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**Case Idai Nature
investment:
alternative financing
strategies in
disruptive business
models**

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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

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

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*Original case study of professors **Fernando Marco Faderna, Juan Puchalt Sanchís, Fernando Castelló Sirvent and Juan Poveda Gil**. 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, founder and CEO of Idai Nature, is an enterprising agronomist, leader, visionary and persevering. He is a person who loves challenges. Very disruptive and bold. Good relations with circles of power and stakeholders. Direct, transparent and loyal to his team and committed to Valencian society and economy.

In 2015, as an entrepreneur without resources, and the company/brand was already positioned at the local level, a strategy had to be considered to obtain alternative financing to establish itself at the national level, since traditional financing was not possible, since the national banks did not they financed.

2. Environment, case framework

Idai Nature is a biotechnological company specialized in the development and manufacture of products based on microorganisms and novel botanical extracts with biofungicide, biobactericide and/or bioinsecticide character. It was founded in 2009 and in 2018 it joined the Rovensa group, a leading multinational in the sector, owned by the British investment fund Bridgepoint. Idai Nature is growing through the acquisition and integration of other companies, some even bigger than itself. This is a major challenge facing the company.