Urban Farming |Team Moon

Process Book

DMGT 720 | Fall 2024 | Professor John Storey

Roxana Gonzalez | Rachel Kim | Akshatha Palyam | Shagun Parab | Kyoung-a Son

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Introduction

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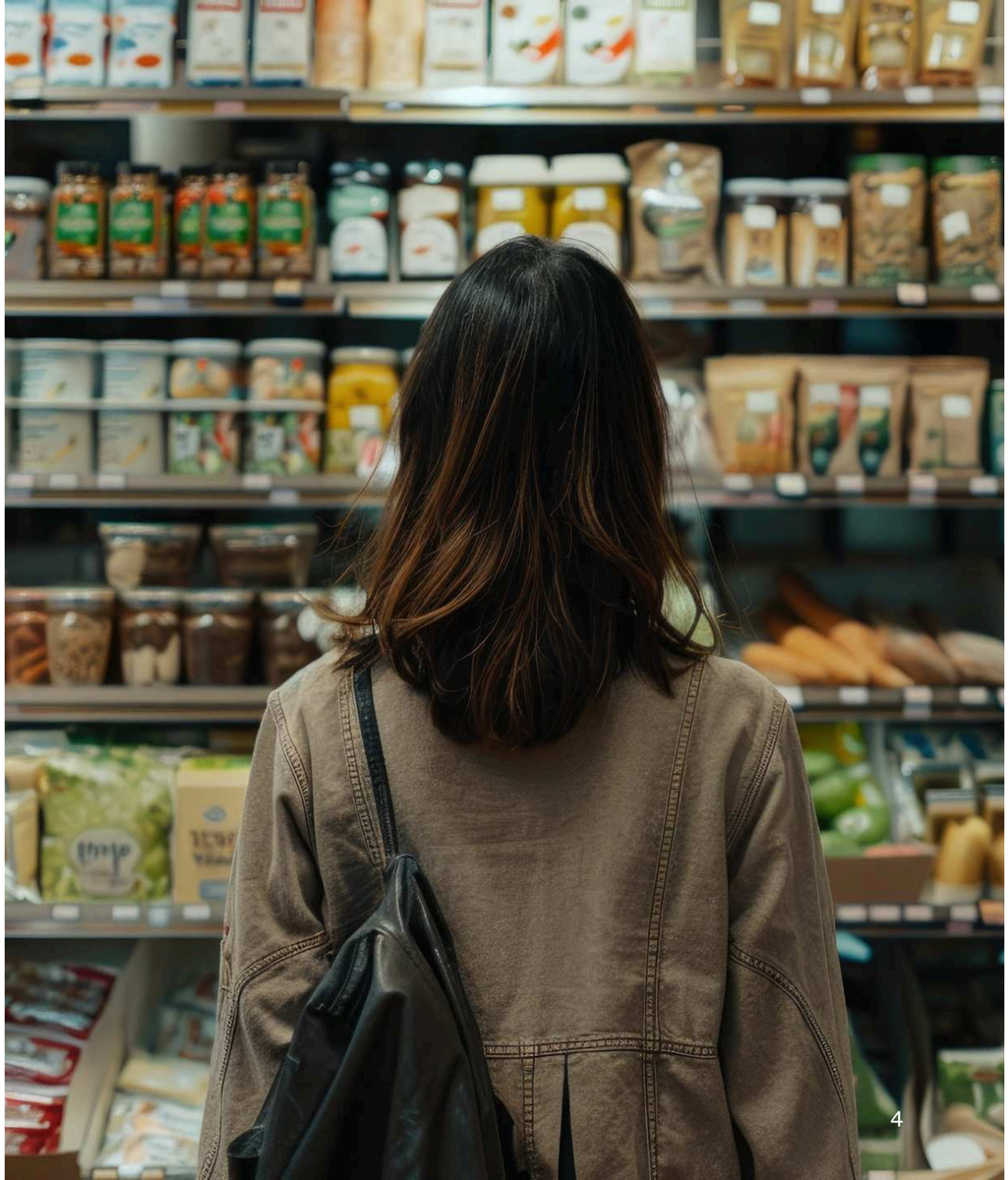
INTRODUCTION

Urban Farming

Urban farming offers an innovative solution to modern food production by transforming unused city spaces into agricultural hubs. Combining traditional farming with modern technology, it uses rooftops, warehouses, and vacant lots to grow high-value crops like microgreens, herbs, and specialty vegetables.

This approach benefits from reduced transportation costs, the "farm-to-table" trend, and a focus on food security and sustainability. Despite high initial setup costs, especially for indoor or vertical farms, year-round production and weather protection can offset expenses.

Revenue streams include direct sales, CSA programs, workshops, and consulting, though challenges like city regulations, limited space, and resource management must be addressed.



INTRODUCTION

The Aim of Urban Farming

Our urban farming initiative aims to transform city food production through sustainable, technology-driven systems that provide fresh, locally-grown produce while reducing the environmental impact of traditional farming.

By utilizing unused urban spaces with vertical farming techniques, we foster strong community connections and ensure consistent, year-round production of high-quality crops. Our mission goes beyond food production to include education, job creation, and the promotion of sustainable living.

Through this approach, we aim to enhance food security, lower carbon footprints, and establish a scalable urban agriculture model that can be replicated across cities worldwide.



INTRODUCTION

Why Urban Farming?

Urban farming serves as a transformative environmental solution, delivering a range of benefits that enhance urban sustainability and bolster ecological resilience. By producing food closer to where it is consumed, urban farming drastically reduces the need for long-distance transportation, refrigeration, and excess packaging. This localized approach significantly lowers the carbon footprint associated with conventional food production and distribution, particularly by cutting down "food miles" and the emissions tied to traditional supply chains.

Innovative systems such as hydroponics and aquaponics optimize water usage through closed-loop designs, recycling water to achieve up to 90% efficiency compared to traditional farming. These advancements not only conserve vital resources but also set a benchmark for sustainable agriculture in urban environments.



Introducing the Team



Roxana Gonzalez
Power Broker



Rachel Kim
Cultural Catalyst



Akshatha Palyam
Frameworker



Shagun Parab
Humanizer



Kyounga Son
Technology Enabler



“One of the most delightful things about a garden is the anticipation it provides.”

W.E. Johns

Generated by AI

PART 1

Industry Market Identification/ Project Plan

Image generated by AI

RACI + Gantt Chart

We made a RACI chart and identified the progress through the Gantt Chart. We constantly updated the process to the RACI chart and were able to check each other's progress. We felt more responsible for our part, and all members had a duty to explain their parts, so we had a sense of mission for our project.

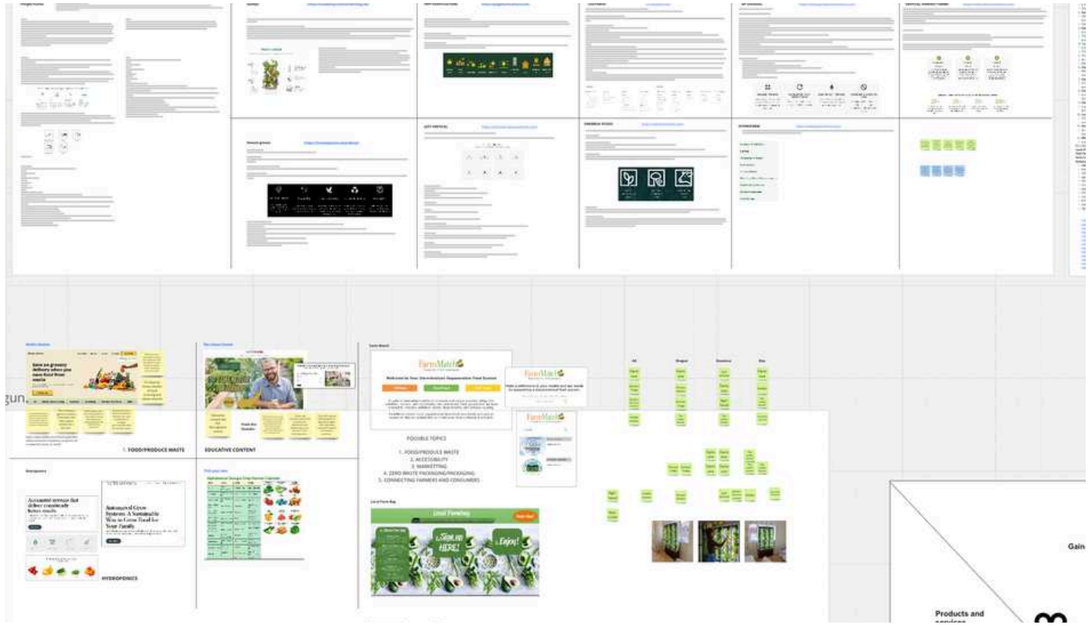
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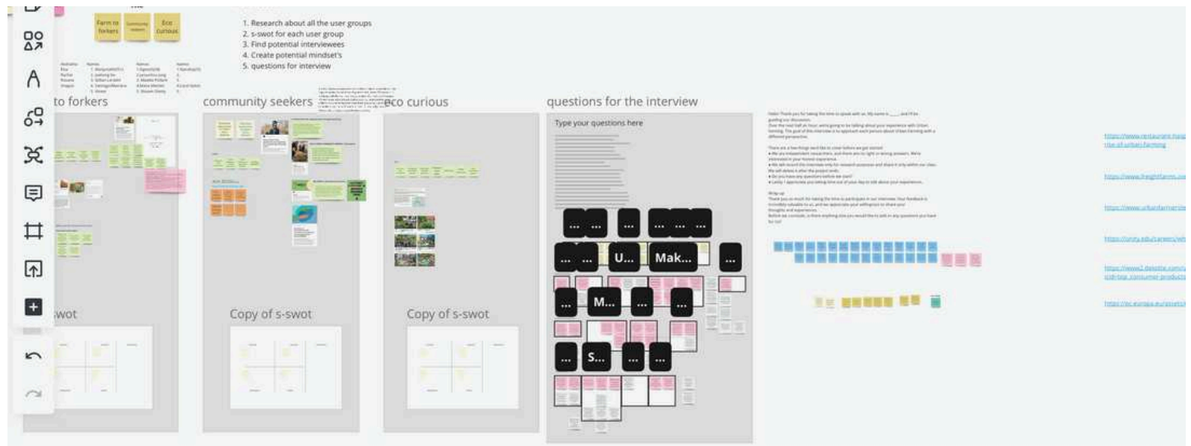
Task	Week	Start Date	Due date	100%	Akshatha	Elsa
Part 1A - Market Identification/Project Plan	Week 1	9/8/2024	9/19/2024	100%		
Organize Working Wall/Miro	Week 1	9/12/2024	9/19/2024	100%	C	R
Conduct market research in selected industry	Week 1	9/12/2024	9/19/2024	100%	I	C
Select 3-5 global trends	Week 1	9/12/2024	9/19/2024	100%	A	I
RACI and Gantt chart	Week 1	9/12/2024	9/19/2024	100%	R	A
2x2 mapping	Week 1	9/12/2024	9/19/2024	100%	R	R
SWOT	Week 1	9/12/2024	9/19/2024	100%	C	I
PESTEL	Week 1	9/12/2024	9/19/2024	100%	C	I
Prepare and rehearse presentation			9/19/2024	100%	R	I
Update processbook			*m/d/yyyy*	100%	A	A
Part 1B - Market Impact/SNS Concepts	Week 2		*m/d/yyyy*	100%		
Select 3 market segments and SNS concepts	Week 2		*m/d/yyyy*	100%	A	A
Define 3 User Groups for each concept	Week 2		*m/d/yyyy*	100%	A	A
Select final concept for the project	Week 2		*m/d/yyyy*	100%	C	C
Review models: personas, empathy map, ERAF map, stakeholder engagement map	Week 3		*m/d/yyyy*	100%	R	C
mapping user stakeholders	Week 3		*m/d/yyyy*	100%	I	C
Prepare presentation			*m/d/yyyy*	100%	A	R
Part 2A - Identifying + Understanding User Stakeholders	Week 4		*m/d/yyyy*	100%		
Define your users	Week 4		*m/d/yyyy*	100%		I
Conduct secondary user research	Week 4		*m/d/yyyy*	100%	I	C
Conduct primary research on potential users	Week 4		*m/d/yyyy*	100%	R	R
Create archetypes or mindsets for each user group	Week 4		*m/d/yyyy*	100%	A	I

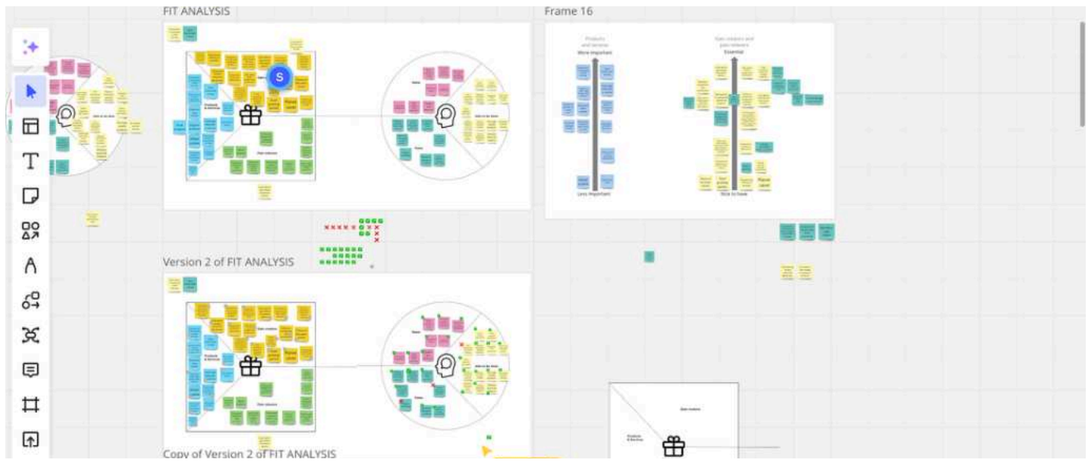
F	G	H	I	J
Akshatha	Elsa	Roxana	Shagun	Rachel
C	R	C	I	A
I	C	R	C	A
A	I	I	R	C
R	A	I	C	C
R	R	A	I	C
C	I	R	I	A
C	I	R	A	C
R	I	I	I	A
A	A	A	A	A
A	A	A	A	A
A	A	A	A	C
C	C	C	C	C

Working Wall - Miro

We chose Miro as our primary platform for collaborating on course deliverables. To manage our varying schedules, we relied on the comments section to exchange updates, pose questions, and facilitate discussions. Here's a glimpse of our workspace.







Reframed PESTLE



Political

- Increasing government regulations on emissions and waste
- International agreements (e.g., Paris Agreement)
- Green policies and incentives (e.g., tax breaks for renewable energy)



Economic

- Growth of ESG (Environmental, Social, Governance) investing
- Rising costs of natural resources
- Potential for new green jobs and industries



Social

- Growing consumer awareness and demand for sustainable products
- Shift towards minimalism and anti-consumerism
- Corporate social responsibility is becoming a priority

Reframed PESTLE

Technology

- Increasing government regulations on emissions and waste
- International agreements (e.g., Paris Agreement)
- Green policies and incentives (e.g., tax breaks for renewable energy)

Environmental

- Climate change and extreme weather events
- Biodiversity loss and ecosystem degradation
- Resource scarcity (e.g., water, rare earth metals)

Legal

- Extended producer responsibility laws
- Stricter environmental reporting requirements
- Carbon pricing and trading schemes

Market Analysis - S-SWOT



STRENGTH

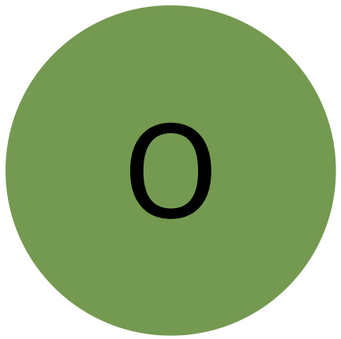
Urban farming demonstrates remarkable strengths in addressing multiple aspects of sustainable city living. At its core, it enhances food security by providing direct access to fresh, locally grown produce while fostering strong community participation through shared gardening spaces and collaborative growing initiatives. The emphasis on local procurement reduces transportation costs and carbon footprint, while organic methods ensure healthy, chemical-free produce and soil sustainability. Urban farms excel in creative space utilization, transforming unused areas like rooftops, vacant lots, and vertical spaces into productive growing environments. The adaptable ease of use makes urban farming accessible to both beginners and experienced gardeners, promoting widespread participation. Significant environmental benefits include improved air quality, reduced urban heat island effects, and enhanced biodiversity. The practice demonstrates exceptional efficiency in waste reduction through composting programs and the systematic reuse of organic waste, creating a closed-loop system. This conscious adaptation of traditional farming methods to urban settings not only maximizes resource utilization but also promotes sustainable living practices, making urban farming a powerful tool for environmental stewardship and community development.



WEAKNESS

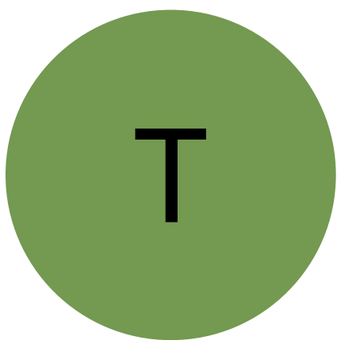
Urban farming faces several significant challenges, with high initial setup costs being a major barrier to entry, particularly for infrastructure, equipment, and soil preparation. The ongoing maintenance demands can be overwhelming, especially when dealing with varying weather conditions that can affect crop health and survival. Space limitations in urban areas restrict both the variety and quantity of crops that can be grown, while water management often becomes problematic, leading to potential waste and inefficiency in irrigation systems. Many aspiring urban farmers struggle with a lack of expertise in agricultural practices, making it difficult to optimize crop yields and handle common growing challenges. Building regulations and zoning laws in cities can create legal hurdles for establishing farming operations, requiring complex permit processes and compliance measures. The suitability of urban soil for growing non-local or exotic crops presents another challenge, as these plants may require special soil conditions or amendments that are difficult to maintain in an urban environment, leading to additional costs and potential crop failures.

Market Analysis - S-SWOT



OPPORTUNITY

Urban farming presents numerous opportunities, particularly in creating authentic farm-to-fork experiences that connect city dwellers directly with their food sources. The growing demand for organic produce creates a viable market opportunity while simultaneously promoting education and awareness about sustainable food production and healthy eating habits. These initiatives open doors for valuable partnerships between local businesses, schools, and community organizations, strengthening social fabric and economic opportunities. The integration of modern technology, such as hydroponics, smart irrigation systems, and monitoring tools, offers the potential for increased efficiency and productivity in urban farming operations. As food security becomes an increasingly important global concern, urban farming positions itself as a crucial component of local food systems. The development of social initiatives through urban farming projects helps build conscious communities, fostering environmental stewardship and collective responsibility. This movement not only creates opportunities for community engagement but also establishes platforms for knowledge sharing and skill development, contributing to the broader sustainable development goals of cities.



THREATEN

Urban farming faces several significant threats that challenge sustainability and growth. Climate change poses serious risks that can devastate urban crops and lead to unpredictable weather patterns and extreme conditions that can disrupt the growing season. As real estate development and rising property values have intensified land competition in urban areas, the availability and economic feasibility of space for agricultural initiatives are threatened. Economic viability remains a perennial concern, as high operating costs and initial investments can outweigh financial returns, and it is difficult to sustain such projects in the long run. Pest and disease control presents unique challenges in urban environments where infestations can spread rapidly due to the proximity of plants and limited natural predators. The overall cost of maintaining urban farms, including water, materials, and labor, continues to rise, affecting financial sustainability. While public awareness sometimes remains skeptical about the feasibility and safety of urban-grown produce, many potential urban farmers have difficulty starting and maintaining successful operations. The question of longevity is also growing, as urban agricultural projects must continually demonstrate their value and adapt to changing urban dynamics to ensure long-term survival.

Global Trends

The world is experiencing unprecedented transformation across multiple dimensions, with six major trends reshaping our global landscape. These trends are deeply interconnected, creating both challenges and opportunities for societies worldwide.

Climate change stands as perhaps the most pressing challenge, driving innovation across sectors. The European Green Deal exemplifies how regions are taking decisive action, setting ambitious targets for carbon neutrality. Renewable energy adoption is accelerating, with solar and wind power becoming increasingly cost-competitive with fossil fuels. The emergence of carbon capture technologies and circular economy principles represents a fundamental shift in how businesses approach sustainability, moving from linear "take-make-dispose" models to regenerative systems that minimize waste and maximize resource efficiency.

Demographic shifts are fundamentally altering economic dynamics. The Asia Pacific region's response to its aging population through upskilling initiatives demonstrates how societies can adapt to changing workforce demographics. The silver economy is emerging as a powerful market force, creating new opportunities in healthcare, leisure, and financial services. This trend intersects with urbanization, as cities must adapt their infrastructure and services to accommodate aging populations while remaining attractive to younger generations.

