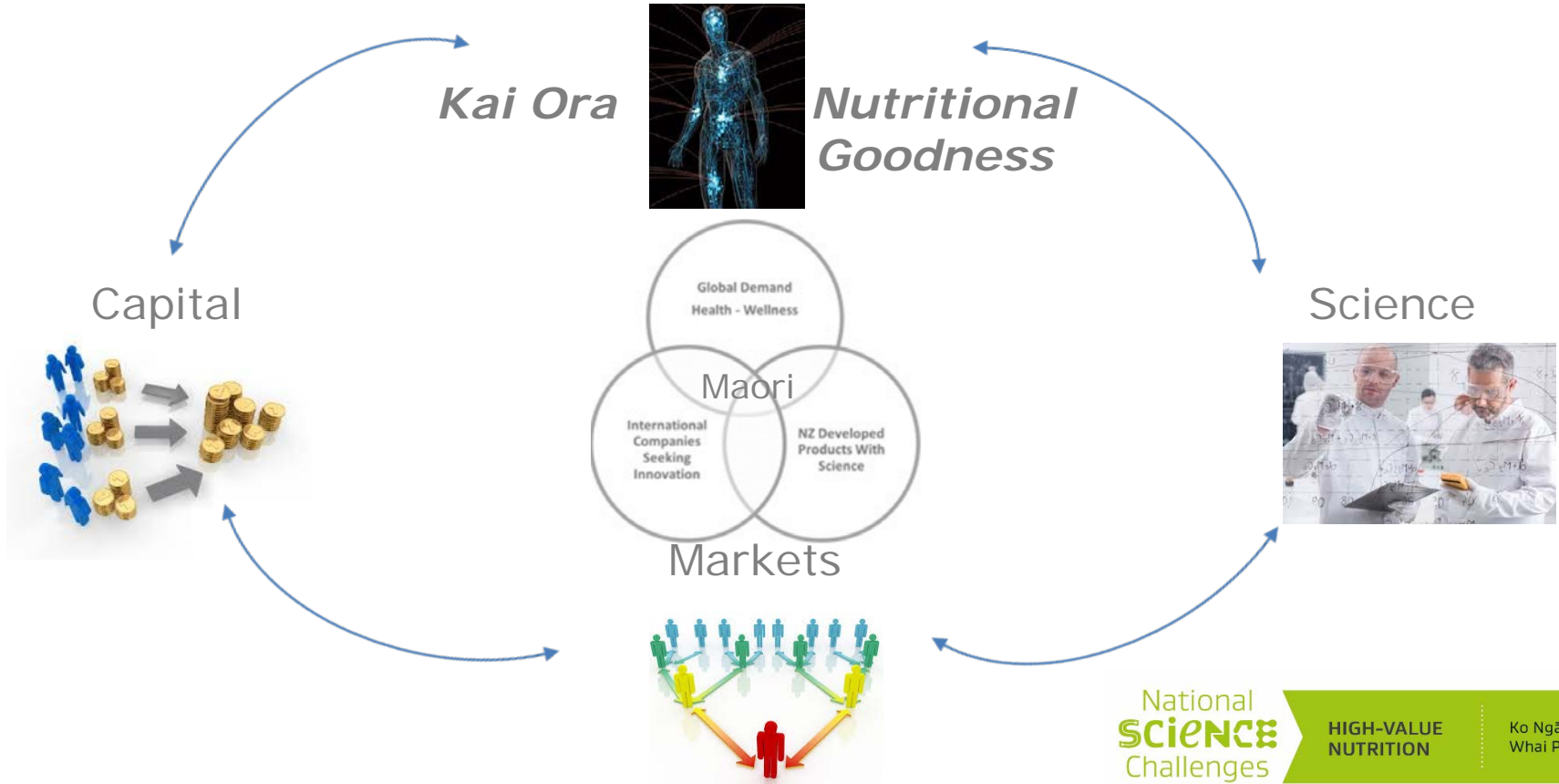
*A big opportunity for
Maori businesses...*

Kai Ora

*Nutritional Goodness
Provenance of Aotearoa*



Business Model: Partnerships & Networks



Kai Ora: Aotearoa

New Zealand

Kai Ora - Nutritional Goodness

Maori global
nutrition



leaders in
goodness

National
SCIENCE
Challenges

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Anagenix

Maori investors and Anagenix: model founded on partnerships and product prototyping

Science Perfected in Market TM

<http://www.anagenix.com/>