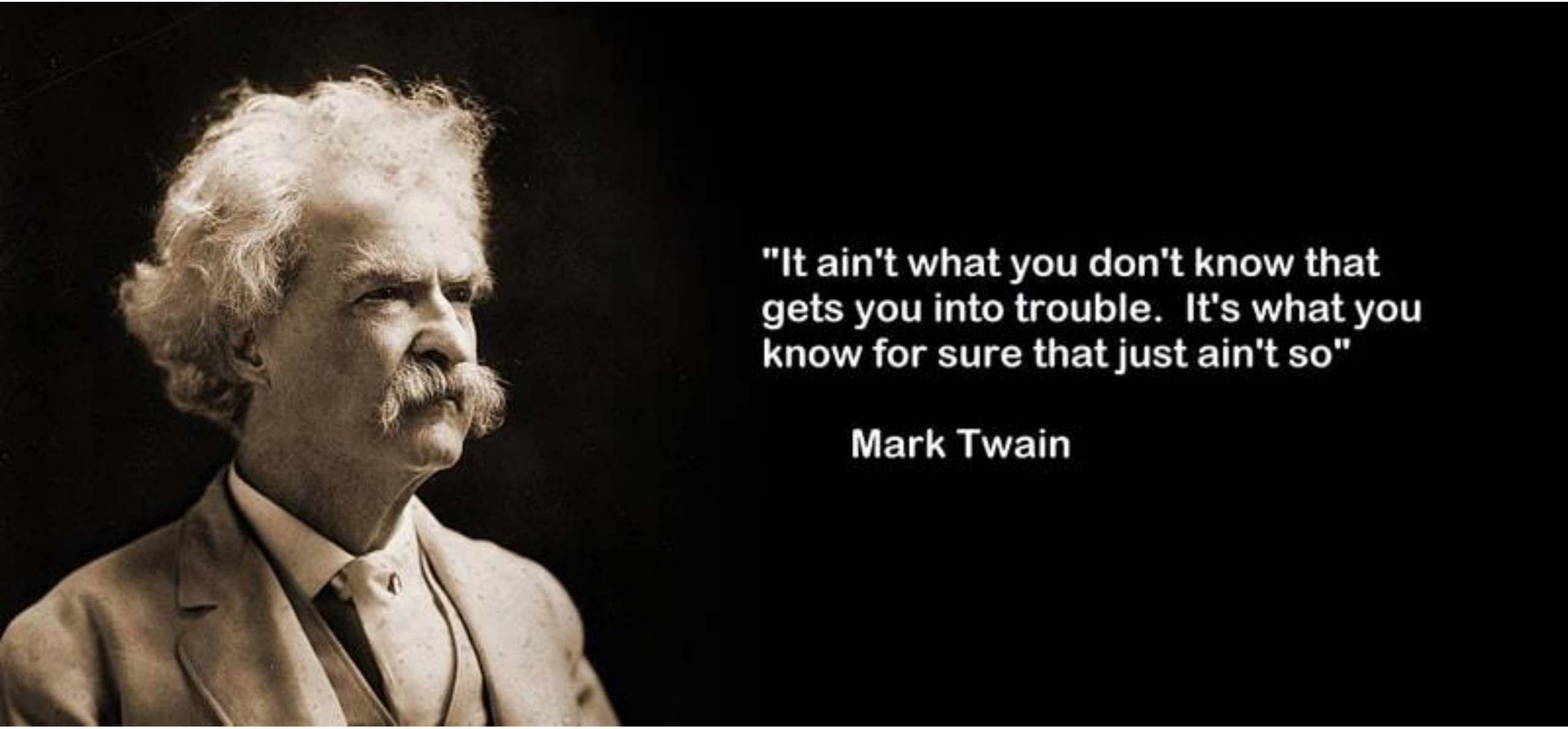
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Why do Projects with Money, Technology, Feedstock, and Customers Still Fail?

Lessons From the Long Middle


"It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so"
Mark Twain



News

Ten Million Tons of Manure In California Are Unaccounted for, New Report Shows

Stanford researchers found serious loopholes in factory farm regulation — and it's not just in California.