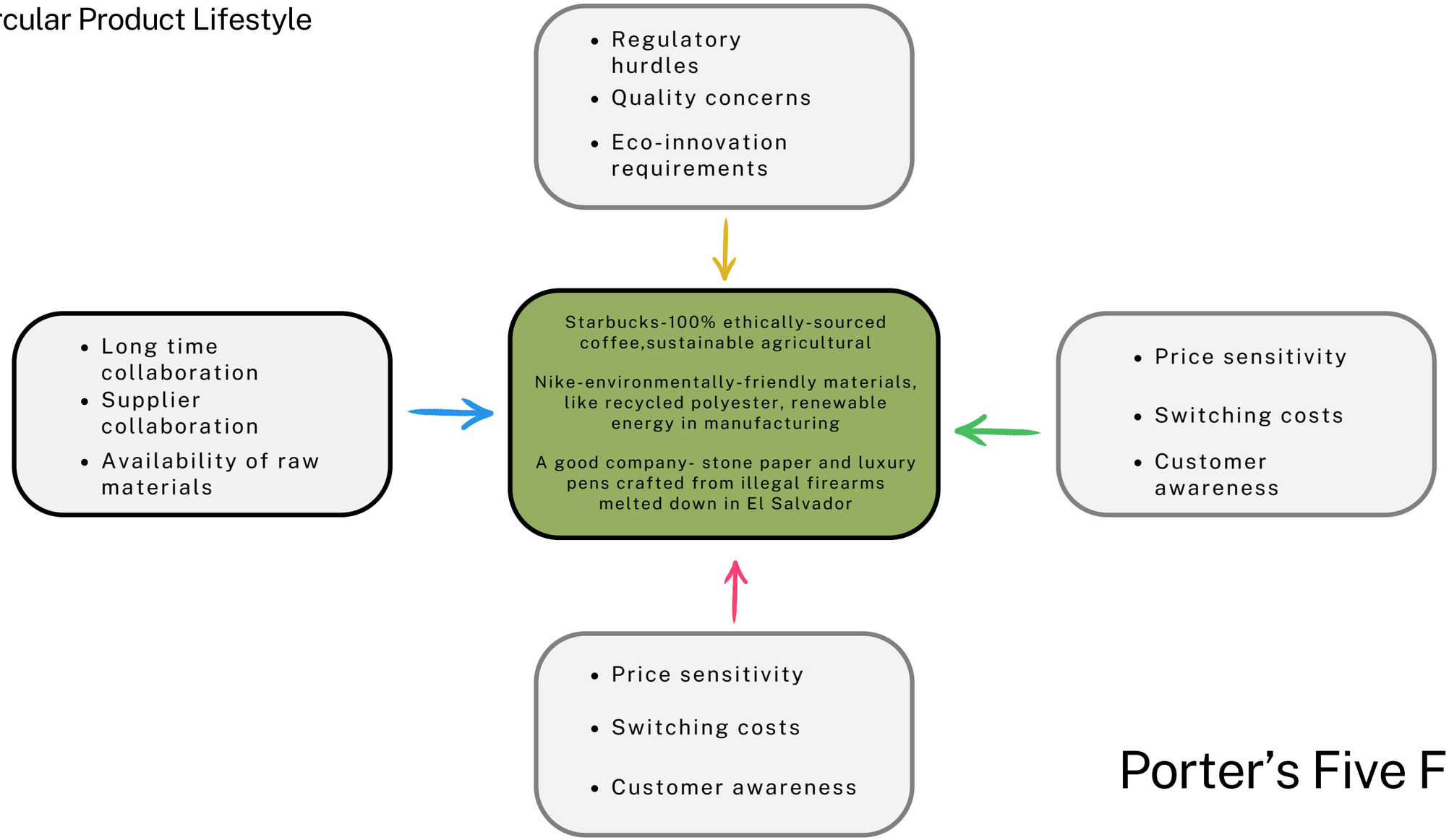
Rapid urbanization is catalyzing the development of smart cities, where digital technology and sustainable design converge. India's Smart Cities Mission exemplifies how emerging economies are leapfrogging traditional development stages to build more sustainable urban environments. Green infrastructure projects are incorporating advanced materials and construction techniques that reduce environmental impact while improving resilience to climate change.

The energy transition is gaining momentum globally, driven by international agreements and regional policies. The EU's Fit for 55 Package demonstrates how policy frameworks can accelerate the shift toward renewable energy sources. This transition is creating new economic opportunities while addressing climate challenges, particularly in emerging markets where renewable energy can provide reliable power to previously underserved areas.

Technological advancements are acting as a multiplier for all other trends. Industry 5.0 builds on the digital foundation of Industry 4.0, adding a stronger focus on human-machine collaboration and sustainability. AI and IoT are enabling smarter resource management in cities, more efficient energy systems, and new approaches to addressing climate change. These technologies are also facilitating the upskilling necessary to adapt to changing workforce demands. Global connectedness is perhaps the most transformative trend, as it amplifies and accelerates all other changes.

Three Market Segments

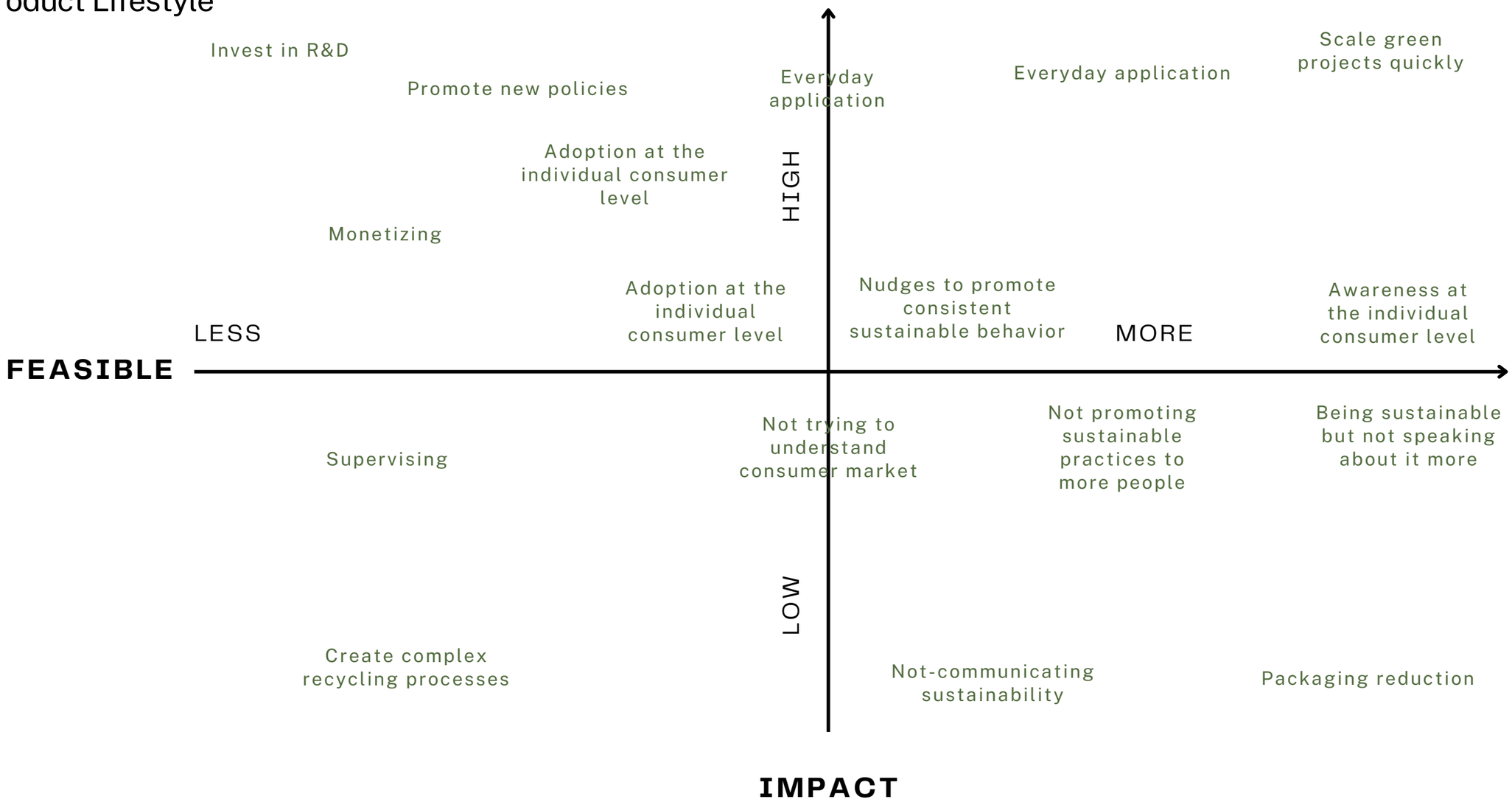
1. Circular Product Lifestyle



Porter’s Five Forces

Market Analysis - 2X2

1. Circular Product Lifestyle



Three Market Segments

2. How Accessible is Sustainability?

- Sustainability barriers
- Barriers to Entry
- Brand Loyalty and Trust

- Accessibility tech monopolies
- Eco-material scarcity
- Specialized component control

Beyond Meat produces plant-based meat alternatives that are designed to reduce the environmental impact of meat production.

Companies compete on their sustainability credentials

Sun run provides solar energy systems through affordable leasing options

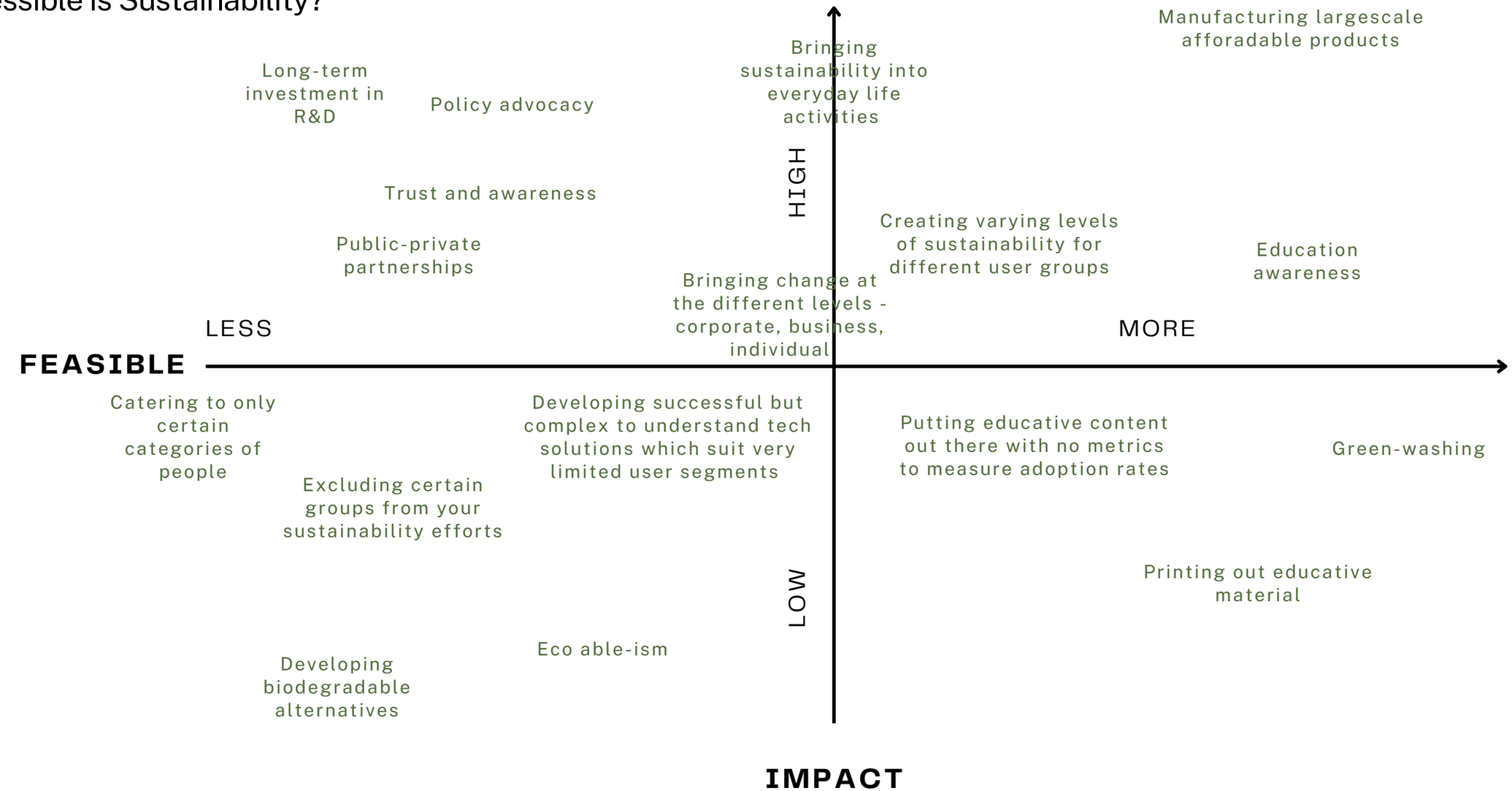
- Eco-conscious consumer demands
- Sustainable product expectations
- Accessibility awareness pressure

- Green washing deception
- Regulatory compliance substitutes

Porter’s Five Forces

Market Analysis - 2X2

2. How Accessible is Sustainability?



Three Market Segments

3. Urban Farming

- Switching costs
- Price sensitivity
- Customer awareness

- Urban-specific equipment scarcity
- Seed variety control
- Organic fertilizer availability

limited urban space competition

Crop diversity differentiation

Organic certification race

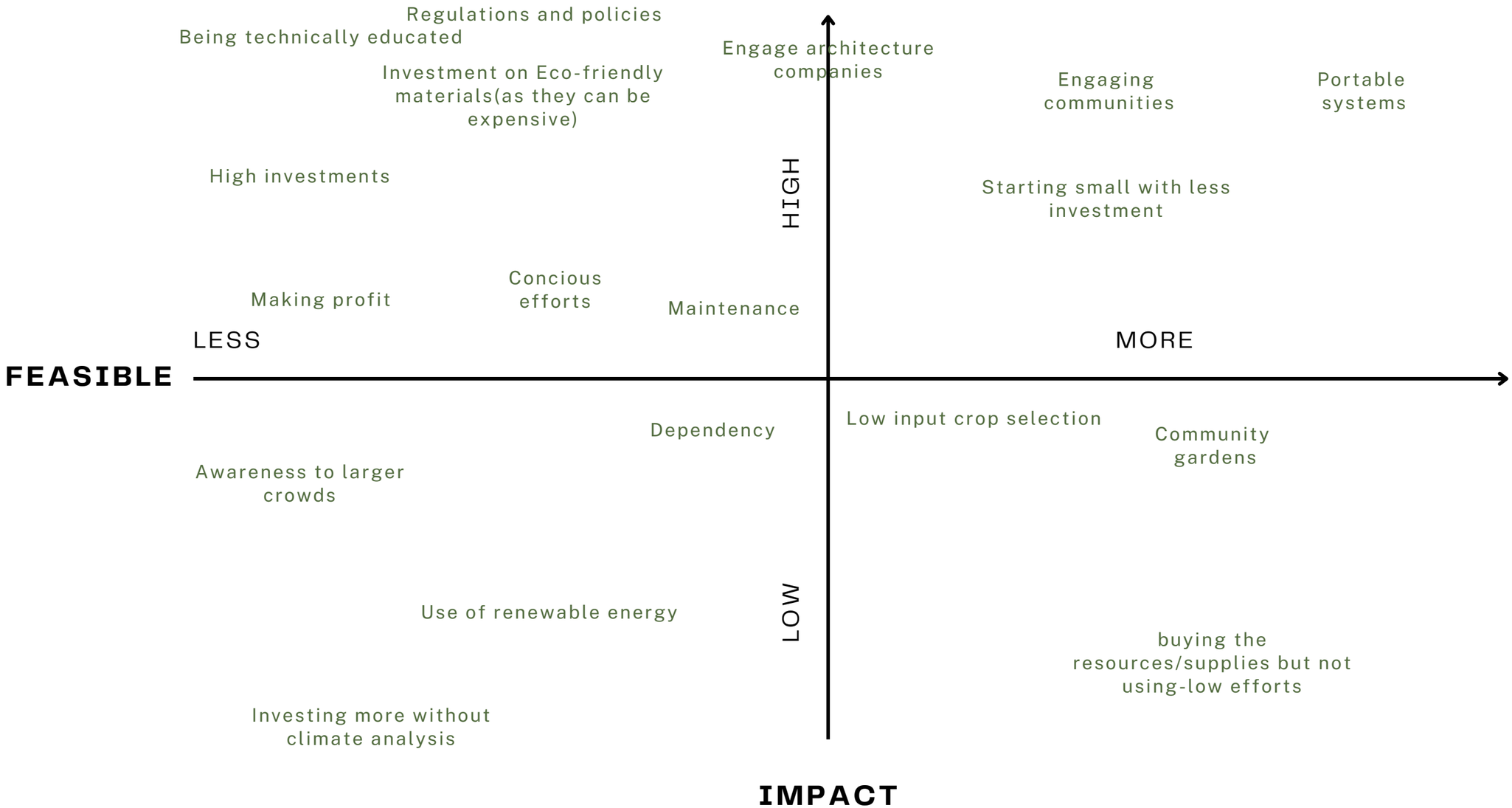
- Fresh produce demand
- Restaurant partnership potential
- local food movement influence

- Traditional farm competition
- Grocery store convenience
- Home gardening trends

Porter’s Five Forces

Market Analysis - 2X2

3. Urban Farming



User Groups

Based on the market analysis, our research has identified 5 initial user groups that our solution aims to serve - low-income urban residents, individuals seeking a farm-to-fork experience, those looking to create and participate in community, eco-curious Gen Z and Gen Alpha, and urban restaurant owners. Understanding the unique needs, pain points, and motivations of these diverse user segments is crucial for developing a solution that delivers meaningful value.

Low income urban residents



Individuals looking for a farm-to-fork experience or local food



Those seeking to create and participate as community



Eco-curious gen-z and gen alpha

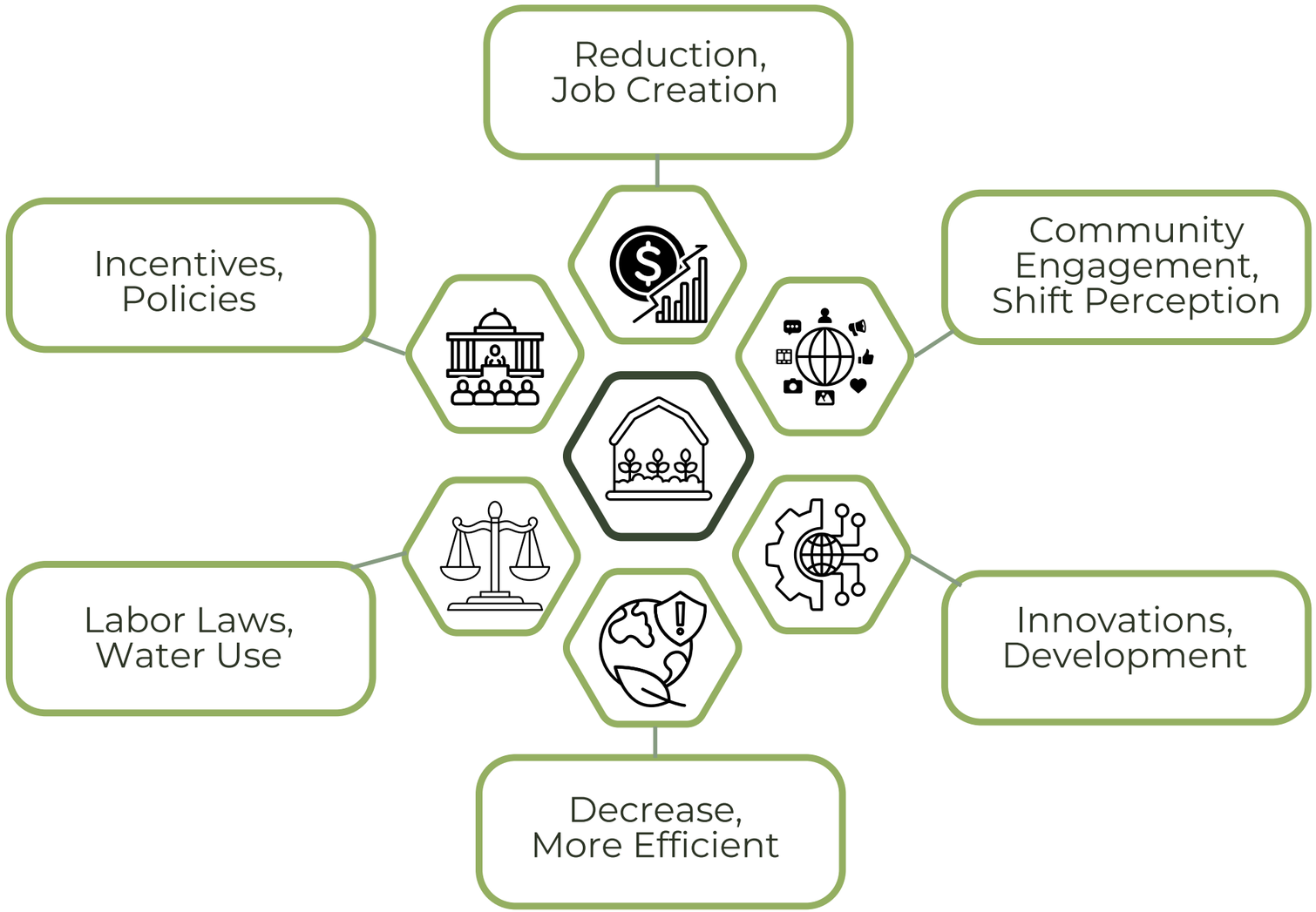


The urban restaurant owner



PESTEL

After defining our concept, we used The PESTEL analysis to helps us examine the key external factors that may impact our project - political, economic, social, technological, environmental, and legal considerations. Understanding this broader context helps us identify important opportunities and risks to account for as we develop our solution.



