

# Challenging business models and value chain

MiLife strategic development – through Network collaboration

## Introduction

MiLife ([www.milife.com](http://www.milife.com)) is a company dedicated to helping people achieve a healthier lifestyle. MiLife's patented coaching techniques have been proven, in multiple scientific studies and by real people, to be both effective and convenient. The original product idea was developed from extensive research conducted by Unilever, the supplier of global consumer goods. MiLife subsequently evolved with financial backing from Unilever's private equity business, Unilever Ventures.



As an innovative and growing start-up, MiLife has been developing its market proposition and addressing the current and future technology and business challenges ahead.

## Situation

Unilever Ventures has been an H-I Network member for over seven years. During this period, the H-I Network team has had the opportunity to appreciate the challenges and opportunities that Unilever's portfolio of ventures faces, and particularly the growth cycle of MiLife. During a recent collaborative visit to China, the H-I Network team met one of the world-leading organisations in product development and supply-chain management, PCH International. Andrew Gaule of H-I Network saw an opportunity for MiLife to utilise PCH International's resources, thereby accelerating MiLife's development cycle, reducing their working capital requirement and enhancing the service offering.

## Outcome

On returning to the UK, Andrew discussed with Unilever Ventures and the MiLife executive teams this opportunity to improve the MiLife business model and supply chain. Key processes were reviewed:

- technology and components design
- user-interface
- reliable and quality supply
- procurement and assembly
- technology issues, i.e. use of external software
- final country configuration
- order processing and dispatch.

By reviewing the MiLife processes, and linking them to the right people at the right time, H-I Network was able to provide cost and service advantages for product development and supply to the MiLife team.

## Comment

*"The H-I Network has been supporting Unilever Ventures for over seven years, providing great network contacts and insights into venturing. They are the best connected and networked partner to Corporate Venturing groups in Europe, which has proven invaluable to us in identifying new investment opportunities, co-investors, new management and sourcing solutions."*

John Coombs, Managing Director, Unilever Ventures

*"The challenge, insights and support of H-I Network has provided considerable process and financial benefits to the MiLife business. H-I Network has also provided introductions and opportunities for MiLife to promote its service and business development with corporates and health providers."*

Ogi Bataveljic, MiLife Coaching



**H-I Network**

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