Catalyst Agri-Innovations Society

20 years of Foundation Building

BC ICE Fund supports first on farm biogas plant in BC

Catalyst Power is Commissioned; North America's first on farm, gas to pipeline anaerobic digester facility



EcoDairy installs Canada's smallest commercial scale anaerobic digester

CAIS and Partners install Canada's first comprehensive nutrient recovery system on BC's 2nd large scale on-farm digester

NISP ® pilot proves HUGE ag value chain symbiosis potential

Symbiosis Program launches at EcoDairy

Stakeholder group assembles $1.9M capital contributions for the Living Lab

Proof of Concept completed at the EcoFarm

Symbiosis Centre Design for Integration with Large Scale Gasification launched

CN Rail Launches Technology Challenge for Railroad Tie Processing in Western Canada

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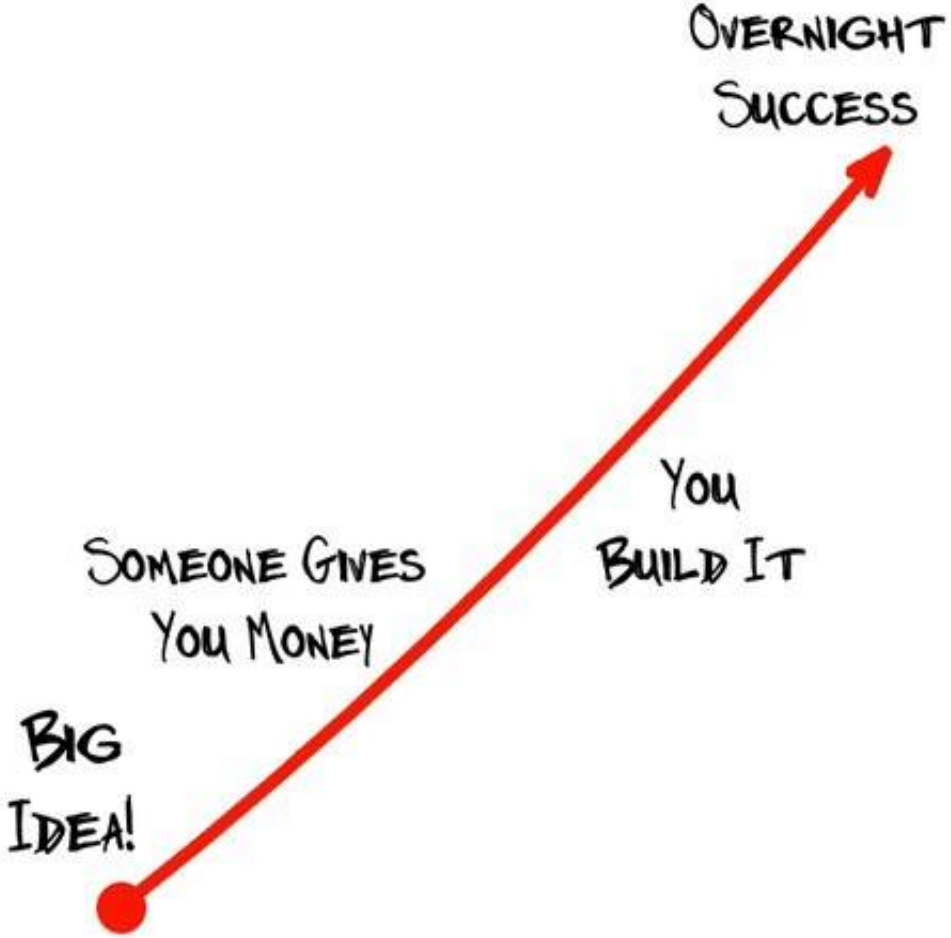
Symbiosis Centre Completed/Commissioned

