

How to drive your business from a humble setup to a multi-million dollar company”- Claudio Sorrentino - Body Details Inc, USA

Claudio Sorrentino

Abstract

Nothing worth having is ever easy.’ So rightly said! However, my extended version of this quote says, ‘Nothing worth having is ever easy and you make it even more difficult by plunging yourself into the wide realm of entrepreneurship’. So, why do people do it? If you ask me, you just can’t help it when your mind is full of ideas and you feel like a born entrepreneur. You are so motivated to chase your dreams that you accept nothing but success. The problems that you come across during the process are part of the package and are surely not easy to surpass but with the right attitude, you not only resolve them but you also learn to capitalize on them. In my session, I will share my story. No lies, no tales but purely my account of events. Starting from scratch to building an empire that I own today, I will take you along on this roller coaster ride. My aim is to share my experience to motivate and help. There are a lot of things that I wish I knew earlier but for you, I am ready to share all that I know and have learned from my experience. Let’s jump in this bandwagon together and come out as glorious winners!

In agricultural and agrifood systems, like in many other economic sectors, the main innovation drivers have traditionally been technological advances and research and development. When innovation fails to address the actual needs of clients and end-users, however, satisfaction gaps are created. The result is that investors receive insufficient returns and end-users receive less than expected value. The consequences of failure can be deeper than just financial, however. Successful innovation in agriculture and agrifood systems is critical to secure affordable,

nutritious, and safe food for all people. Rapid innovation is needed to address the serious challenge of climate change and to reduce agriculture’s global environmental footprint. The overarching goal of agricultural innovation should be to deliver high value to end-users and improve their quality of life and well-being. To achieve this goal, organizations must first understand the jobs to be done concept for their end-users. They must take into account user satisfaction gaps and frustrations. Understanding user needs is as important as producing technology to finding innovative solutions. This is true around the globe; in industry and public sectors, and in both developed and developing countries. This chapter explains why investing in innovation is very different from succeeding at it. Ultimately, the examples, ideas, and guidelines in this chapter can be brought to bear on agricultural innovation efforts (and any other economic sector), to make them more productive and worthwhile for end-users and investors/funders. The information herein is meant to increase the likelihood of successful innovation efforts at both profit-seeking firms and non-profit organizations. The need to innovate is more urgent than ever before. While every economic sector has this need, few are more pressing than agriculture and agrifood systems, as they provide, every single day, food, feedstuff and fibres to humankind. The unforeseen arrival, and far reaching impact, of the COVID-19 pandemic, only reinforces the pressing need to get much better and effective at innovation efforts.

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