Value Proposition of Chosen Concept

We defined our initial Value Proposition for our chosen concept.
The Value Proposition is the core of what we want to offer and the key benefits our solution aims to provide to customers.

What? **Integrating** an urban farming project that makes sustainable food production **accessible and efficient** in urban environments

How? This will be possible by **combining innovative technologies** with **community engagement and educational programs**

Who? For **urban residents, community organizations, local businesses, city planners**, and **like-minded individuals** aiming to improve food security and sustainability

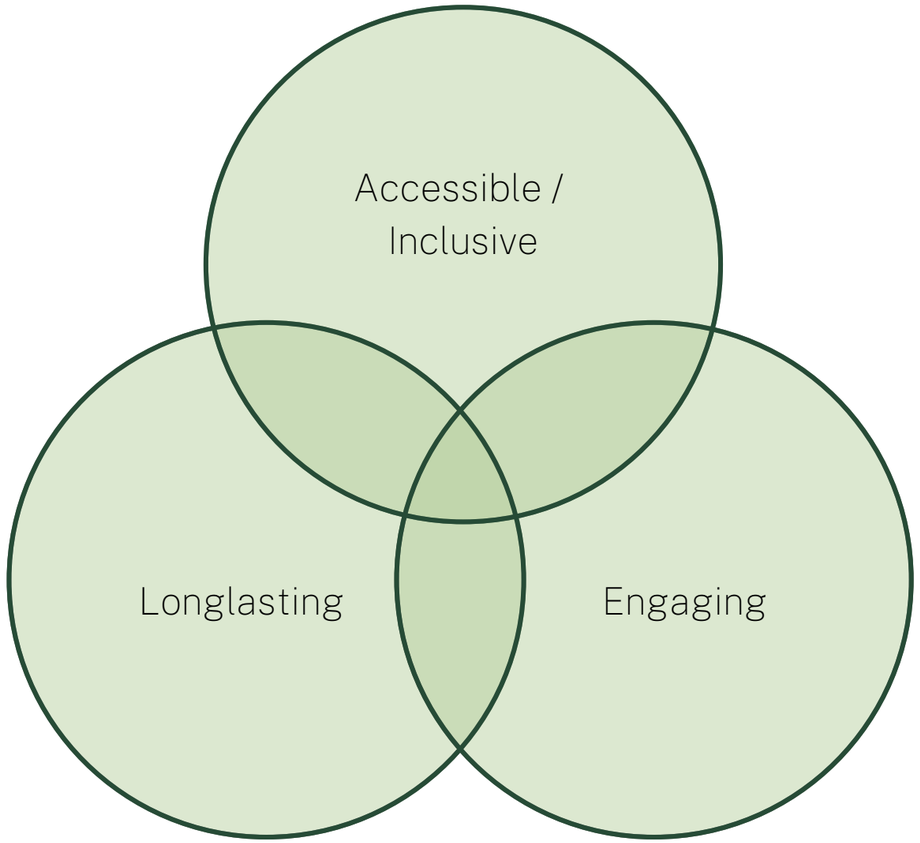
Where? **In cities and urban areas**, utilizing accessible outdoor and indoor spaces

Why? To **address urban food deserts, reduce carbon footprint** of food production, **enhance community engagement, and promote sustainable living practices** in cities

When? **Implementable immediately** with **scalable solutions**

Value Pillars

We created the initial Value Pillars for our chosen concept. These ones represent the path we want to follow
as a business, and the goals we want to achieve with our project as a solution.





Generated by AI

“We have to bring children into a new relationship to food that connects them to culture and agriculture.”

Alice Waters

Generated by AI

PART 2

Identifying and understanding user stakeholder + Generating Insights from User Data

Image generated by AI

User groups

Our group decided to conduct a survey to understand how people living in urban settings perceive and engage with their food procurement habits. Our goal was to assess their awareness and behaviors surrounding the sourcing of fresh produce as part of their daily routines.Based on the survey results, three distinct user groups emerged, which guided us in defining our target audience for the urban farming opportunity:

- People interested in consuming healthy food .
- Those who want to learn about urban farming through community experiences.
- Individuals eager to contribute to sustainable practices but unsure how to start.

Based on these behaviors, we identified three primary user groups to focus on: **Farm-to-Forkers, Community Seekers, and Eco-Curious** Individuals. These are the groups we believe will benefit most from the urban farming initiative.



Community Seekers



Farm-to-Forkers



Eco Curious

Understanding our Users group : Secondary Research

We conducted extensive secondary research to gain a deeper understanding of our user groups and their needs. This research provided us with valuable insights into the current landscape for urban farming in the US, highlighting both the challenges faced by these communities and the initiatives or services that have already been implemented to improve urban farming outcomes. By analyzing these existing efforts, we identified gaps and opportunities where new solutions could make a meaningful impact. This understanding of the user groups' real-world conditions and available resources has equipped us with a solid foundation to develop targeted, effective interventions that address unmet needs and support the broader goals of sustainability, accessibility, and community engagement in urban farming.

Some of the initiatives in the US across the country supporting Urban farming, targetting our user groups ➜



www.thefader.com

These New York Gardeners Are Fighting The System By Growing Food

Meet the women taking ownership of the food and resources that communities of color have access to.



execsintheknow.com

The Rise of Environmentally Conscious Consumers: CX Reimagined for Sustainability

As the world looks for more environmentally friendly ways to live, many consumers are increasingly aware of the impact their purchasing decisions can have on the planet.

Farm to Fork Initiative

www.farmtoforkinitiative.org

Farm to Fork Initiative

In the United States, we have the resources we need to make sure that no one is hungry, the food we eat is safe and healthy, the people who harvest, stock and serve our food are treated fairly and the way we grow and distribute food respects our natural...



www.kellystreetgarden.org

HOME | Kellystreetgarden

We Grow More Than Food. We're Growing Community. My experience at Kelly Street Garden was amazing because I learned so many things about different varieties of plants and each of them helps each other and how to harvest them.



biggreen.org

Home

We support schools, families, and communities across the country to grow their own food.

NYC Parks GreenThumb

Established in 1978, NYC Parks GreenThumb is proud to be the nation's largest urban gardening program, sustaining over 550 community gardens and supporting thousands of volunteer gardeners throughout New York City.

Find a Community Garden Near You

Explore over 550 unique green spaces in this online map where you can connect with the volunteer community garden groups. The majority of community gardens were abandoned lots transformed by volunteers into green spaces for relaxation, socializing, and growing food, or a combination.

Find a community garden›





www.thisisitbbq.com

From Farm to Fork: Cultivating Connections, Flavor, and Community

There's something undeniably special about biting into a fruit or vegetable bursting with flavor, its freshness a testament to its journey - not across continents, but from a nearby farm.

Urban Agriculture and Innovative Production Grants

Urban Agriculture and Innovation Production (UAIP) competitive grants initiate or expand efforts of farmers, gardeners, citizens, government officials, schools, and other stakeholders in urban areas and suburbs. Projects may target areas of food access;...

Understanding our User group : Secondary Research



Shared Farms: About 15% of homesteaders and urban farmers are part of shared or cooperative farming initiatives, building stronger community networks around local food production .



Volunteering: Roughly 25% of Americans volunteer in local food-related programs, including community gardens, highlighting a focus on collective food security and sustainability

Community Seekers



Restaurant Integration: Over 40% of U.S. restaurants are incorporating local produce in their menus, aligning with the farm-to-table movemen

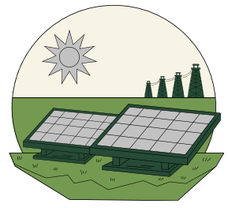


Farmer's Market Increase: The U.S. has over 8,000 farmers' markets, showing a 5% increase annually as people prioritize fresh, local produce

Farm-to-forkers



Eco-Friendly Diets: Over 35% of U.S. consumers are adopting plant-based diets, driven by environmental concerns, which has boosted demand for locally grown foods



Renewable Farming: Around 30% of small farms now incorporate renewable practices, such as solar-powered irrigation, in response to eco-conscious consumer demands

Eco-Curious

Primary Research

Following our survey, we received 115 responses from a diverse group of individuals worldwide, including participants from the US, India, and Korea, representing various ethnicities, age groups, eating habits, and cultural backgrounds.
After identifying our primary user groups, we conducted 12 in-depth interviews to gain a deeper understanding of their behaviors and daily routines. These interviews provided insights into the gap between users' expressed preferences and their actual actions. The combination of our survey and interview findings allowed us to derive 15 key statistical insights.

115

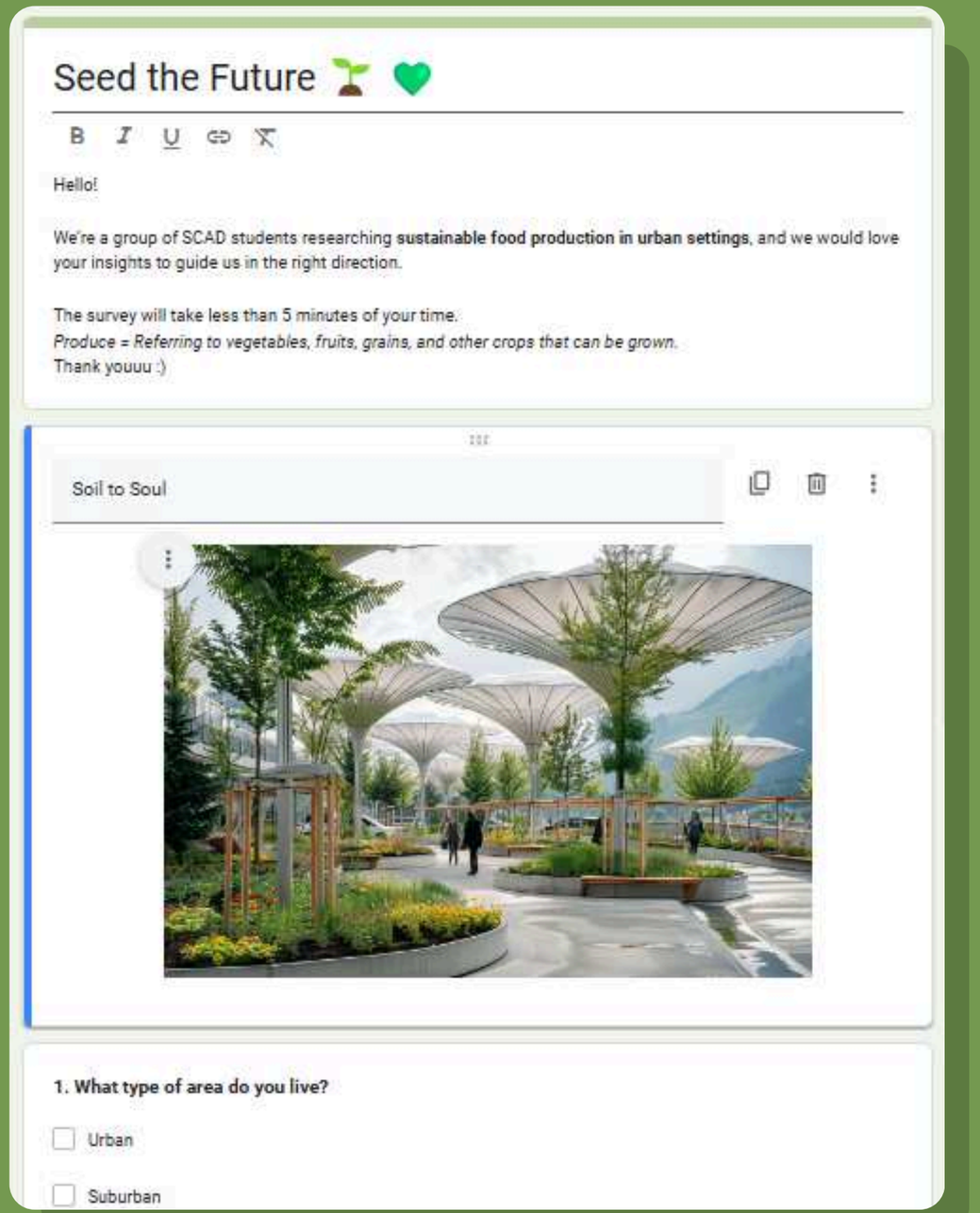
Responses

12

In-depth interviews

15

Statistical analysis based on the survey



Google Survey form for Primary research

Primary Research : Survey

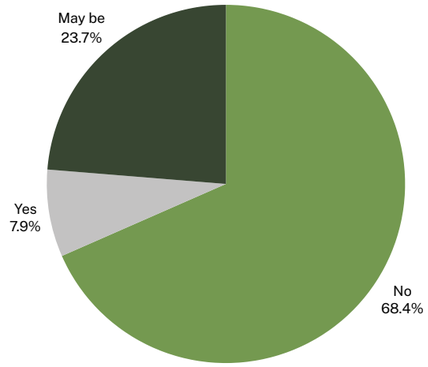
After defining our three potential user groups : Community Seekers, Farm-to-Forkers, and Eco-Curious.We initiated primary research to gain insights into their engagement, perspectives, thoughts, and interests directly from them. We used a Google Form survey to gather responses.



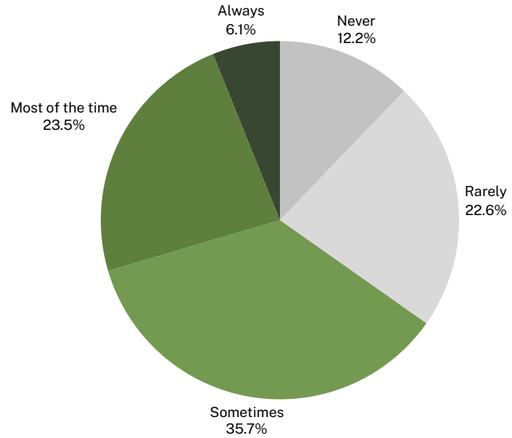
115 Survey Responses

These key statistics provided valuable insights into the underlying motivations and needs of our user groups.

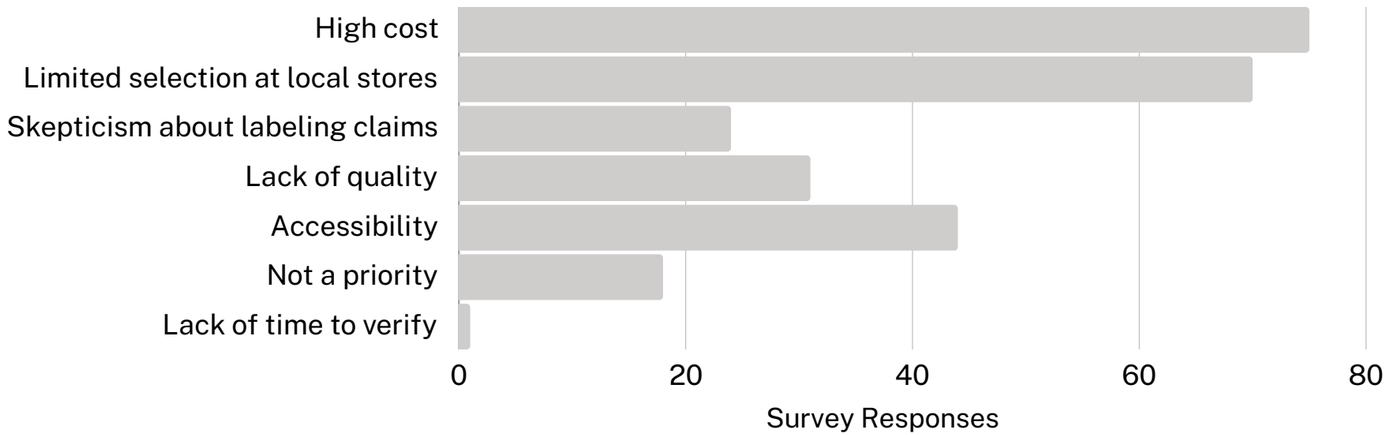
67.8% of the people have never been a part of a community that grows its own produce.



Only 6% of the people research the quality/nutrition of the produce they purchase



66.4% of the people say high prices have limited the consumption of locally grown produce



Primary Research : In-depth Interview

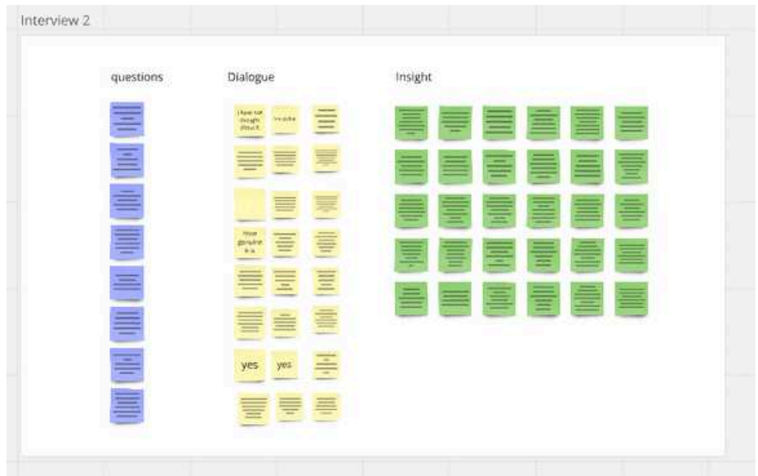
Following our survey, we conducted in-depth verbal interviews with willing participants to gain a deeper understanding of their produce choices and routines. These conversations revealed valuable insights, helping us better understand their pain points and requirements.

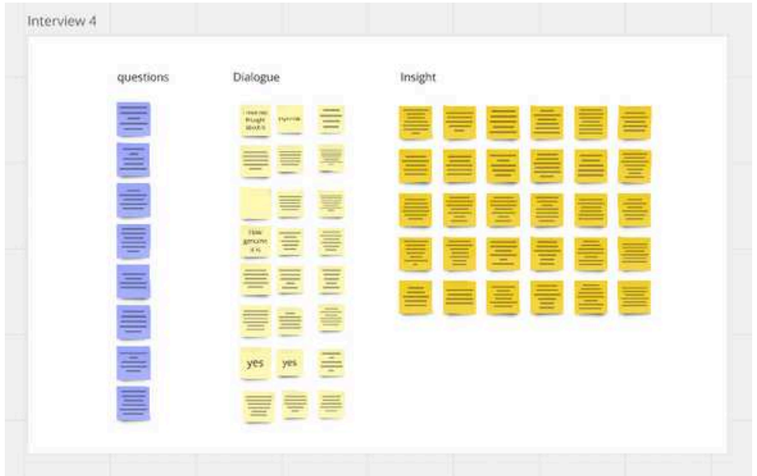
12 In-depth interviews

These key statistics provided valuable insights into the underlying motivations and needs of our user groups.









Some of the highlights from what the interviewees said

I understand why they are expensive, but I'm on a budget

I've always wanted to grow my own food, but the setup is so expensive! I'm really interested in exploring hydroponics as an alternative.

I evaluate the cost and nutritional value and make the necessary trade-offs.

Community engagement is very important for urban agriculture

Growing food in cities sounds super interesting, but it feels like a luxury with no space, lots of expenses, and dedication.

If I could, I'd buy it every single day because nothing compares to the pure joy of eating fresh vegetables!

It is impossible to find the true source of origin of the products

I go to the grocery store under my building since it's the most convenient location for me

How did we derive our archetypes?

In our project, we utilized in-depth interviews, surveys, and an extensive analysis of the data we've gathered to segment our target audience into three primary archetypes. Each archetype represents a distinct group of individuals with unique characteristics, needs, and behaviors related to urban farming. By identifying and defining these archetypes, we can ensure that our approach is tailored to address the specific challenges they face within the urban farming context



Generated by AI



Archetype 1

The Quality Focussed Enthusiast

This individual values quality above all, driven by a deep commitment to sustainability and environmental responsibility. They actively seek transparency in the origins of their food, wanting to know not only what they're consuming but how it was grown. Their busy lifestyle often limits the time they can dedicate to in-store visits, pushing them to look for convenient and reliable alternatives. They aspire to find practical solutions for growing their own produce or sourcing from trusted local suppliers but are often hindered by limited access to trustworthy options. Despite their enthusiasm, they struggle with the lack of consistency and quality in the market, yearning for a system that aligns with their ethical values and provides easy access to fresh, high-quality food.

- Limited access to trusted producers
- Lack of sourcing transparency
- Struggles to find consistent quality
- Time constraints limit store visits

The Quality Focussed Enthusiast : Empathy Map

We utilized the empathy map to help begin to build archetypes for our quality focussed enthusiast, and understand better who they are, what they say, and how they experience the world. We were able to build the empathy map with the help of our primary and secondary research.

