



APEC
CHILE 2019



tika®

ARTESAN CHIPS





•
Ze Farms its a **young** and **innovative** Company, which I started a little bit as an accident...

Everything begins as a **crazy entrepreneurship**, like one of those university case studies that you hear over there.

Well, this particular **Chilean story** was born from a **dream** and was developed in the garage of my own house

Today just after 9 years, we have accomplish our first mission:

Revolutionize the Snack Chilean market !!

WE CREATED A NEW CATEGORY!

- First artisanal snack made from native & exotic vegetables from Chile
- Made just with real and 100% natural ingredients
- Varieties never used before by the Industry
- Nothing artificial
- Gluten Free
- Innovative from its inside to its outside



NATURAL
COLORS

VEGAN

GLUTEN
FREE

NO
ADDITIVES

A REVOLUTION!

- We changed paradigms
- We introduced
- We rescue
- We preserved
- We empowered
- We develop
- We OUTRAGE!



Being a entrepreneur its a clear sign?
Are we born like this or we can develop it?

- Our planes VS the real path
- Adaptation!
- Patience...
- Everything has a purpose



Boston, USA.

- 🎯 Everything perfect at Harvard...???
- 🎯 PLUG IN (Trust - no one will do it for you)
- 🎯 Incubating (day-care & pâté)
- 🎯 Wake up, stand up!!





CONNECT

- 🎯 Finish my carrier (28 years - 3 babies)
- 🎯 Curriculum 0.0
- 🎯 What I am good for?
- 🎯 What do I really want?
- 🎯 Intuition does it help?





THE CLICK MOMENT

CLICK

- A blessing from above, a special dream in colors... which connects me again into life
- From the very next morning nothing would ever be the same again...



LA REALIDAD

- ☹️ Suppliers
- ☹️ Oils
- ☹️ Find the perfect name...?
- ☹️ Value added ??
- ☹️ Machines
- ☹️ Packaging
- ☹️ Competing with Giants...



And everything with almost no money ?



LA REALIDAD



I put all my creativity into the final product
Chased what I wanted, no what it was available

- Quality
- Innovation
- Real ingredients



Mini family focus group to search for some support.

EN LA FAMILIA

Potato Chips ??!!!!



2,5 times more expensive than the common ones?

"you will never be able to compete..."

Why?? You are so good as you are right now...

The "giants" are going to copy all in 2 seconds and your done....!!

What do you now about real business?



NATURE ITS NATURE...

LO QUE SALE



Background text includes: MADE IN CHILE, SUR DEL MUNDO, NATURALES, CHIPS, PAPAS, FRIED, HAND, LIBRES, GLUTEN, CAMOTES, SELECCIONADAS, VEGETALES, PATAGONICOS, AUSTRALES, NATIVOS, EXOTICOS, 100% NATURALES, 100% HAND FRIED, ARTESANALES, SUR DEL MUNDO, LIBRES, GLUTEN, CAMOTES, SELECCIONADAS, VEGETALES, PATAGONICOS, AUSTRALES, NATIVOS, EXOTICOS, 100% NATURALES, 100% HAND FRIED, ARTESANALES, SUR DEL MUNDO.

Conectarte con todo

A real purpose

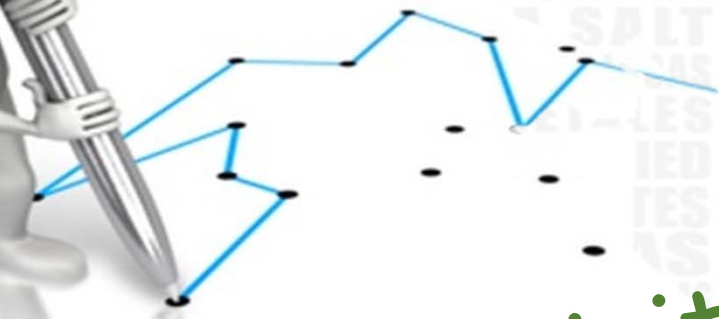
Instinct

Liberty

PASSION



Creativity





THE BACKSTAGE



Super successful regional commercial Alliances!

Working with the Government (Department of Agriculture)
Joining forces for our community





GROWING FAMILY

Changing lives, giving opportunities,
restoring dignity!





