



Business Development Success Story



A Middle Eastern CEO asks me to explore agricultural investment opportunities in Bosnia-Herzegovina for his company to expand their business globally.

Searching the Internet I discover the European Community is investing in farming in the country. I also learn that there is little farm land as can be seen in the above pictures. EU is providing support to grow food for internal country consumption NOT for export.

A deeper look reveals a small but thriving seafood farming industry that has been successful for over 100 years. Seafood harvesting produces additional money than would be generated if the land were used to grow crops. Thinking about where to market the seafood brings me to consider Russia, a country whose population is enjoying tremendous economic riches. Checking shows me that Russians are dramatically increasing their consumption of seafood.

The **business case** is investing in seafood farming in Bosnia-Herzegovina and selling the seafood in Russia.

Then I start thinking about the **business model**. *What resources will be required? What technologies will be needed?* And so on... The output of fish farms is similar to your output sitting on your toilet. Eureka! Build a hydroponic strawberry farm next to the seafood farm. It's like growing a strawberry plant in your toilet. You reduce your costs for growing both seafood & strawberries as strawberries output nutrients seafood needs and they remove nitrogen, their nutrient, so that the water returns fresh for the seafood to thrive.

Seafood tanks connected to Hydroponic Tanks



This overcomes the issue of little farm land & creates a **long-term competitive advantage**.

The above example shows how my explorations, on the Internet, on the telephone, coupled with my thinking produce an entirely *new business concept with greater business returns*. That's "What Allan Does?"