



Food tech disruption

@sethbannon



**There's a lot of innovation
upside in the food system**

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Not sustainable
Not healthy
Massive waste
Inefficient supply chains
Trouble feeding the world

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**Massive market + broken system
= ripe for innovation**

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Food = ~20% of GDP

Food = 3% of VC dollars

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Type 1:
existing system improvements

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50^y

Robotization / industrial automation

Rise of sensors & data

Machine learning

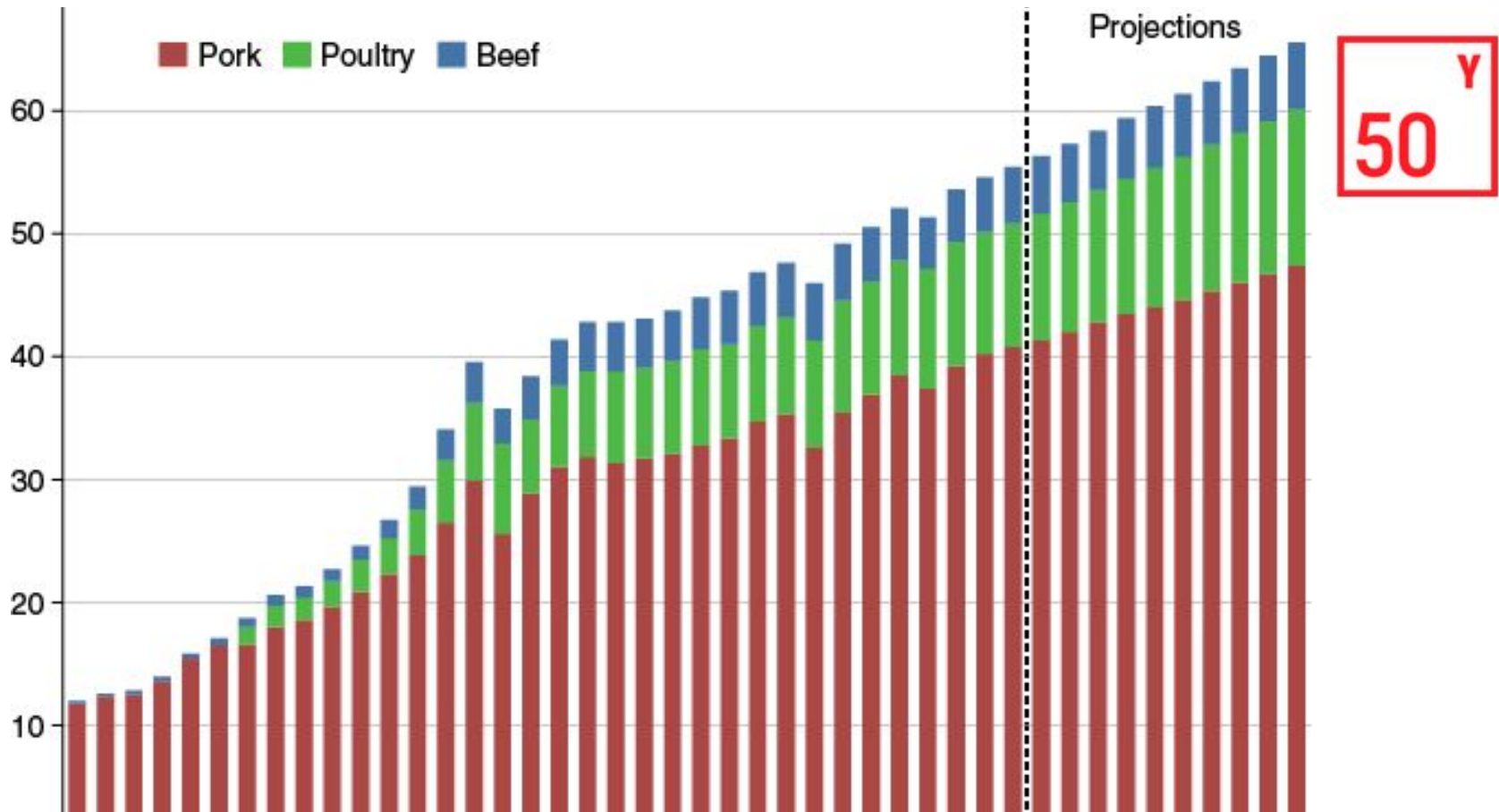
Supply chain optimizations

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Type 2:
radically new solutions /
first principles approaches

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Land, feed, antibiotics, people

Shipping from rural areas

Environmental impact

Animal welfare

Food safety

Costs

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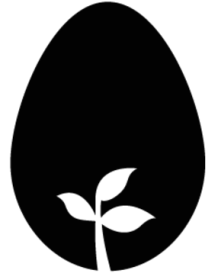
Not your grandma's plant-based

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Not your grandma's plant-based

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Hampton Creek



IMPOSSIBLE™

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Cellular agriculture

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50^y



GELTOR

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50^Y



MEMPHIS
MEATS



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50^y

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