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# **Case Idai Nature brand: the disruption of a leading global biotech**

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**Case Idai Nature**  
**brand: the disruption**  
**of a leading global**  
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There is a teacher's manual intended as a pedagogical complement.  
It is available to teachers who use this document as teaching material.  
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October, 2022

*Case Idai Nature brand: the disruption of a leading global biotech*

Juan Poveda Gil (coordinator), Juan Puchalt Sanchís, Fernando Marco Faderna and Fernando Castelló Sirvent

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*Original case study of professors **Juan Poveda Gil, Fernando Marco Faderna, Fernando Castelló Sirvent and Juan Puchalt Sanchís**. Developed as a basis for class discussion and not as an illustrative example of effective or ineffective handling of an administrative situation. The data used in this case is based on public information of the company, obtained through its website and other sources of information and supplemented with information obtained in personal interviews. The characters and situations expressed are fictitious, except for public statements.*

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## **1. Introduction**

Carlos Ledó is the company's founder and owner of the Idai Nature brand, an entrepreneurial agricultural engineer with a background in business management and a believer in the world of branding. He is a visionary who has taken on challenges with passion and perseverance and who has been able to develop a disruptive business model in agricultural biocontrol, while consolidating very good relations with stakeholders and a strong commitment to his team, society and the Valencian economy. Carl Jung, the Swiss psychologist and essayist, would define him via two of his personality archetypes –the Magician and the Warrior– for his capacity to transform the category, for his commitment to people's empowerment and for his tenacity to overcome the barriers of everyday life.

## **2. Environment, case framework**

This young entrepreneur began his professional career as a farm advisor. When he visited farms, they used to give him fruit from their various crops. Not from their orchards, but from the small plots that farmers cultivated for their own or their relatives' consumption, to which they did not apply chemical products. From this empirical research he detected an insight that farmers were processing their produce for sale, but not for their own consumption, i.e. none of them ate the chemically manipulated produce. With these experiences on strawberry