Think and feel

- Health is important
- The pursuit of well-being
- The pursuit of well-being
- Educational support and community engagement

See

- Community engagement
- Activation of the local market
- Quality of Goods Important

Pain

- Limited access to trusted local producers
- Frustrated by lack of transparency in food sourcing
- Time constraints for visiting multiple locations
- Difficulty finding consistent quality



Hear

- Community formation is a positive aspect in urban agriculture
- Organic food is good for health
- Using local food contribute to sustainability

Say or Do

- Forms relationships with vendors and producers.
- Willing to invest time and money in learning.
- Already practicing some form of home growing.
- Interested in sustainability
- Environmental protection is essential

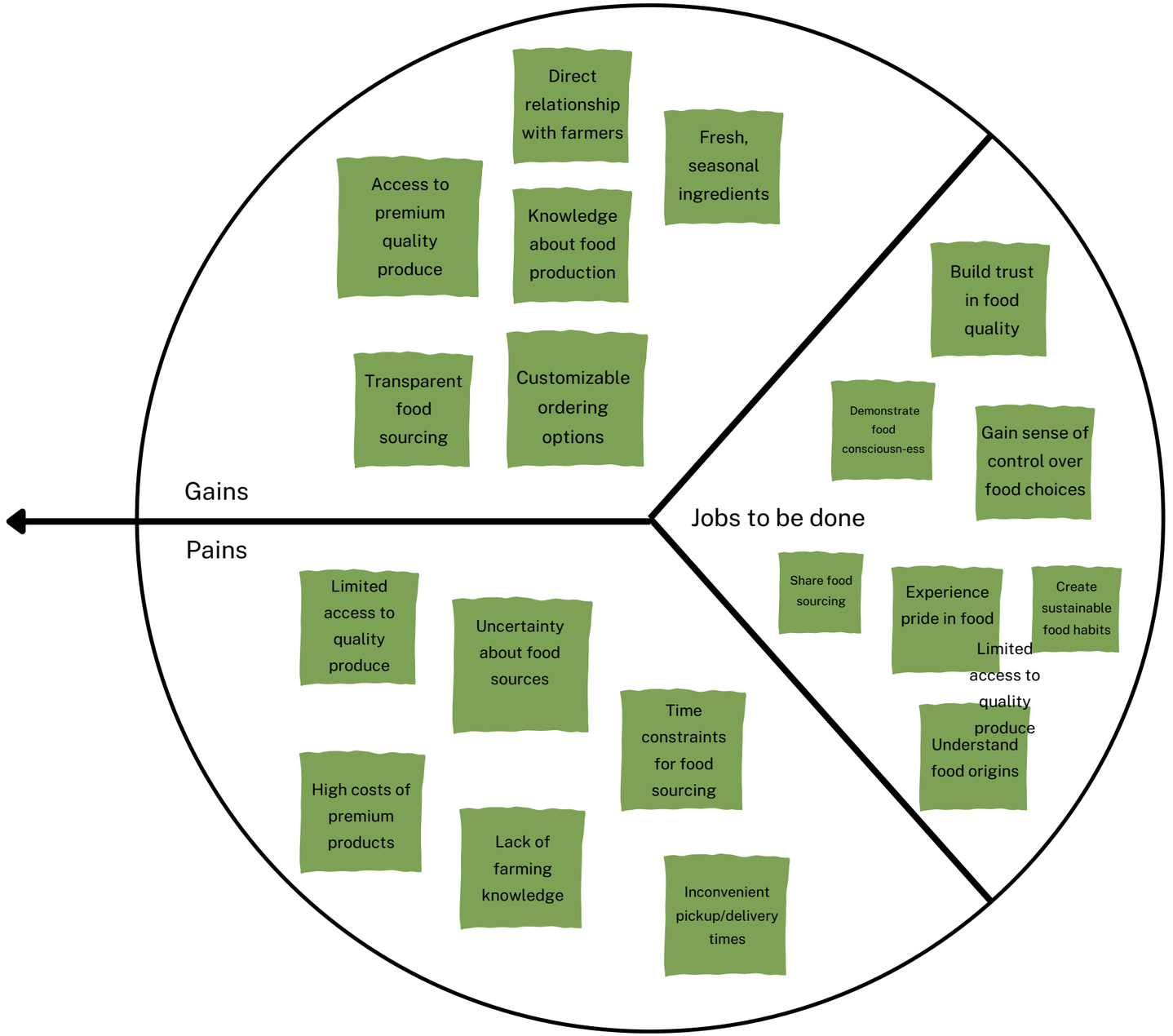
Gain

- Search practical growing solutions
- Search more convenient access to quality food
- Community is created
- Environmental consciousness

Customer Profile

The quality-focused enthusiast

This customer profile highlights a user who values quality, transparency, and customizable options. Their key gains include access to premium quality products, customizable solutions, and a sense of control over their food choices. Their main pains revolve around limited availability of quality options, high costs of premium products, and a lack of knowledge about food origins.





Archetype 2

The Community Minded Learner

Driven by curiosity and a sense of responsibility toward their community, the Community-Minded Learner is passionate about both personal and collective growth. They actively seek educational opportunities and information systems that allow them to deepen their knowledge, especially in areas that benefit others, such as sustainable practices, food systems, and environmental impact. This individual believes that learning is most powerful when shared; they look for ways to bring people together to exchange insights and encourage positive change.

The Community-Minded Learner thrives in group settings — whether through local workshops, collaborative projects, or online communities — where knowledge flows openly, and everyone can contribute to a shared mission.

- Limited by knowledge gaps
- Needs community connections
- Faces space constraints
- Wants educational opportunities

The Community Minder Learner -Empathy Map

We utilized the empathy map to help begin to build archetypes for our casual fan user group, and understand better who they are, what they say, and how they experience the world. We were able to build the empathy map with the help of our primary and secondary research.

Think and feel

- Want more knowledge and education about the environment?
- cherishing tradition
- Interested in traditional methods
- Emphasis on intergenerational connections
- Learning creates a better future
- Knowledge is important

See

- Social impact
- Communities through Urban Agricultural Participation
- Education on Sustainability through Urban Agriculture

Pain

- Facing Space Constraints
- Limited due to knowledge gap
- Insufficient educational opportunities



Hear

- Interested in new products
- Community connection
- What can you contribute through urban farming?

Say or Do

- Interested in food origins and stories
- Values traditional and cultural food connections
- Willing to volunteer and participate
- Participate in knowledge sharing
- Preferred for local and small stores

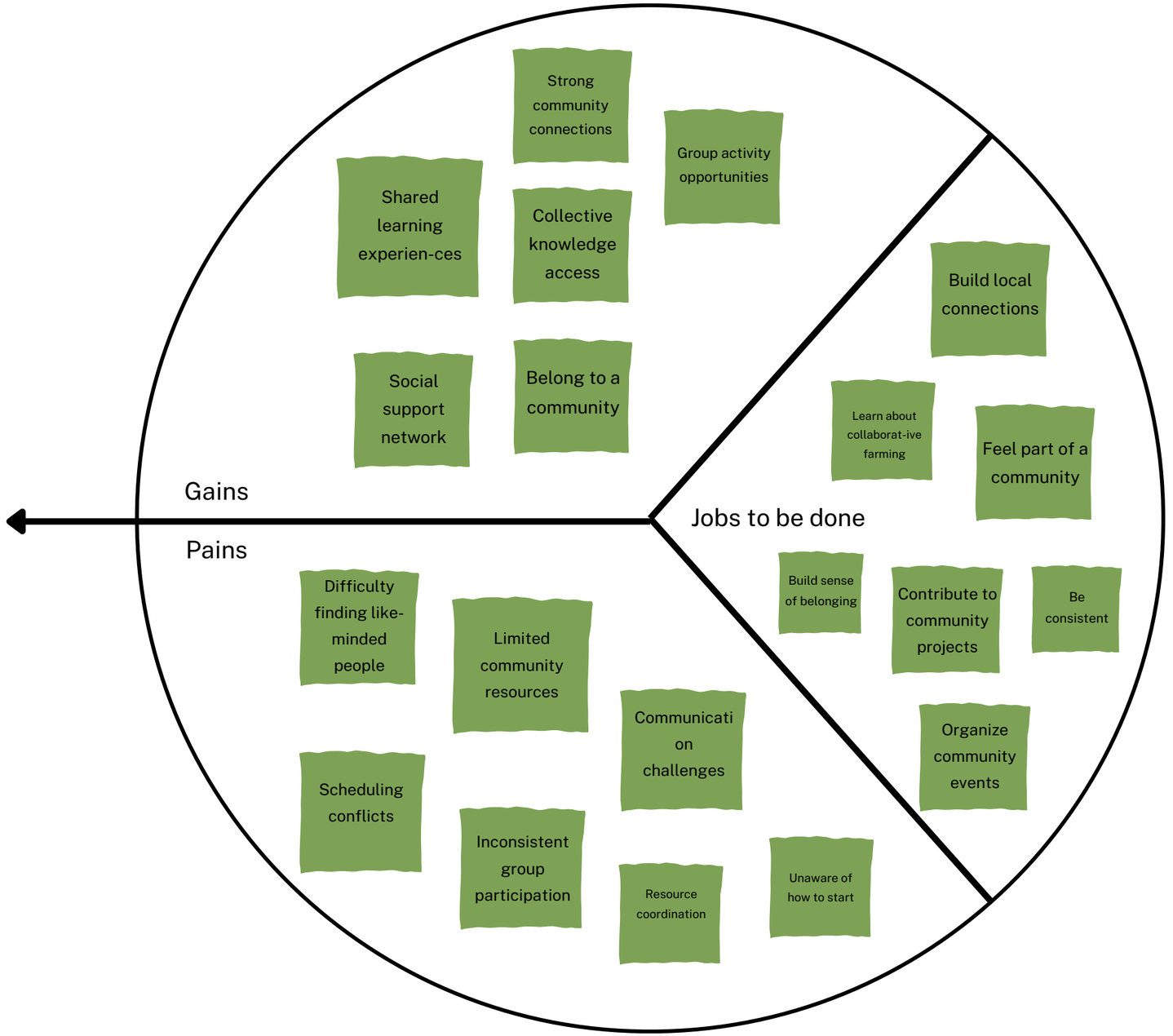
Gain

- Building a Community
- Preservation of traditional culture
- Motivation for environmental consciousness

Customer Profile

The community-minded learner

This is the customer profile for the "community-minded learner." This user values shared learning experiences, collective knowledge access, and belonging to a supportive community network. They aim to build local connections, contribute to community projects, and organize events that foster a sense of belonging. Understanding the user's gains, pains, and jobs-to-be-done can help guide the development of products and services that cater to this community-focused persona.





Archetype 3

The Balance Maintainer

A Balance Maintainer is someone who excels at achieving optimal results within cost constraints, skillfully balancing quality and price. They approach challenges pragmatically, making decisions that maximize value without sacrificing essential quality. Their ability to work within financial boundaries ensures that resources are utilized efficiently, but they prioritize sustainable practices, focusing on long-term impact. This involves making mindful choices that are both environmentally responsible and socially conscious, fostering lasting relationships with stakeholders. They solve problems with practicality, often finding innovative solutions that meet both immediate needs and future goals.

- High cost of quality products
- No time for shopping and food prep
- Convenient access to fresh produce
- Wants information about food sources

The Balance Maintainer - Empathy Map

We utilized the empathy map to help begin to build archetypes for our casual fan user group, and understand better who they are, what they say, and how they experience the world. We were able to build the empathy map with the help of our primary and secondary research.

Think and feel
- A sense of responsibility to one's family
- Budget sensitivity
- Emphasis on convenience
- Easy physical and psychological access
- Saving time

See
- local agricultural production
- Contributing to food waste reduction
- Community connection

Pain
- Access restrictions due to high-quality product pricing issues
- Constraints on shopping and food preparation time
- Lack of information on food sources
- Lack of access to fresh produce



Hear
- Is it possible to maintain time efficiency?
- Is it possible to shop in a convenient location?
- Is it easy to access sustainable fresh produce for the right amount?
- Aren't organic products expensive?

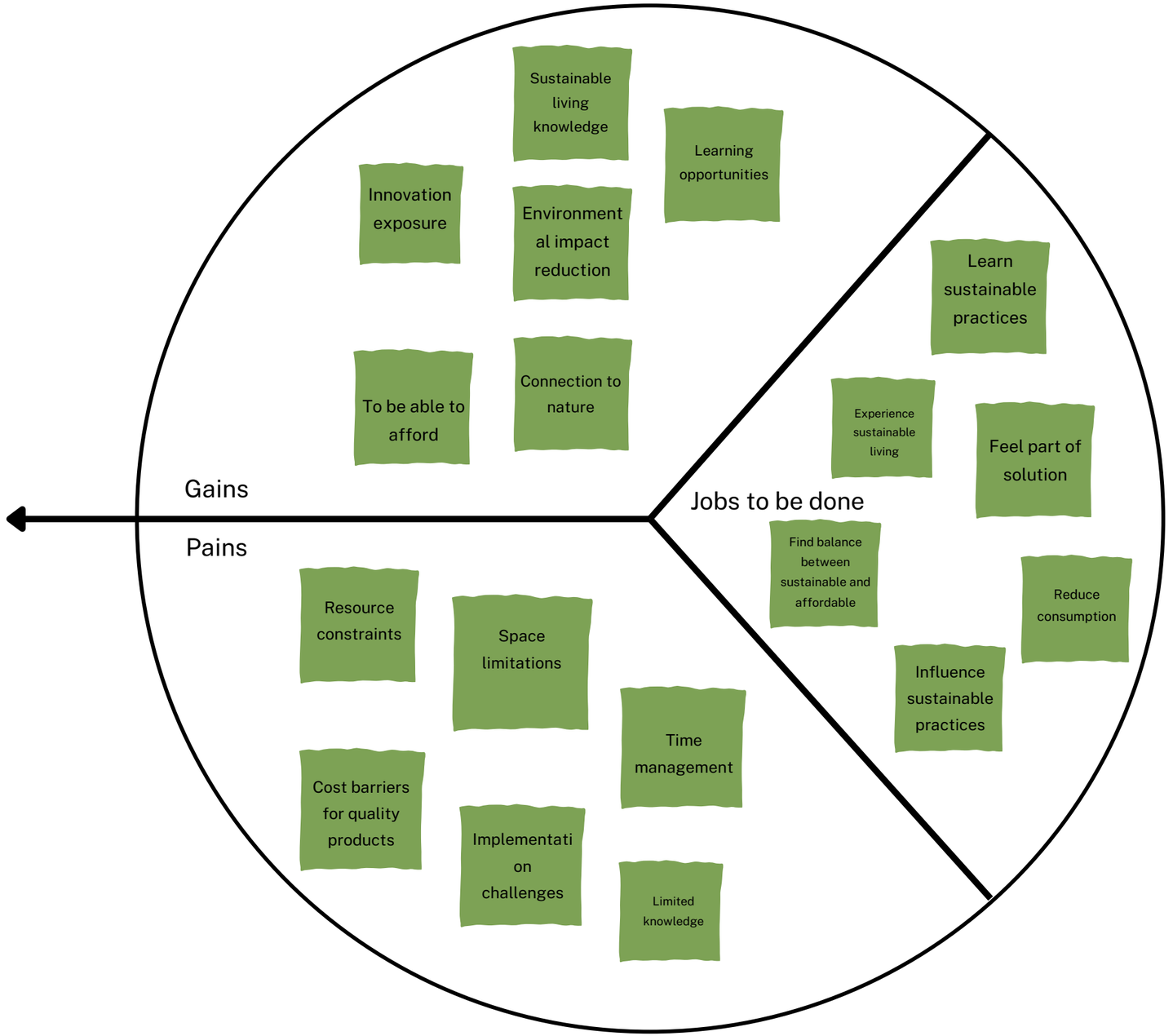
Say or Do
- Balances cost with quality
- Uses Shopping lists to stay efficient
- Shops at convenient locations
- Combines online and physical shopping
- Buys in bulk when practical
- Focuses on reducing food waste

Gain
- Educational aspect
- Community Benefits
- Contribute to environmental sustainability
- High-quality goods on a proper budget

Customer Profile

The Balance Maintainer

This customer profile describes a user who seeks to strike a balance between sustainability, innovation, and practical considerations. Their key gains include exposure to new sustainable practices, a sense of contributing to environmental impact reduction, and learning about sustainable products. Their main pains include resistance to change, cost barriers for sustainable options, and time constraints in managing sustainability-related tasks.



Scenarios



The community learning hub

A lively urban farming space where learning meets community fun! Whether you're leading hands-on workshops, diving into after-work sessions, or enjoying weekend activities, this space is all about growing together. Come get your hands dirty, share your skills, and connect with like-minded plant lovers!



Fresh connect: Urban farms to local tables

A smart, seamless system linking urban farms to local restaurants, where cutting-edge tech meets top-notch produce! It's all about growing fresh, premium ingredients right in the city and getting them straight to chefs who crave the best.



Sustainable living education center

An all-in-one urban farming playground where you can get your hands dirty and explore everything from backyard gardening to full-scale institutional farming! Whether you're sprouting plants at home or thinking big, this fun, hands-on facility shows you how it's done, every step of the way.

Gathering Data Points

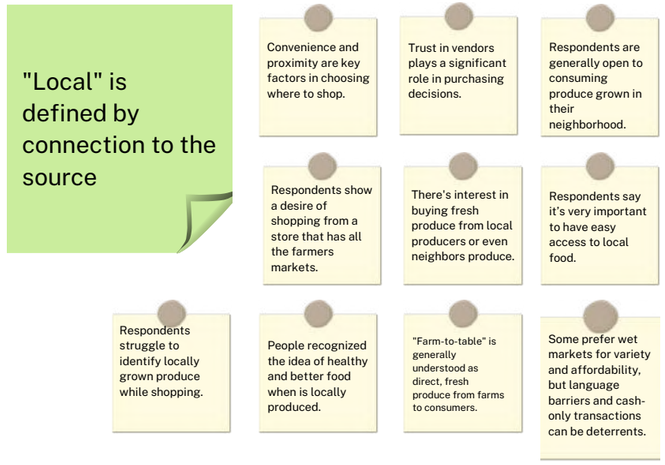
After our primary and secondary research we had a big number of data points.
We organized them as yellow stick notes to start the affinitization process.

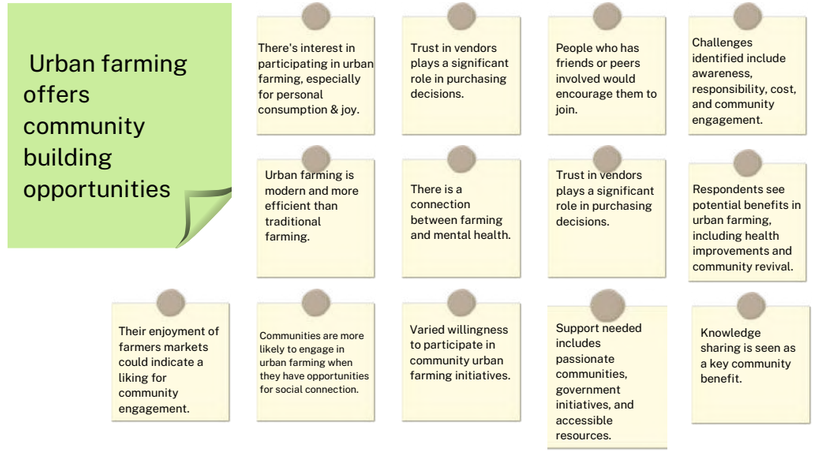
- Respondents show awareness of sustainability practices, such as using reusable bags and avoiding food waste.
- Grocery shopping frequency varies from twice a week to once in two weeks.
- Convenience and proximity are key factors in choosing where to shop.
- Personal relationships with vendors and familiarity with stores influence shopping choices.
- Ideal shopping experiences include fresh daily options, less crowded spaces, and more product information.
- Key factors in produce selection: price, quality, nutrition, flavor, and freshness.
- Price sensitivity varies among respondents, with some prioritizing quality over cost.
- Trust in vendors plays a significant role in purchasing decisions.
- Trust in vendors plays a significant role in purchasing decisions.
- Respondents struggle to identify locally grown produce while shopping.
- Interest in local produce could be increased through better presentation, information, and awareness.
- Urban farming is associated with modern technologies like vertical farming, hydroponics, and aquaponics.
- Respondents see potential benefits in urban farming, including health improvements and community revival.
- Challenges identified include awareness, responsibility, cost, and community engagement.
- There's interest in participating in urban farming, especially for personal consumption & joy.
- Respondents are generally open to consuming produce grown in their neighborhood.
- Respondents show concern about food waste and carbon footprint reduction.
- Interest in sustainable technologies and innovations in urban farming.
- Varied willingness to participate in community urban farming initiatives.
- "Farm-to-table" is generally understood as direct, fresh produce from farms to consumers.
- Fresh food is important For the respondents.
- Responders want to reduce CO2 emissions.
- Eco-friendly it's a concept that has been taken importance around the urban citizens.
- In general there are good experiences about urban farming.
- Urban farming is modern and more efficient than traditional farming.
- Respondents show a desire of shopping from a store that has all the farmers markets.
- There's interest in buying fresh produce from local producers or even neighbors produce.
- There is a connection between farming and mental health.
- There is interest in grown without pesticides or antibiotics.
- Interest in sustainable technologies and innovations in urban farming.
- People who has friends or peers involved would encourage them to join.
- People recognized the idea of healthy and better food when is locally produced.
- Respondents are money conscious, they consider this important for their daily life.
- Lack of information about the fresh produce is a pain point for the buyer.
- Some consumers are interested in understanding the specific origin, but affordability remains a key factor.
- Their enjoyment of farmers markets could indicate a liking for community engagement.
- The availability of deals through also affects behavior.
- Consumers express a desire for greater accessibility to locally grown produce.
- Communities are more likely to engage in urban farming when they have opportunities for social connection.
- There is the feeling that local produce is expensive.
- Respondents say it's very important to have easy access to local food.
- There's a job opportunity In the urban farming market.
- Knowledge gaps, information, are the main barrier to participation.
- Some prefer wet markets for variety and affordability, but language barriers and cash-only transactions can be deterrents.
- There's skepticism about claims of "locally grown," with one respondent viewing it as potential greenwashing.
- Support needed includes passionate communities, government initiatives, and accessible resources.
- Desired city improvements include better food education in schools and more community spaces for growing food.
- Potential obstacles to growing food: lack of knowledge, time management, constant effort required, and concerns about pests.
- People want to reduce food waste through better shopping habits.
- "Food as medicine" concept is gaining traction.
- Knowledge sharing is seen as a key community benefit.
- Direct farmer relationships build trust in food quality.
- Small producers are associated with better quality and fewer pesticides.
- People want practical growing knowledge. Community education is seen as crucial.