PRODUCTS

Para toda familia

TIKA VEGGIE CHIPS





PRODUCTS

Una gran familia

TIKA POP



Una gran familia

TIKA ARTISAN CRACKERS





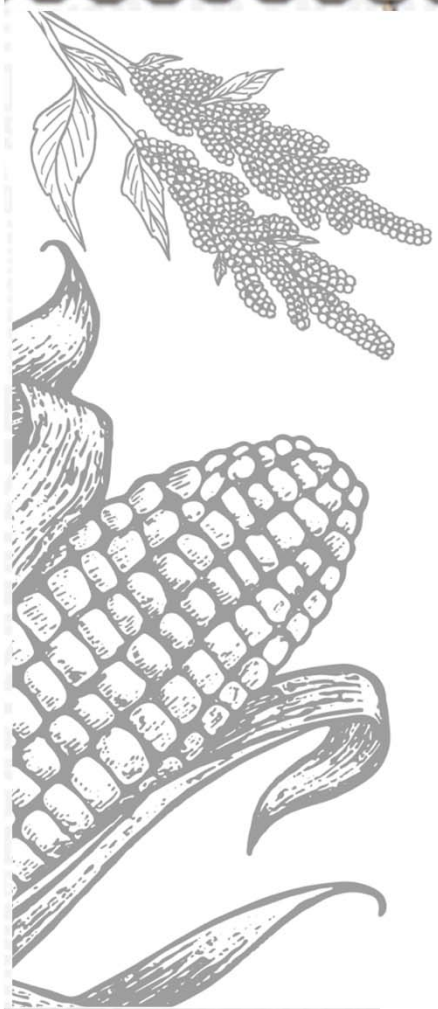
Un programa familiar

TIKA NATIVAS



Una gran familia

TORTIKA





TIKA WILD GRANOLA

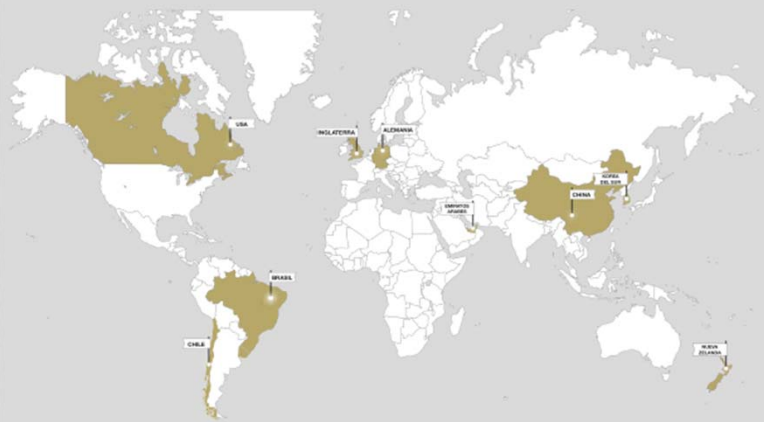




TO THE WORLD!



TIKA CHIPS
IN THE WORLD



🎯 Today we export to USA, Uruguay, Brazil, Germany, France, United Arab Emirates Emiratos, South Korea, Australia & New Zeland...

🎯 We hope to arrive very soon in Japan!!!