P(fab) or **P(doom)?**

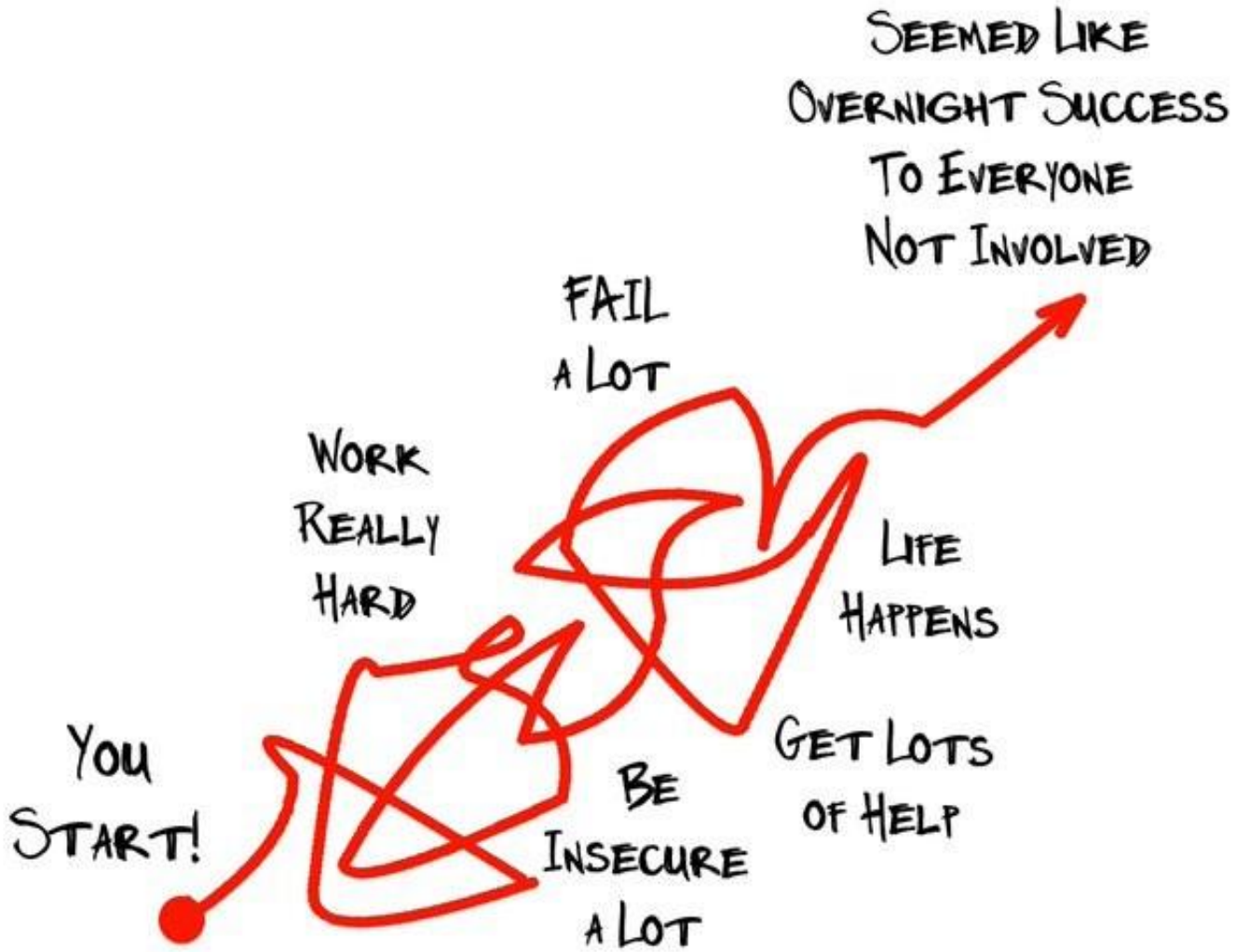
No industrial scale animal farms spread raw manure on land

2008 2010 2012 2014 2016 2018 2020 2022 2024 2026 2028 2030 2032

The Age of AgriFortress



WHAT PEOPLE THINK IT LOOKS LIKE . . .



WHAT IT REALLY LOOKS LIKE . . .