Generating Insights

Next, we organized the data points into clusters, and found the common points the data points had
We uncover 6 main key insights that would help us understand our users and develope a better solution.

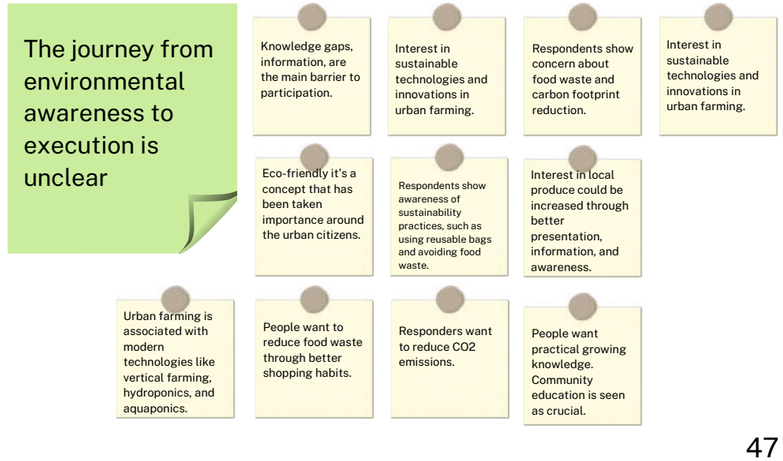






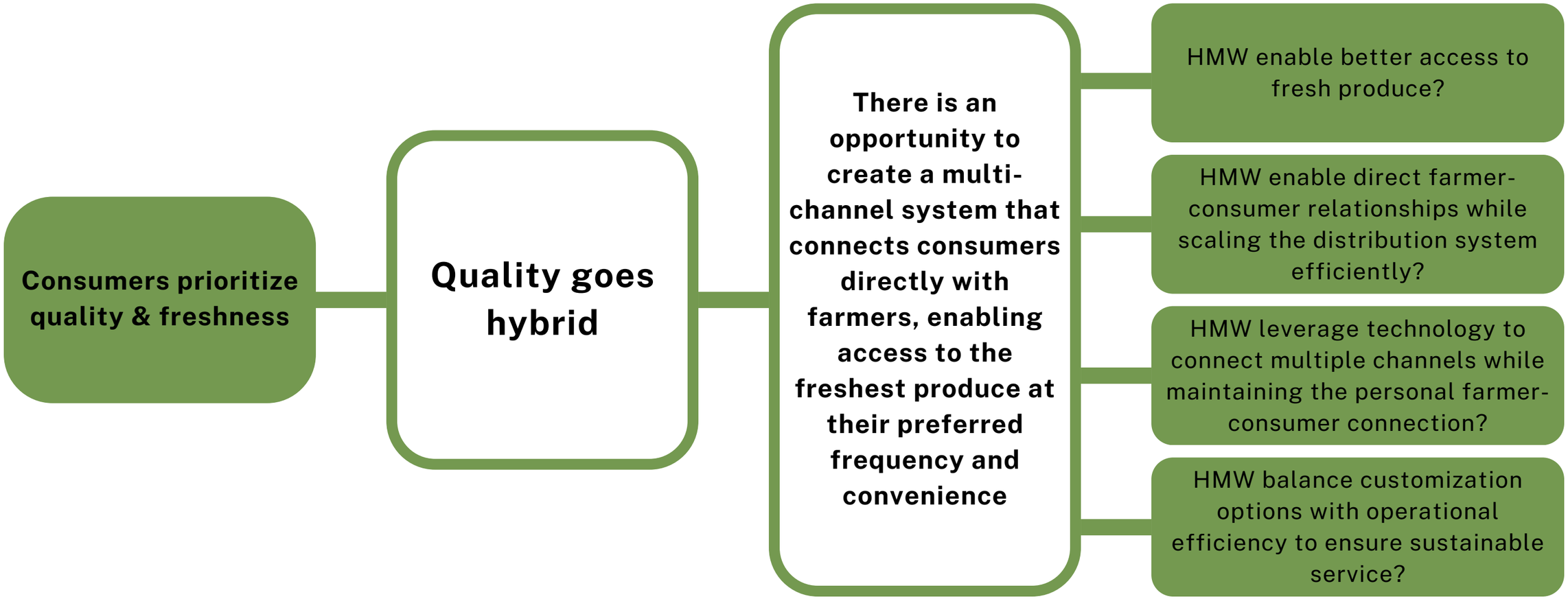






Identifying Design Opportunities

With our six clear insights, we started the process of ideation.
We identified the opportunity and created the ***How Might We*** questions.



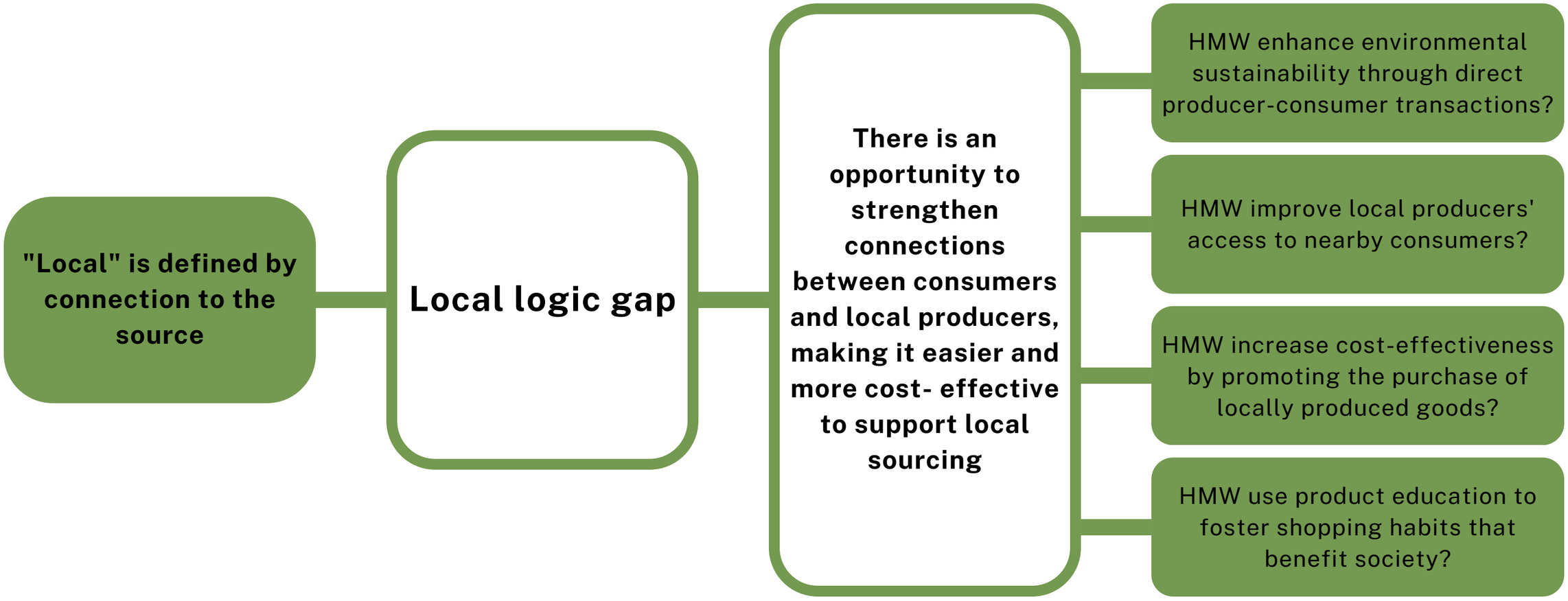
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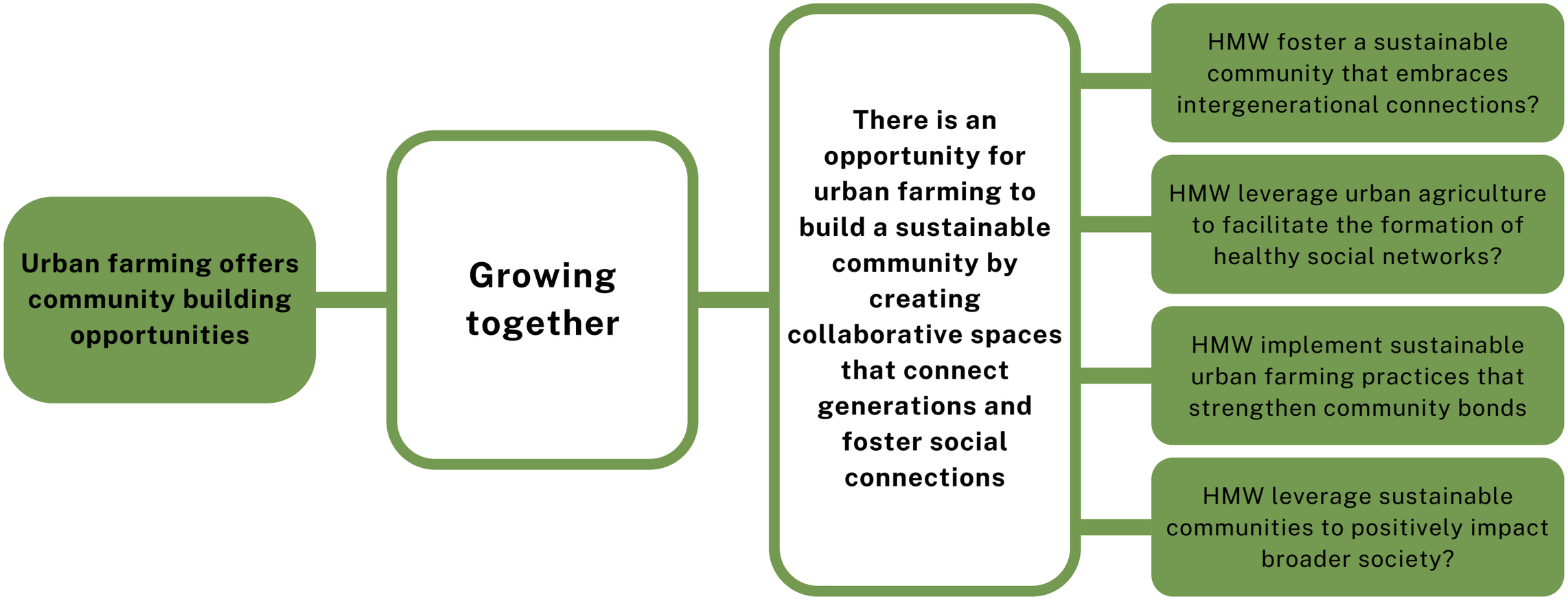
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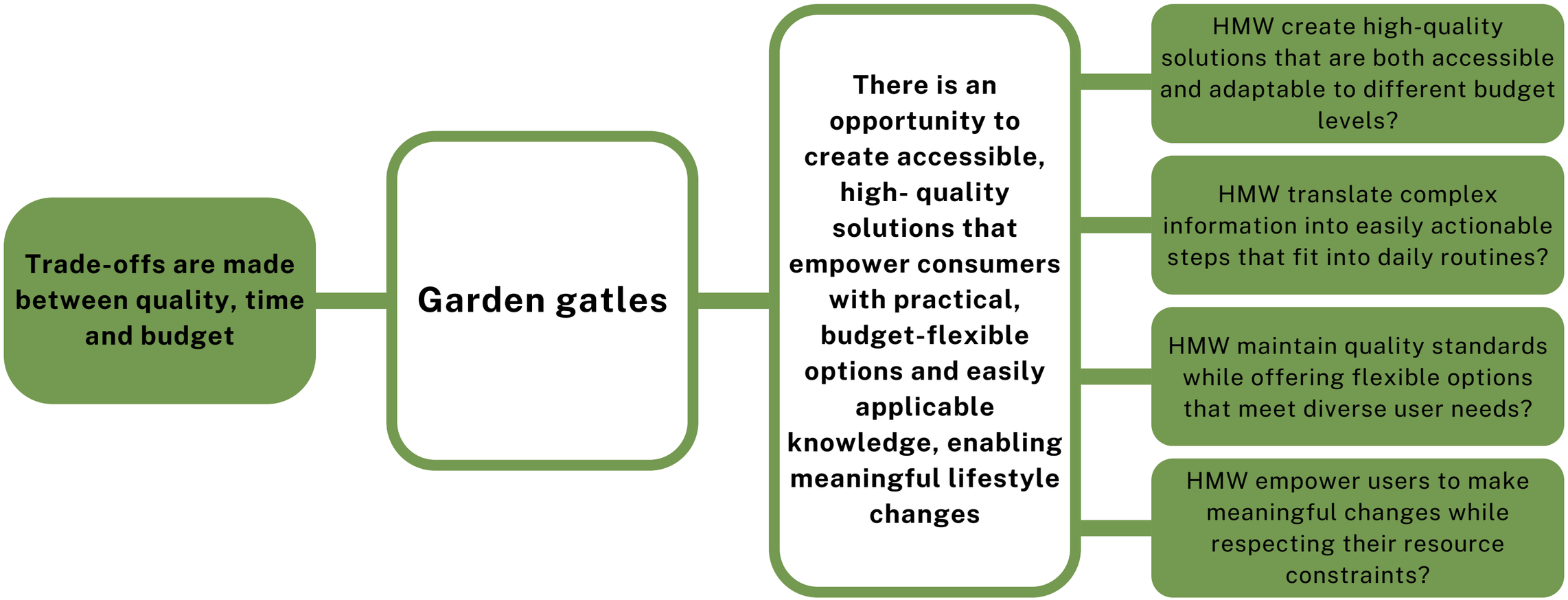
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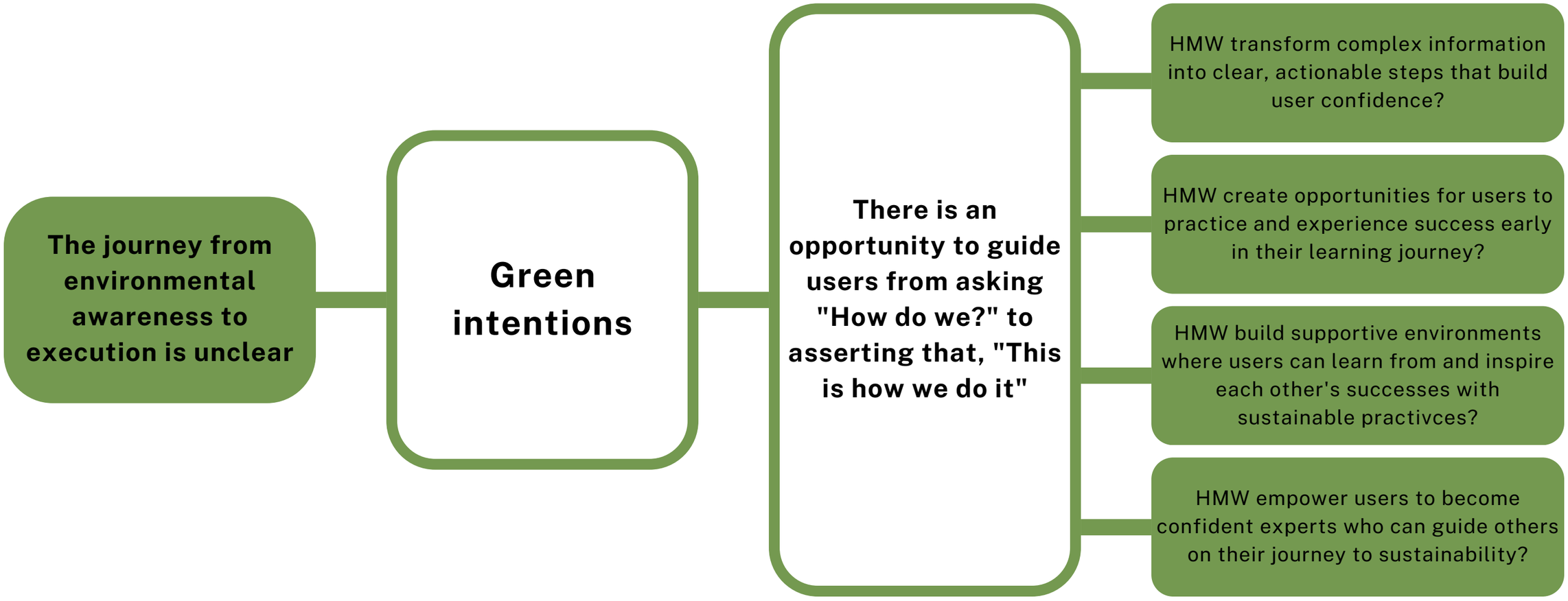
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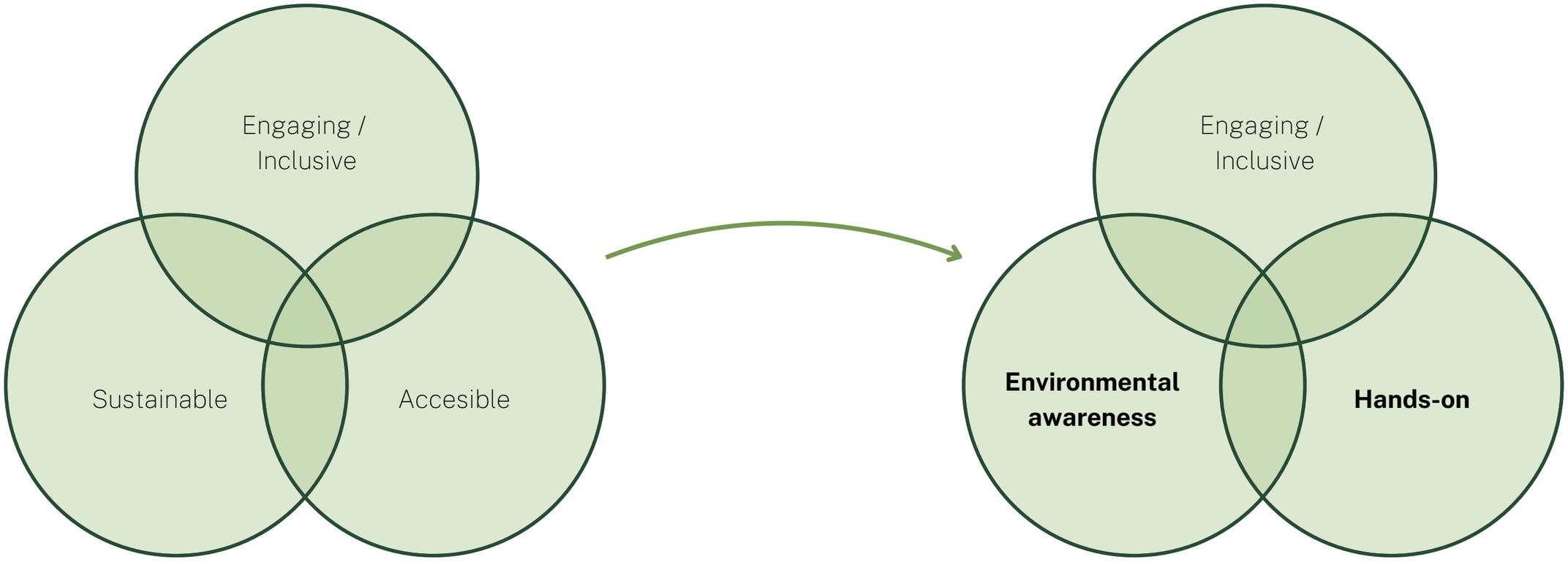
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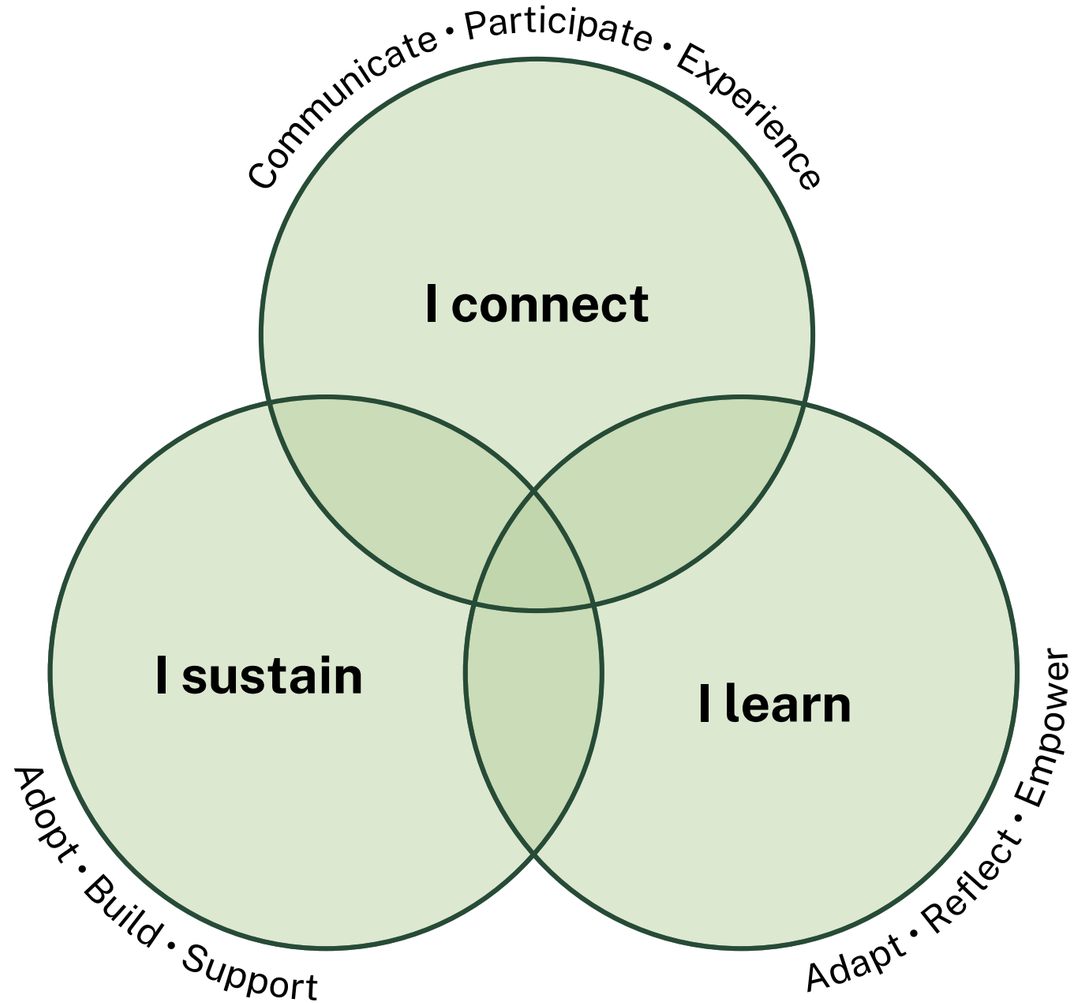
Reframed Value Pillars

Based on feedback, we refined our Value Pillars to better reflect our environmental focus and the idea of connecting people through shared activities. These feedback, and the insights from our interviews, helped us to refined them.