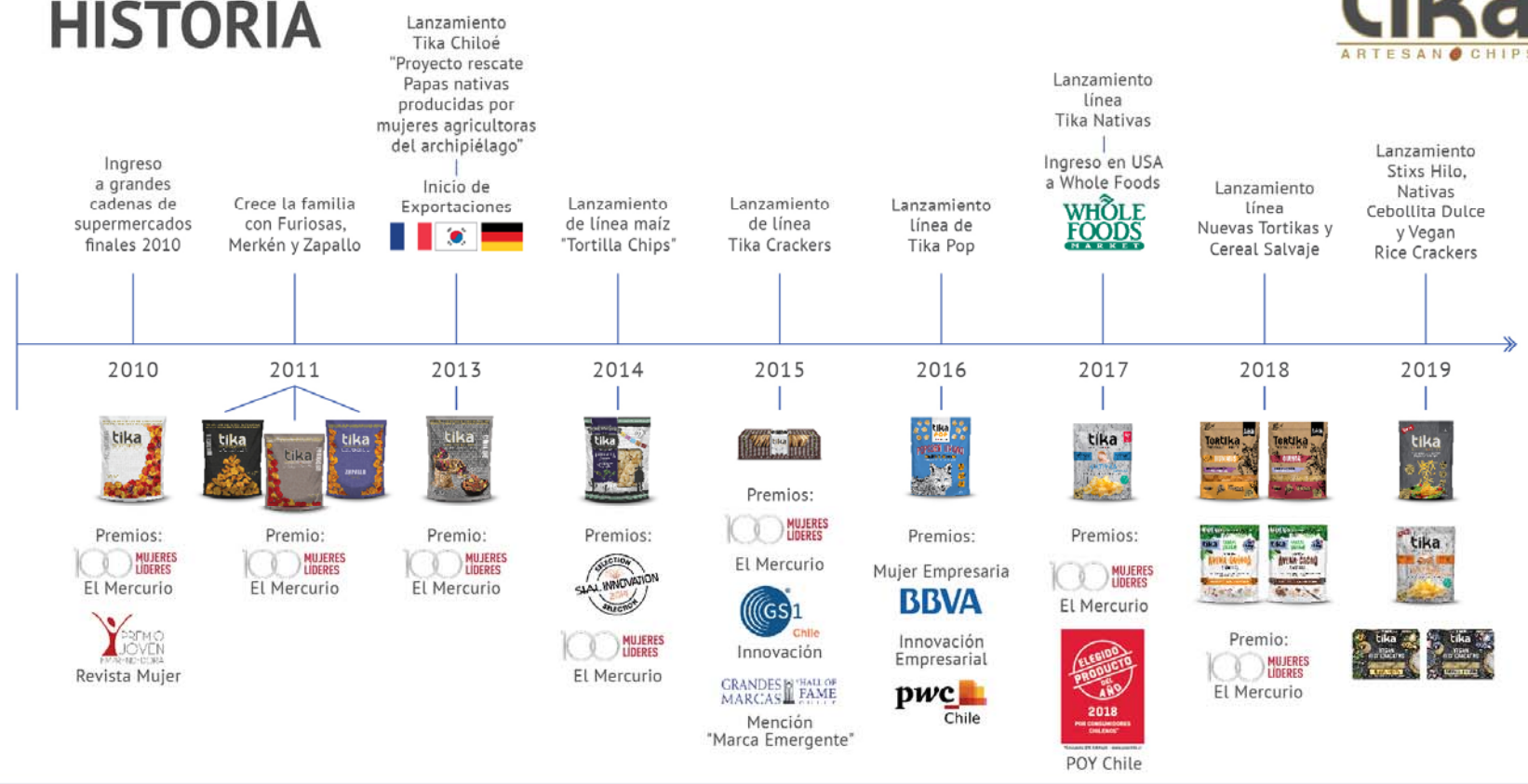


- Proud of our beautiful new home, its our fourth factory of 3.000 mts² in these 9 years.
- Great team :
 - Farmers all over Chile
 - 190 employees in Santiago
 - Temporal employees: 50-60
- We do everything ourselves!
from the farms to the distribution to the 5.500 points of sale.



AWARDS

HISTORIA



é tika

empá tika

simpá tika

fantás tika

autén tika

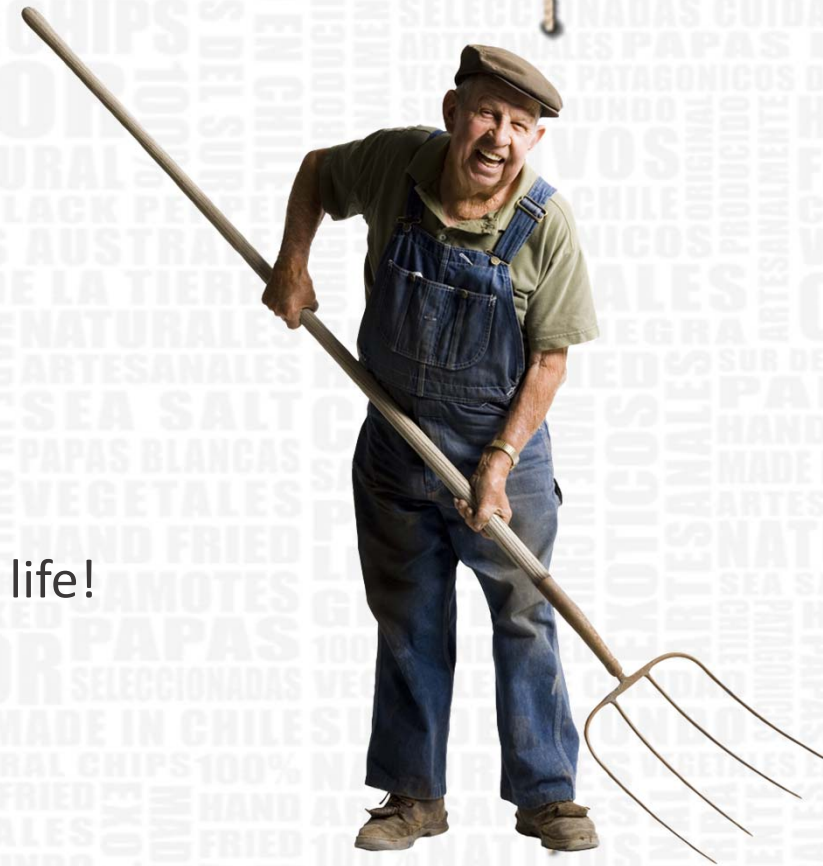
esté tika

Just a coincidence ... ???



There's no coincidences...

- ✿ We need to be brave
- ✿ Commit with our people, by connecting them
- ✿ Offering opportunities to people that are not seen
- ✿ Support innovation, entrepreneurs
- ✿ Let your children think different but with values
- ✿ Don't let that the fears of others stop you to re-start in life!
- ✿ Listen closely to your intuitions
- ✿ Trust in your own way of thinking





ご招待ありがとうございます
日本で会いましょう

Let keep in touch thru www.tikachips.com &