AGRIFORTRESS

Distributed Farms, Coordinated Power

Immutable Supply Chain Registry

Verification

Secure Settlement

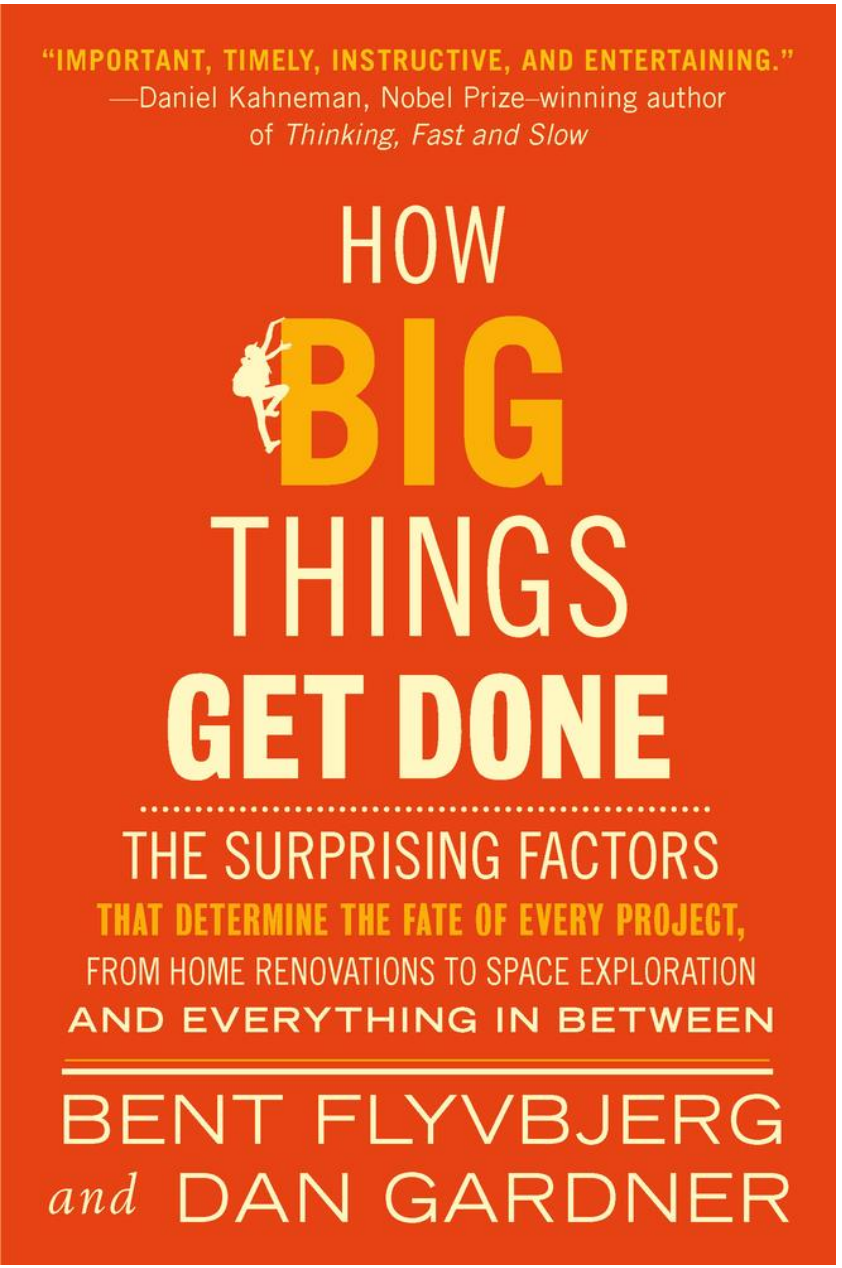
Track Contracts, Logistics, Performance Without Compromising Member Sovereignty or Data Privacy