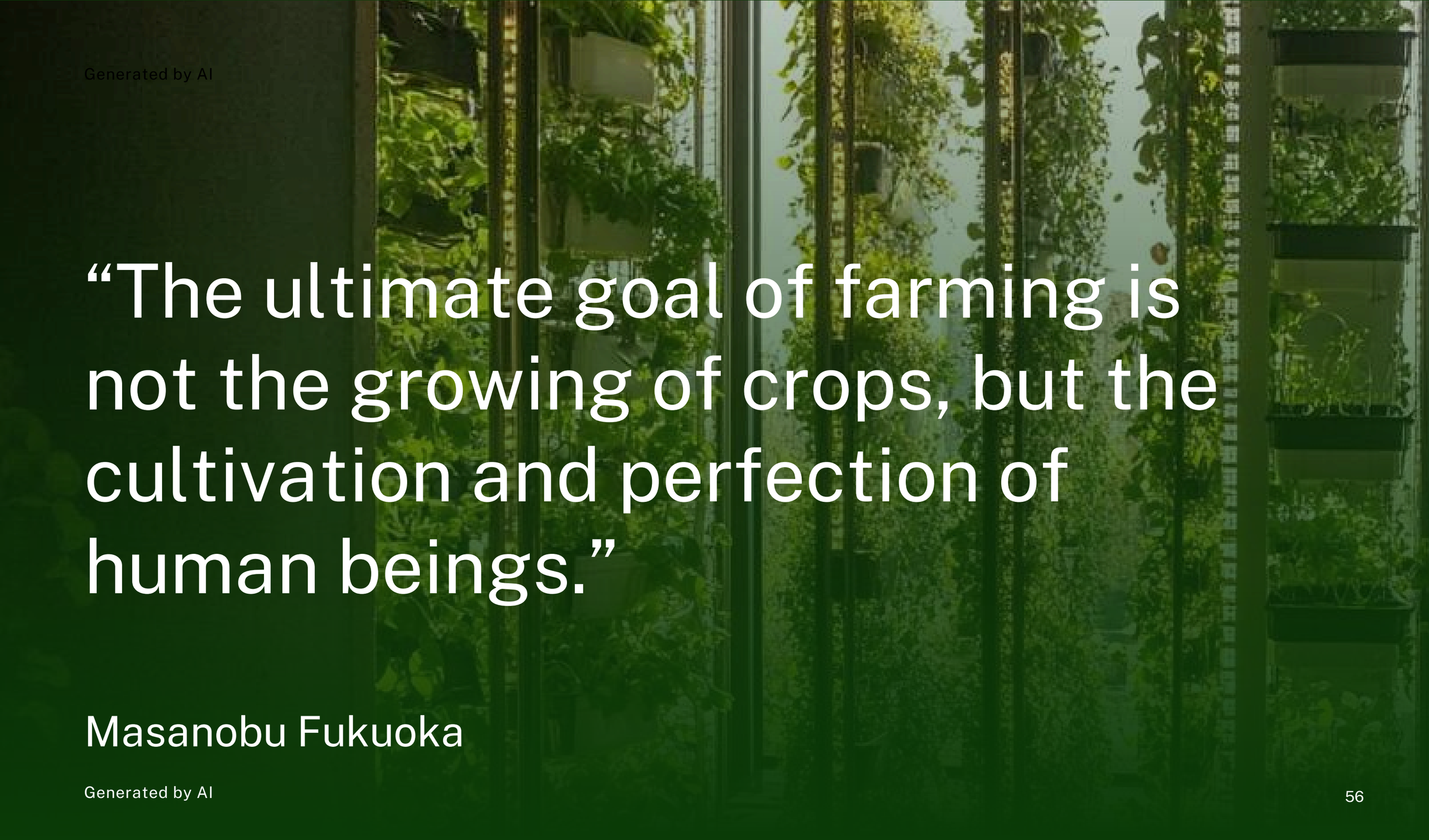
Core Drivers and Enablers

Core drivers and enablers serve as the fundamental building blocks that shape and propel our project forward.
We created our Core Drivers and Enablers in order to represent the key motivating forces and strategic objectives that guide our direction. Together, they form an interconnected framework that helps us align our efforts, make informed decisions, and create meaningful value for our stakeholders.



Enablers

- Mentorship
- Accessibility
- Collaboration
- Immersion
- Resources



“The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.”

Masanobu Fukuoka

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PART 3

Competitor landscape and analysis + Prototype and Business Model Canvas

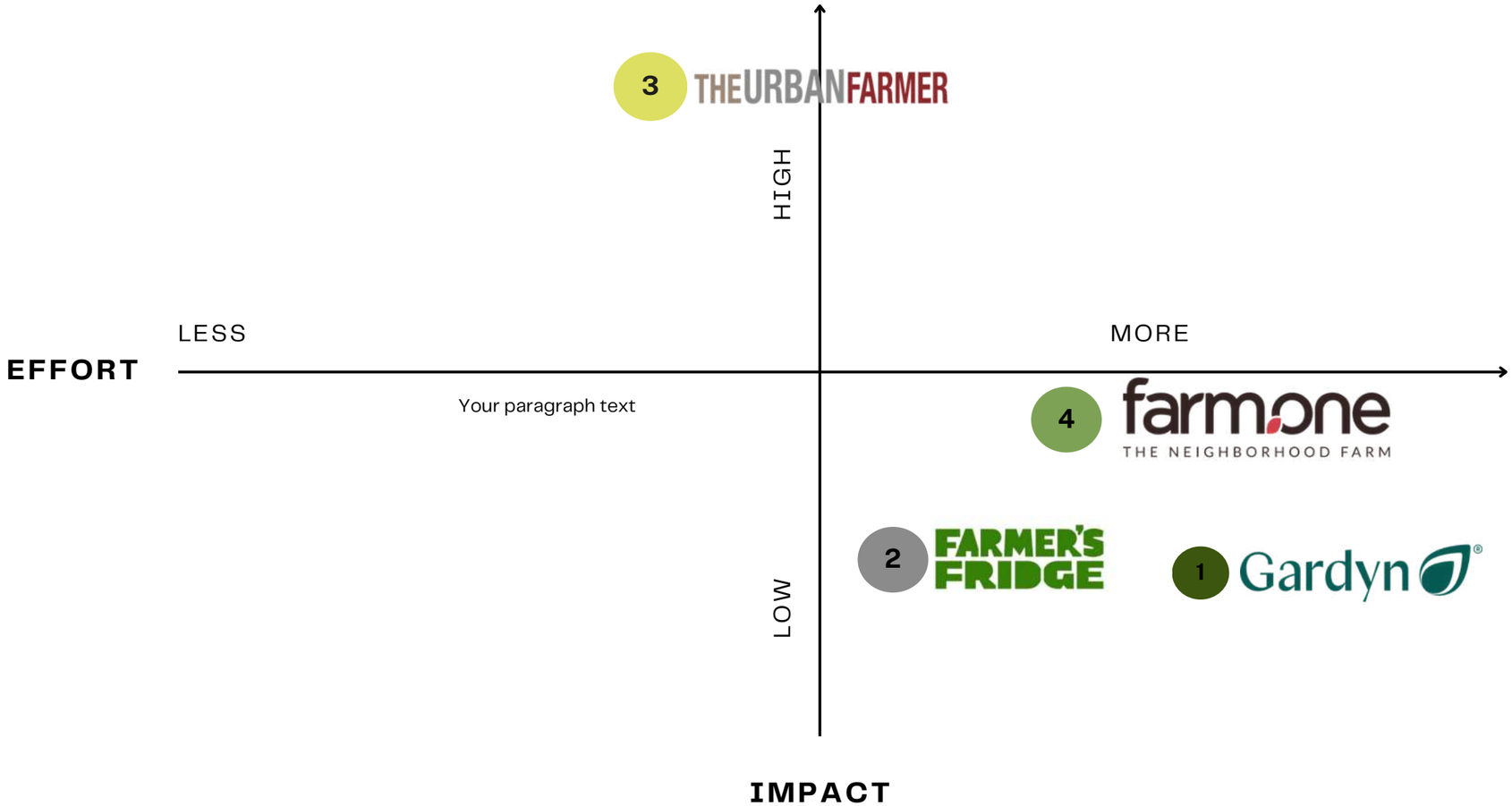
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Existing Market



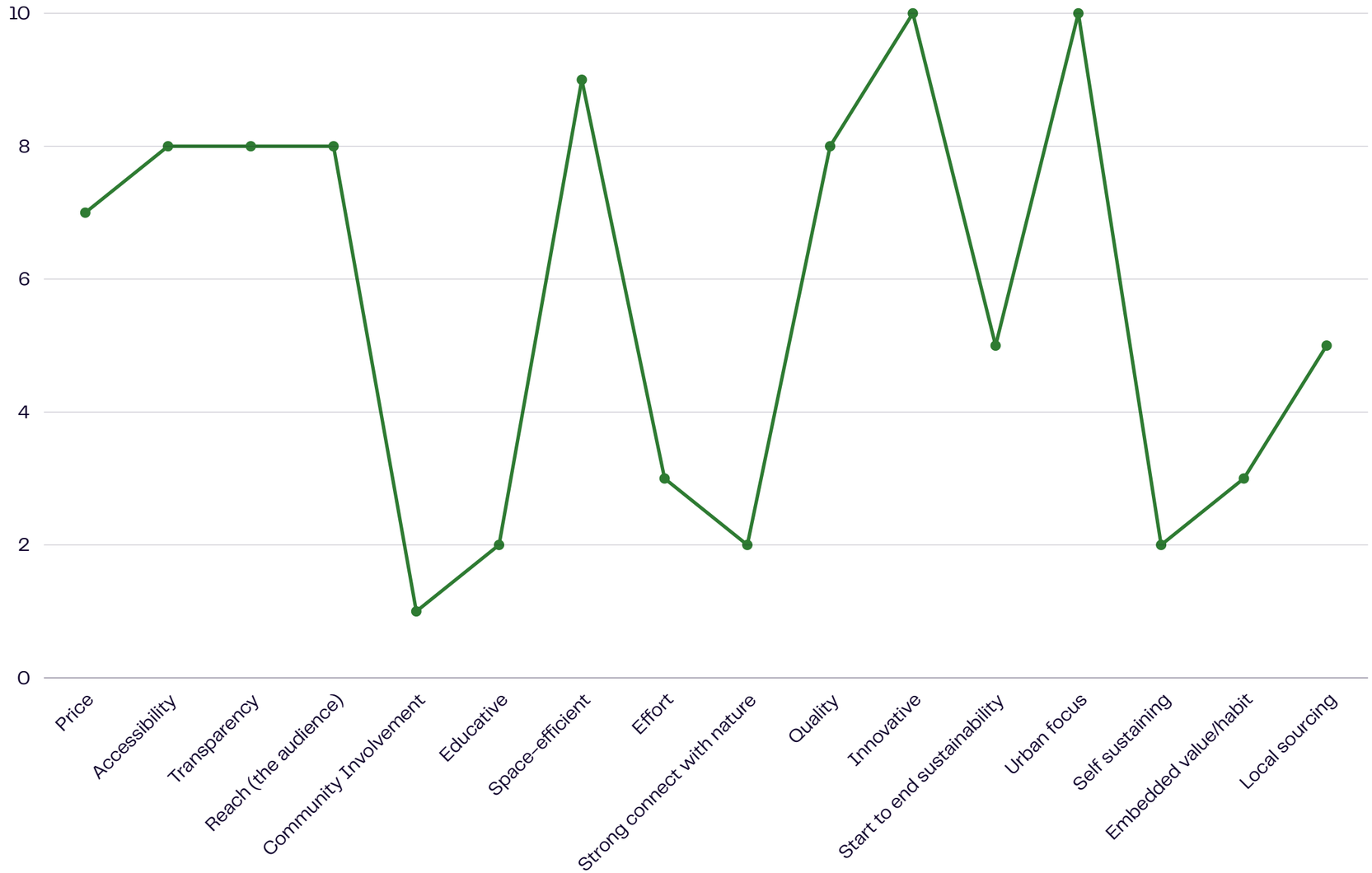
Identifying our key competitors

We used a 2x2 to map out four of our key competitors with high/low impact as well as less/more effort.
We then identified each competitor with a business model and mapped each one out with a blue ocean strategy map.



Blue Ocean Strategy

Farmer's Fridge is a company that makes healthy, fresh food more accessible by providing salads, meals, snacks, and beverages in convenient, refrigerated vending machines. Founded in 2013, Farmer's Fridge operates in places like hospitals, airports, and office buildings, offering pre-prepared, nutritious options for busy individuals.



Business Model Canvas

Key Partnerships

- The vending machine suppliers
- Tech: app managers
- The chefs
- Food suppliers
- Logistics
- Drivers
- Farmers
- Retail partners: target, dashmart, jewelosco, amazan go, and food courts

Key Activities

- Prepping the meals
- Fridge maintenance
- Removing the expired food quality and check
- Packaging the food
- Filling and refilling the refrigerators
- Managing the apps

Key Resources

- Logistics team
- Drivers network
- Kitchen facilities
- Technical resources
- Vending machine/people behind it

Value Proposition

- Delivering fresh food on the go
- Providing healthy food on the go
- Affordable price
- Focus on sustainability
- Smart/innovative vending machine

Customer Relationship

- Vending machine
- Farmer's fridge app
- Public spaces
- Relationship with the retailers

Channels

- Vending machine
- Mobile app
- Public locations, schools, offices
- Retail partnerships

Customer Segments

- Catering to people with busy schedules
- Retail visitors
- Travelers
- Busy adults who prioritize health but don't have the time to cook or who cannot cook well

Cost Structure

- Food production
- Food collection/quality check
- Vending machine
- Employee salary
- Machine maintainance

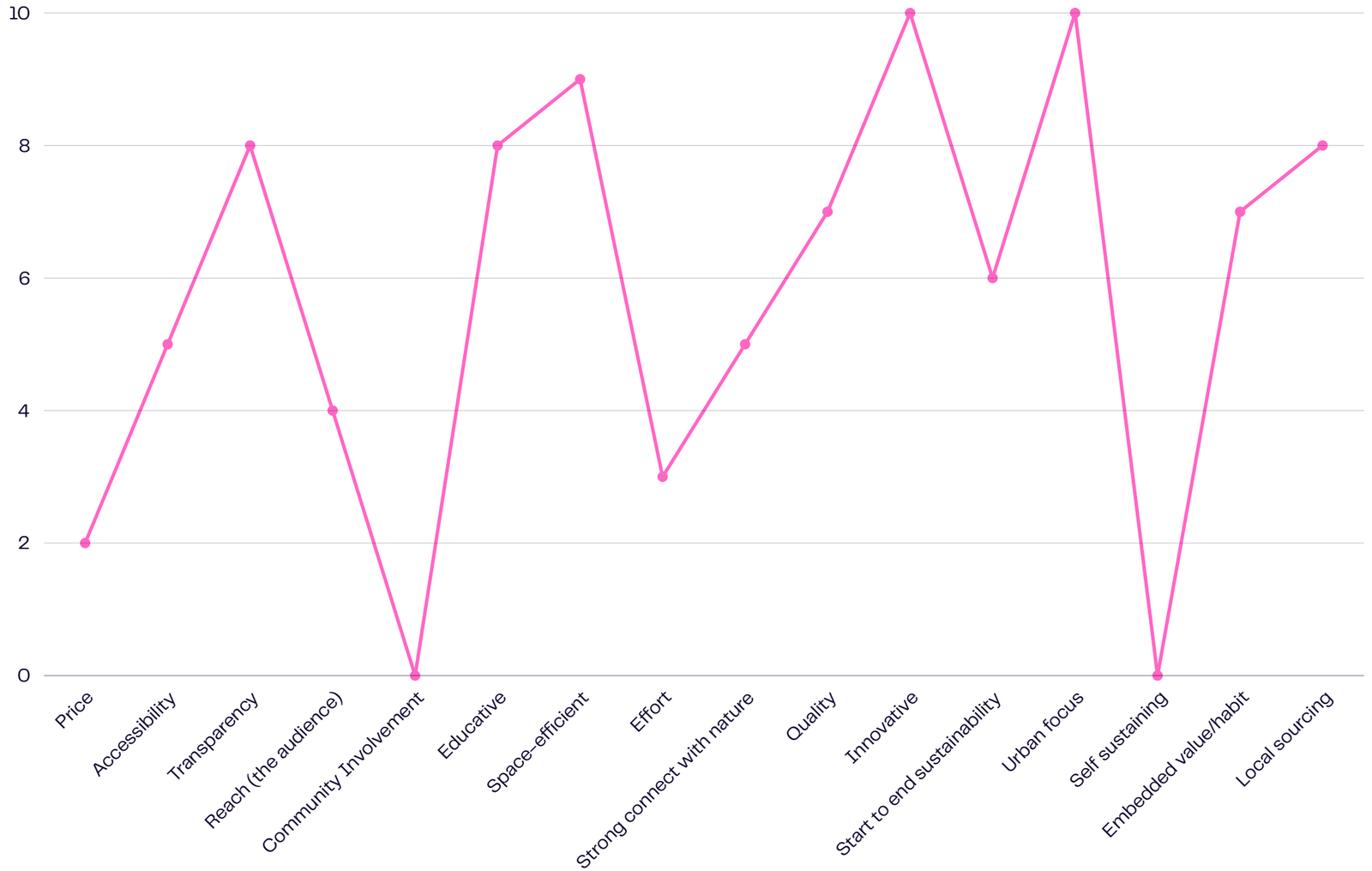
Revenue Streams

- Sales from vending machines
- Partnerships with retailers
- App-based/subscriptions

Blue Ocean Strategy

Gardyn®

Gardyn is a smart indoor gardening system that allows people to grow fresh produce at home with minimal space and effort. Using vertical hydroponics and artificial intelligence, Gardyn's system is designed to monitor and care for plants automatically, providing the right amount of light, water, and nutrients. It can grow a variety of vegetables, herbs, and fruits year-round, without soil, using just water and nutrient solutions.



Business Model Canvas

Gardyn®

Key Partnerships

- Mcgill University researchers
- LED light manufacturers
- AI machine vision technology providers
- Suppliers of materials for hydrophobic systems

Key Activities

- Research and development in hydrophobic technology
- Manufacturing of indoor gardening systems
- AI and software development for plant care
- Customer education and support
- Marketing and brand awareness

Key Resources

- Proprietary hybrid technology
- AI and machine vision software
- Research and development team
- Manufacturing facilities
- Brand and patents

Value Proposition

- Fresh, tasty, and nutritious produce grown at home
- Sustainable and pesticide-free food production
- Automated, hassle-free plant care using AI
- Space efficient vertical gardening (2 square feet)
- Reconnection with nature in urban environments
- Year-round access to fresh produce

Customer Relationship

- Educational content on healthy eating and sustainability
- Customer support for gardening systems
- Community building around sustainable living

Channels

- E-commerce website
- Social media platforms
- Partnerships with sustainability-focused retailers
- Educational workshops and demonstration

Customer Segments

- Health conscious consumers
- Urban dwellers with limited space
- Sustainability advocates
- Busy professionals seeking convenient access to fresh produce
- Families interested in teaching children about food production
- Restaurants and businesses looking for on-site produce growing

Cost Structure

- Research and development expenses
- Manufacturing costs
- Technology infrastructure and maintenance
- Marketing and customer acquisition
- Employee salaries

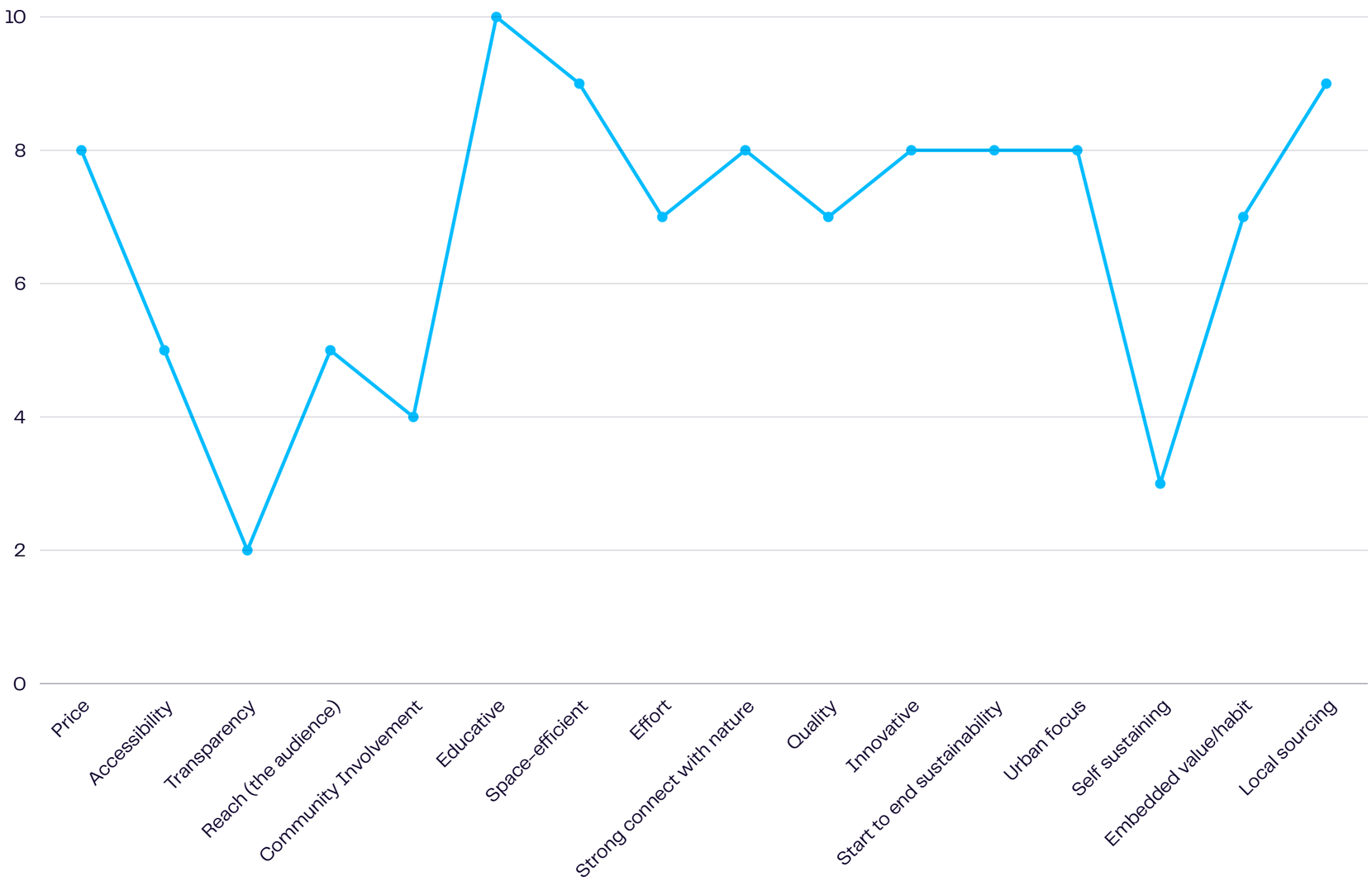
Revenue Streams

- Sales of indoor gardening systems
- Recurring revenue from consumables (seeds, nutrients)
- Potential subscription models for AI-driven plant care service
- Licensing of hybriponic technology to other businesses

Blue Ocean Strategy

THE URBAN FARMER

The Urban Farmer is a movement and practice focused on growing food within city environments, often utilizing small spaces like rooftops, balconies, vacant lots, and community gardens. Urban farmers aim to bring sustainable agriculture into urban areas, making fresh produce accessible to city dwellers while reducing the carbon footprint associated with transporting food. By promoting local food production, urban farming supports food security, fosters community involvement, and encourages eco-friendly practices within dense urban settings.



Business Model Canvas

THE URBAN FARMER

Key Partnerships

- Residential property owners (for land leasing)
- Sustainable farming equipment providers
- Organic seed suppliers
- Farmers' markets
- Local governments
- Local restaurants

Key Activities

- Sourcing organic seeds, plants, and gardening supplies
- Intensive urban farming
- Education and consulting
- Crop planning and rotation
- Marketing and sales
- Content creation (books, courses)

Key Resources

- Leased urban land plots
- Farming equipment
- Bicycles for delivery
- Knowledge and expertise
- Greenhouse structures

Value Proposition

- High quality, locally grown organic produce
- Sustainable urban land use
- Educational resources for aspiring urban farmers
- Consulting services for urban agriculture

Customer Relationship

- Direct sales at farmers' markets
- Partnerships with local restaurants
- Online community engagement
- Workshop and course attendees

Channels

- Farmers' markets
- Direct delivery to restaurants
- Books and publication
- Website and online courses
- Speaking engagements and workshops

Customer Segments

- Health conscious urban consumers
- Local restaurants and chefs
- Aspiring urban farmers
- Sustainability-focused individuals and businesses

Cost Structure

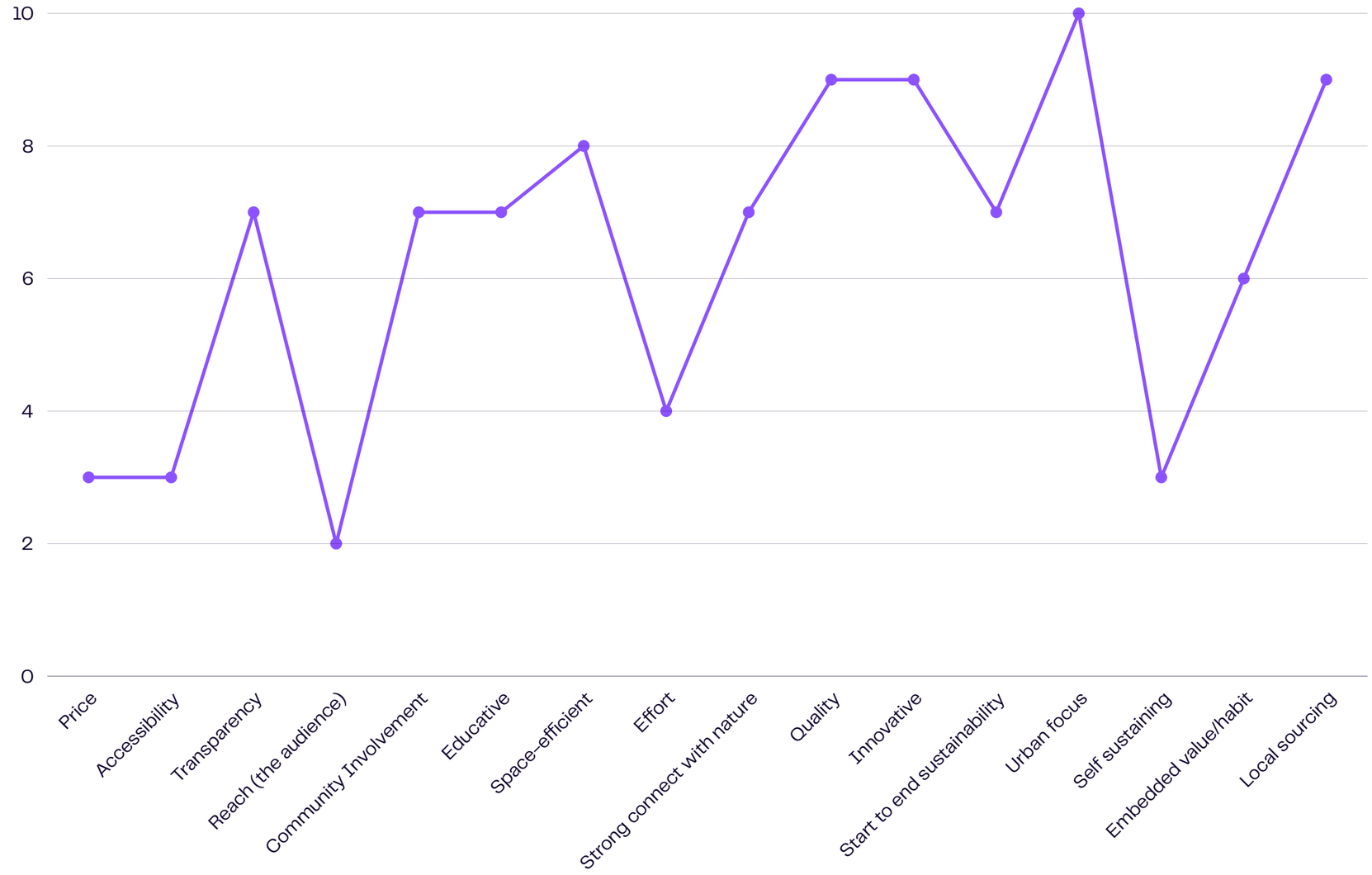
- Land lease fees
- Seeds and organic inputs
- Equipment maintenance
- Labor (part time and seasonal)
- Marketing and website maintenance

Revenue Streams

- Consulting services
- Speaking fees
- Book and publication sales
- Produce sales (farmers markets and restaurants)
- Educational courses
- Workshops

Blue Ocean Strategy

FarmOne is an indoor vertical farm based in New York City, specializing in growing fresh, rare, and sustainably-produced herbs, greens, and edible flowers. Using hydroponics and LED lighting, Farm.One grows produce in climate-controlled environments, free of pesticides, and with efficient water usage. This setup allows them to supply high-quality ingredients directly to local restaurants and residents through a subscription service, delivering produce that's harvested fresh and sustainably, minimizing food miles and waste. Farm.One is known for providing unique, specialty crops that are not typically available from conventional farms.



Business Model Canvas

farmone
THE NEIGHBORHOOD FARM

Key Partnerships

- Local restaurants and chefs: collaborates with high-end restaurants to supply fresh, specialty produce
- Local food producers: partners with other local food producers to include their products in subscription boxes
- Investors: secured investments from DK-Bell Holding company and utilized equity crowdfunding for financial stability

Key Activities

- Urban farming: utilizes hydroponic and vertical farming techniques to grow a variety of crops
- Subscription services: manages weekly subscription boxes for local residents
- Community engagement: conducts educational workshops, farm tours, and special events

Key Resources

- Hydroponic systems: advanced farming technology for efficient and sustainable crop production
- Greenhouse facilities: indoor farms located in urban areas, particularly in Brooklyn, New York
- Human resources: skilled staff for farming operations, customer service, and community engagement

Value Proposition

- Fresh local produce: provides high-quality, pesticide-free herbs, micro greens, and edible flowers
- Sustainability: promotes eco-friendly practices and zero-emissions delivery
- Community involvement: offers educational programs and events to engage and educate the community

Customer Relationship

- Personalized service: flexible subscription management and dedicated customer segments
- Community building: engages with customers through workshops, tours, and events

Channels

- Direct to customer: subscription boxes delivered to local residents
- Online sales: website for purchasing produce and booking tours
- Local partnerships: supplies produce to local restaurants and food producers

Customer Segments

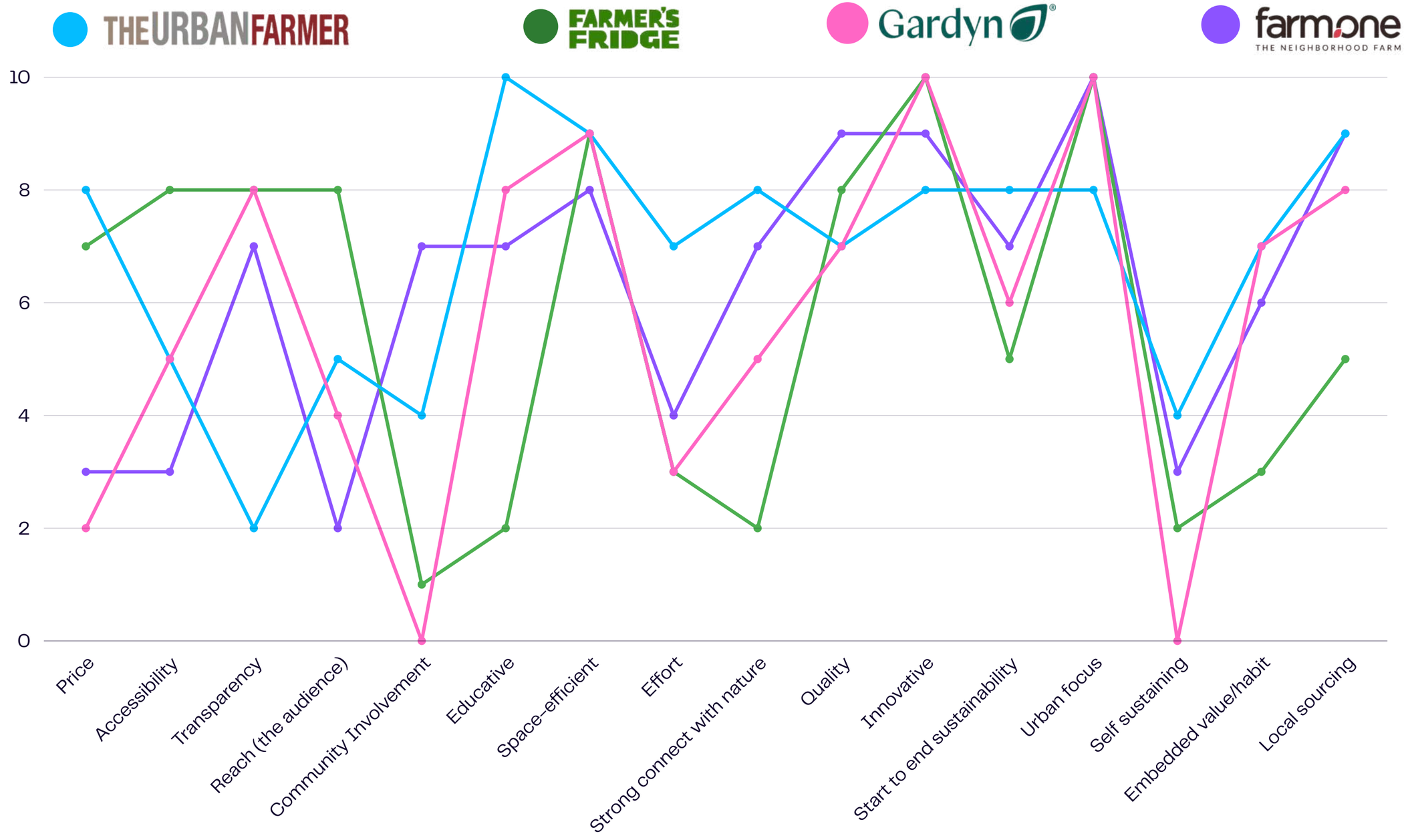
- Urban residents: individuals seeking fresh, local, and sustainable produce
- High end restaurants: chefs and restaurants looking for specialty and high-quality ingredients
- Educational institutions: schools and organizations interested in sustainability and urban farming education
-

Cost Structure

- Operational costs: expenses related to farming operations, including hydroponic systems and greenhouse maintenance
- Delivery costs: costs associated with local delivery, including zero-emissions transportation
- Community engagement: costs for conducting workshops, tours, and events

Revenue Streams

- Subscription boxes: revenue from weekly subscription services
- Direct sales: income from online sales and local partnerships
- Events and workshops: revenue from educational programs and special events



This is all four competitors measured together.

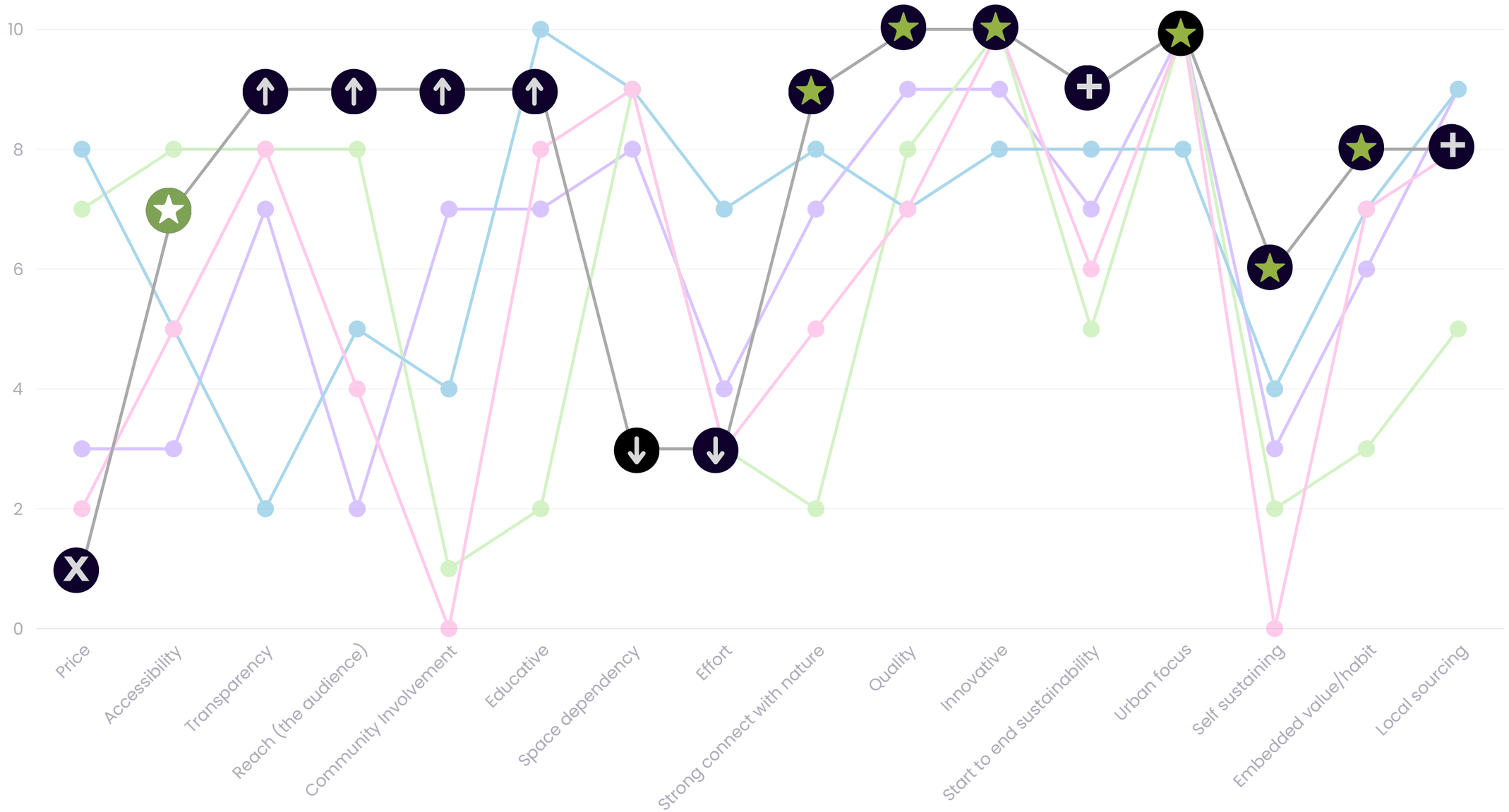
Blue Ocean Strategy : Our stand

The key aspect of the blue ocean strategy is creating new market space and making the competition irrelevant, rather than competing head-to-head in an existing crowded market. This aligns well with FarmFolio's innovative approach to urban farming and food systems.