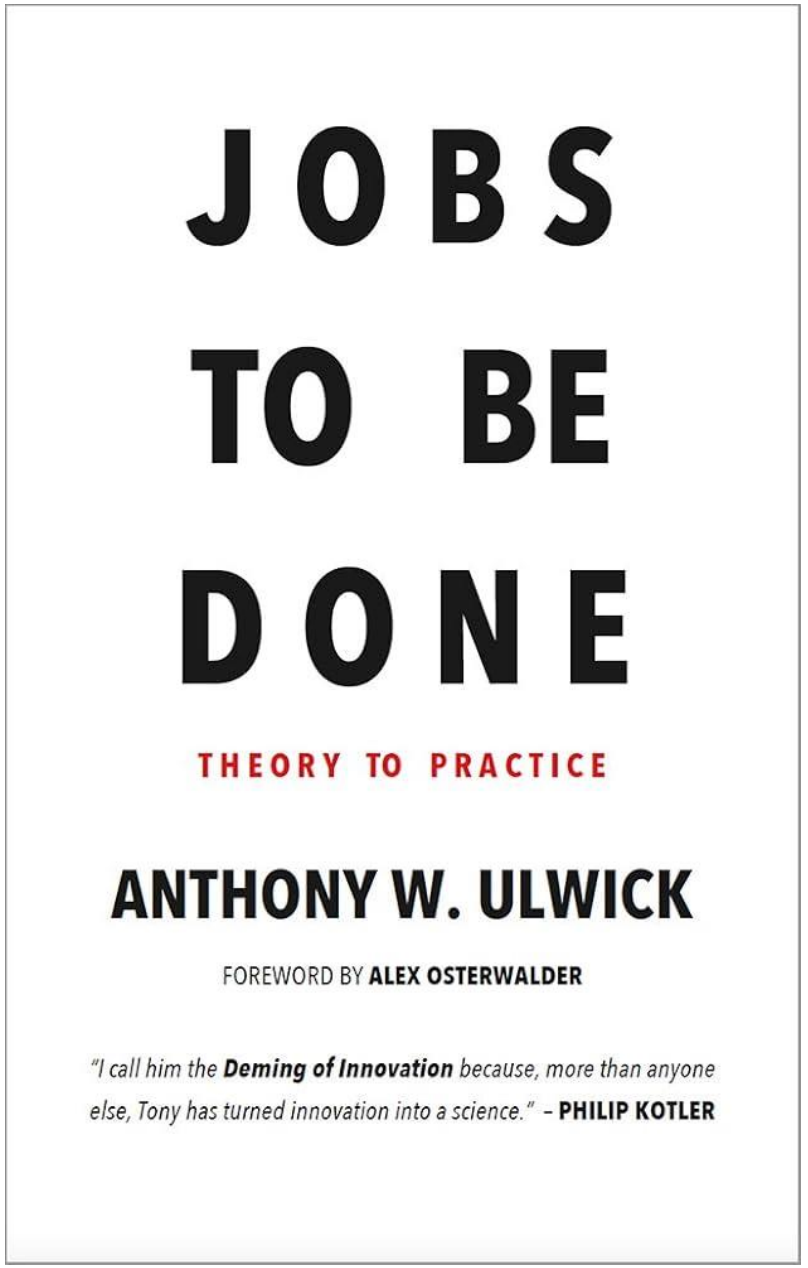
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Lessons from the Long Middle

- *Test the operating assumptions frequently*
- *Verify the people and commitments repeatedly*
- *Define success by more than if the forecast came true.*

Did you advance?


"IMPORTANT, TIMELY, INSTRUCTIVE, AND ENTERTAINING."
—Daniel Kahneman, Nobel Prize–winning author
of Thinking, Fast and Slow
HOW
BIG
THINGS
GET DONE
THE SURPRISING FACTORS
THAT DETERMINE THE FATE OF EVERY PROJECT,
FROM HOME RENOVATIONS TO SPACE EXPLORATION
AND EVERYTHING IN BETWEEN
BENT FLYVBJERG
and DAN GARDNER


JOBS
TO BE
DONE
THEORY TO PRACTICE
ANTHONY W. ULWICK
FOREWORD BY ALEX OSTERWALDER
"I call him the Deming of Innovation because, more than anyone else, Tony has turned innovation into a science." – PHILIP KOTLER


NEW YORK TIMES BESTSELLER
Abundance
THE FUTURE IS
BETTER THAN YOU THINK
PETER H. DIAMANDIS • STEVEN KOTLER



To each there comes in their lifetime a special moment when they are figuratively tapped on the shoulder and offered the chance to do a very special thing, unique to them and fitted to their talents. What a tragedy if that moment finds ~~them~~ US unprepared or unqualified for that which could have been ~~their~~ OUR finest hour.

— Winston Churchill —