1. Innovative concept: FarmFolio's unique business model that blends urban agriculture, financial technology, and community engagement represents a blue ocean opportunity. By introducing this novel concept, FarmFolio can carve out a new market space instead of directly competing with traditional urban farms or grocery delivery services.
2. Start-to-end sustainability: FarmFolio's focus on maintaining sustainability throughout the entire value chain, from sourcing to distribution, is a differentiator that sets it apart from conventional food systems. This end-to-end sustainability focus appeals to environmentally-conscious consumers seeking truly green solutions, creating new demand rather than fighting for a share of an existing market.
3. Making the service an everyday habit: By designing FarmFolio to be an integral part of customers' daily lives through convenient subscriptions, gamification, and community engagement, the platform can establish itself as an indispensable part of the urban food ecosystem. This goes beyond just competing on price or quality – it's about creating new customer habits and behaviors.

The blue ocean strategy encourages FarmFolio to look beyond current industry boundaries and focus on value innovation – offering a compelling new value proposition that is significantly different from the status quo. This could involve identifying and eliminating industry factors that may be taken for granted, as well as creating new factors that enhance the customer experience.

By leveraging these blue ocean principles, FarmFolio can position itself as a market leader, attracting new customer segments and redefining the urban farming industry. The key is to innovate and create new demand, rather than engaging in direct competition within a crowded, shrinking market.



Legend

THE URBAN FARMER · FARMER'S FRIDGE · Gardyn · farmone THE NEIGHBORHOOD FARM · FARM FOLIO

Our Zag 17 Steps

Below represents the Zag 17 Steps

1

Who are you?

A self sustaining brand that builds community through education, providing accessible and local fresh produce
It is designed for your convenience and seamlessly fits into your routine while promoting sustainability

2

What do you do?

We make fresh produce accessible to everyone, connecting people with nature and others no matter where they are.

3

What is your vision?

We want to empower people to feel like their consistent actions - however big or small contribute to a sustainable future.
In the next few years, we want to make this a habit rather than just a temporary escape

4

What wave are you riding?

Nature as CEO:
Start to end sustainability:
Consumers looking to cut costs while generating
less waste.
Accessibility for all: Inclusive sustainability is emerging as policy

5

Who shares the brandscape?

Traditional farmers markets, organic grocery stores, community gardens, and other urban farming initiatives.

6

What makes you the only?

A service that combines affordable local produce with educational experiences and community engagement

7

what should you add or subtract?

Subtract: High cost, too much effort
Add: Sustainable packaging, subscription service

8

Who loves you?

Health-conscious individuals, sustainability advocates, families interested in food education, and community-oriented urban dwellers, local governments

9

Who is the enemy

Urban farming brands that make the experience time consuming, expensive, difficult and not ENGAGING.
Disconnection between people and their food sources.

10

What do they call you?

Sprout & Leaf
Grow green
Urban Harvest

11

How do you explain yourself?

A self-sustaining model that engages through community to fit into your everyday life
We're bringing the farm to the city, making fresh, sustainable produce accessible while cultivating a community of informed, engaged urban farmers.

12

How do you spread the word?

Partnerships with local regulatory bodies.
Social media, influencer marketing, word of mouth from engaged community members..
Partnerships with educational institutes

13

How do people engage with you?

By purchasing produce, participating in educational sessions, joining community farming activities, and using our platform for learning and purchasing.

14

What do they experience?

Fresh, affordable produce; a sense of community; empowerment through knowledge; and a connection to sustainable practices.

15

How do you earn their loyalty?

Through consistently high-quality produce, engaging content, educational content, community-building activities, and a slow but visible positive impact on the local environment.

16

How do you extend your success?

By expanding to more urban areas, developing more educational content, creating partnerships with restaurants and businesses, and potentially franchising the model.

17

How do you protect your portfolio?

By continually innovating in sustainable farming techniques, building strong community ties, and developing proprietary educational content and engagement strategies. By being in touch with our consumers and users at regular intervals.

Business Model Canvas

This is our first business model draft that we made after primary and secondary research..

Key Partnerships

- With farmers
- Local retailers
- Suppliers of materials for hydroponic systems
- Local government bodies
- NGO's
- Philanthropists
- Local community
- Local restaurants
- Sustainable farming equipment providers
- Organic seed suppliers

Key Activities

- Providing local/ organic produce at affordable rates
- Actively promoting our service
- Involve people with activities or experiences
- Providing farming knowledge for everyone
- Marketing and brand awareness
- Educate people about sustainability in daily activities
- Customer education and support
- Research and development in hydroponic technology

Key Resources

- Growing space
- Necessary equipments and raw products
- Volunteers
- Continuous support from the government money, policies, etc
- SME's related to farming and technology

Value Proposition

- Healthy and affordable fresh produce
- Improved access to sustainable produce
- Sustainable and pesticide-free food production
- Community or individual level activities as per user preference
- Space efficient gardening
- Less time more impact solutions
- Farm tours
- Year-round access to fresh produce
- Website for purchasing produce

Customer Relationship

- Informative yet approachable teaching or mentorship sessions
- Partnerships with local communities
- Online platforms
- Memberships/loyalty programs
- Activity kits
- Offline platforms

Channels

- Farmers markets
- Direct-to-consumer
- Schools
- Work spaces
- Dedicated green spaces that is fixed for green activities
- Subscription boxes delivered to local residents
- Word of mouth
- Grocery stores
- B2B

Customer Segments

- The health conscious person
- The farm to forkers
- The eco curious
- The community seeker
- Families interested in teaching children about food production
- Sustainability advocates
- Educational institutions
- Busy professionals seeking convenient access to fresh produce
- Urban dwellers with limited space
- Restaurants and businesses looking for on-site produce

Cost Structure

- Materials/equipments
- Research and development expenses
- Marketing and customer acquisition
- Employee salaries

Revenue Streams

- Through sale of produce
- Through educative content
- App-based sales/subscriptions
- For activity
- Through the sale of products
- Partnerships and collaborations
- Special events

Business Model Canvas

After doing zag, this is our final version of our business model canvas.
The bold texts are the changes made from the previous version.

Key Partnerships

- With farmers
- Sustainable farming equipment providers
- Local government bodies
- Local community
- Sustainable farming equipment providers
- Organic seed suppliers
- **People willing to teach or mentor**
- **Those willing to create educative content**

Key Activities

- Marketing and brand awareness
- Educate people about sustainability in daily activities
- Customer education and support
- **Research what to grow when and were as per the area**
- **Creation of educative content**
- **Provision of accessible and affordable local/organic produce**

Key Resources

- Necessary equipments and raw products
- Volunteers
- Continuous support from the government wrt money, policies, etc
- **Designated spaces for growth**

Value Proposition

- Healthy and affordable fresh produce
- Sustainable and pesticide-free food production
- Community or individual level activities as per user preference
- Space efficient farming
- Year-round access to fresh produce
- Effortless contribution
- **Improved access to fresh produce**
- **Education on urban farming to be able to grow your own produce**
- **Make this a habit rather than just a temporary escape**
- **Promising convenience by fitting into your routine**
- **Self sustaining service**
- **Community through education and engagement**
- **Subscription based space leasing**
- **Providing reconnection with nature in an otherwise busy life**
- **Filling the disconnect between people and their food sources**

Customer Relationship

- Informative yet approachable teaching or mentorship sessions
- **Local communities as allies**
- **Local government as an ally**
- **Empowering people to feel like their consistent actions- big or small contribute to a sustainable future**
- **Building word of mouth recognition for our service**
- **People willing to teach/mentor other potential customers**

Channels

- Farmers markets
- Direct-to-consumer
- Schools
- Work spaces
- Word of mouth
- Grocery stores
- B2B
- **Subscription service**
- **Community hubs**

Customer Segments

- The health conscious person
- The farm to forkers
- The eco curious
- The seeking a community
- Sustainability advocates
- Educational institutions
- Busy professionals seeking convenient access to fresh produce
- Restaurants and businesses looking for on-site produce
- **Those looking to educate themselves on growing food. sustainable practices**
- **Interested growers with limited space**

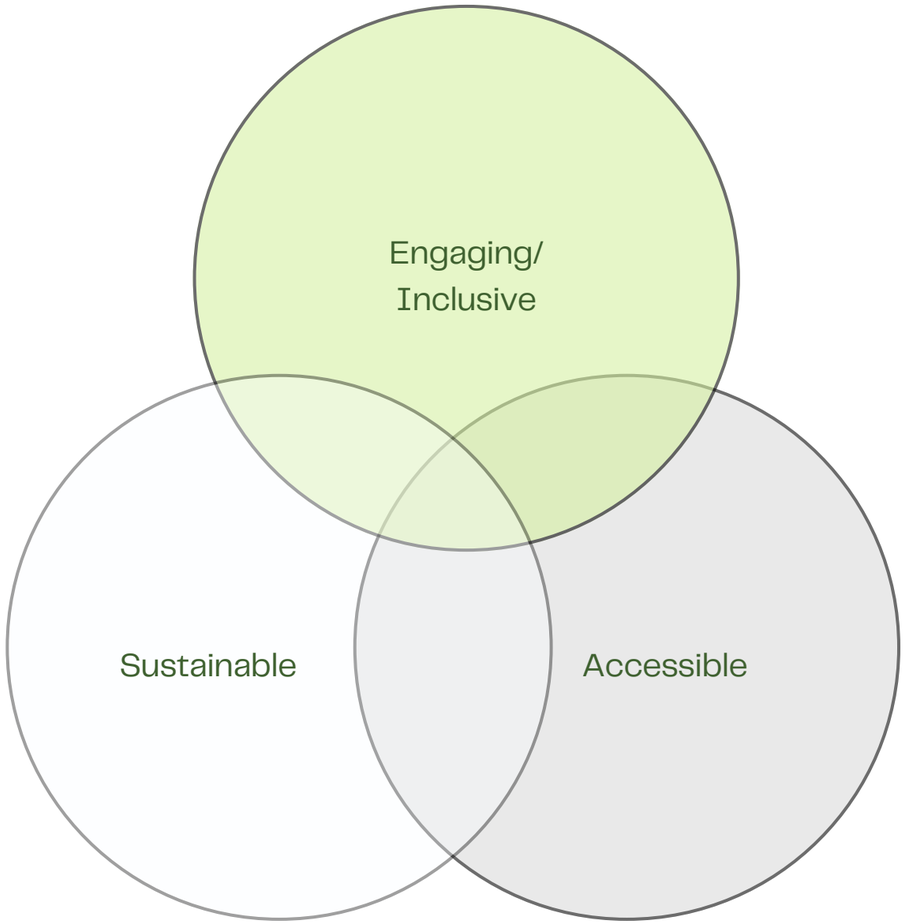
Cost Structure

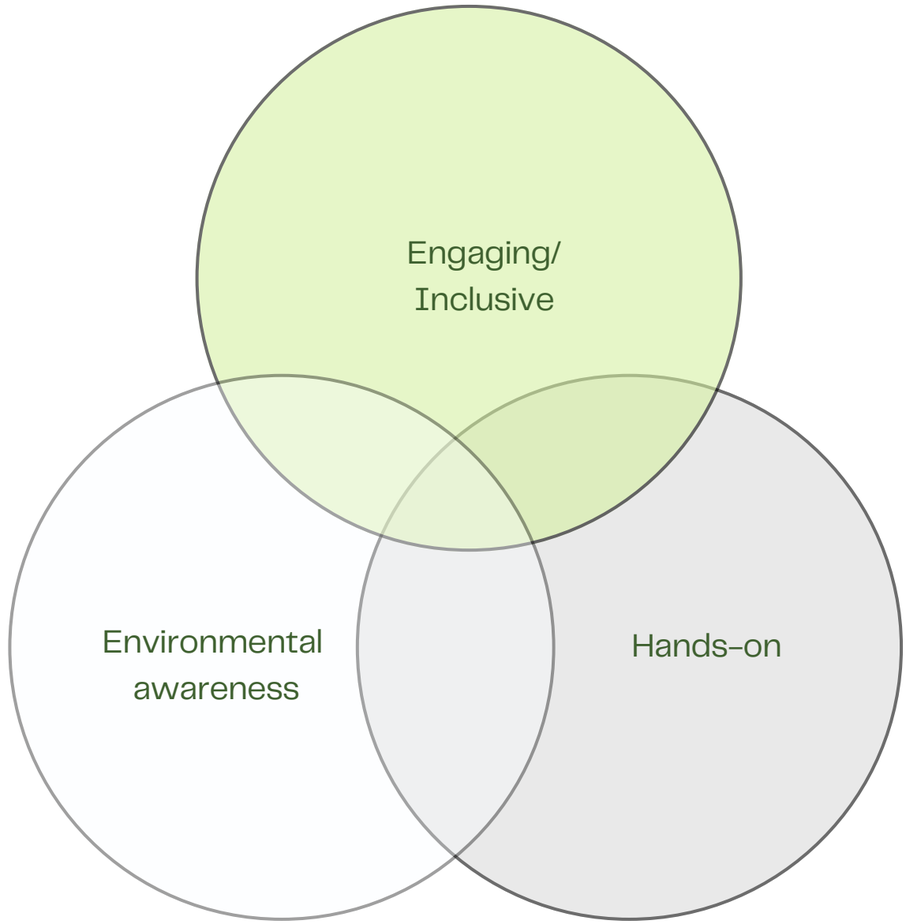
- Materials/equipments
- Research and development expenses
- Marketing and customer acquisition
- Employee salaries
- **Government fees**
- **Land maintenance**
- **Raw material costs (seeds, soil)**
- **Transport costs (delivery pickup, buying material)**

Revenue Streams

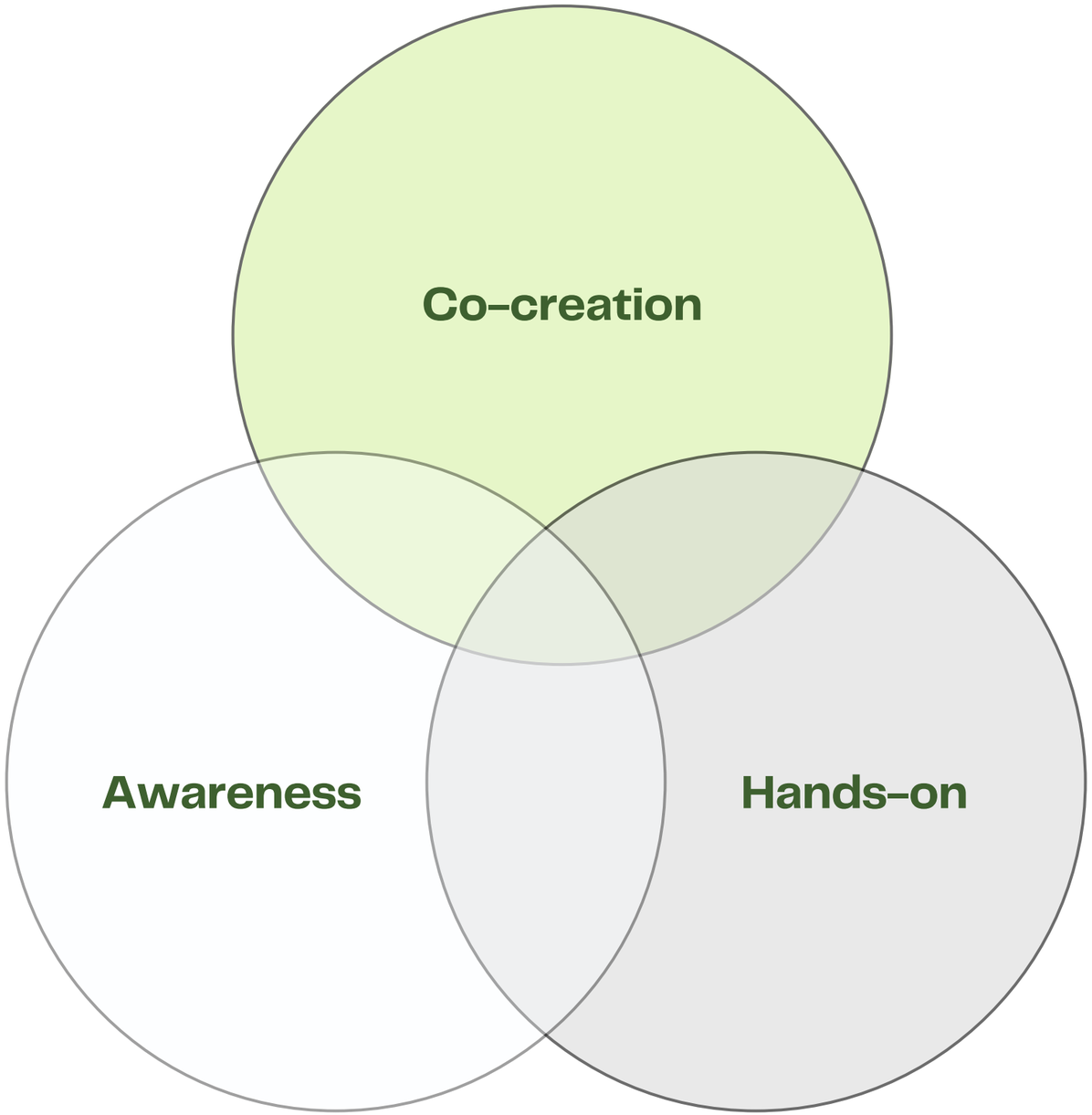
- Through sale of produce
- Through sale of educative content created
- Subscriptions based models revenue
- **Potential partnerships or collaborations with local stores**
- **Curated events such as pop-ups and 'Seasons of Growth' initiatives to contribute to revenue stream**

Old Value Pillars

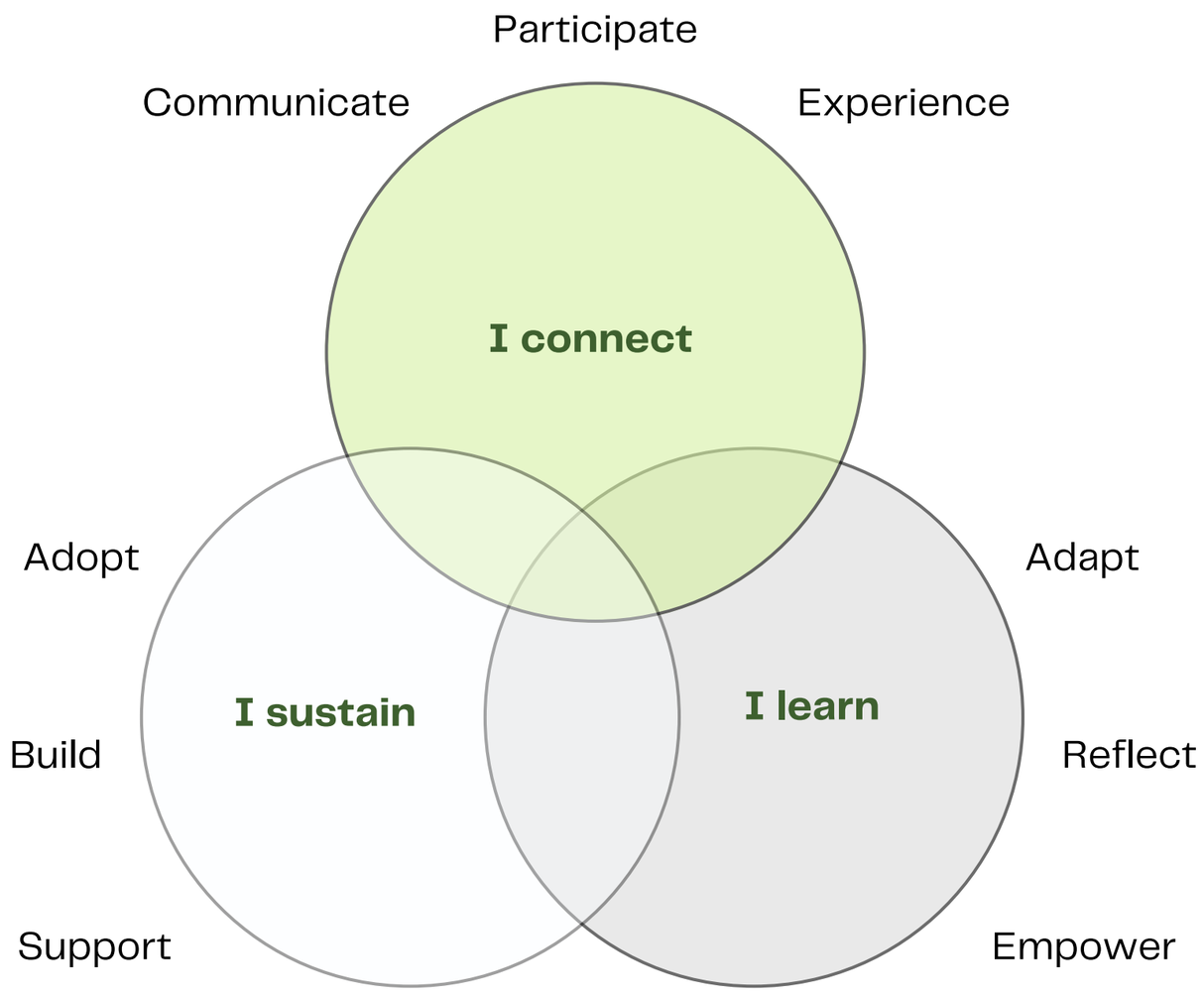




Updated Value Pillars

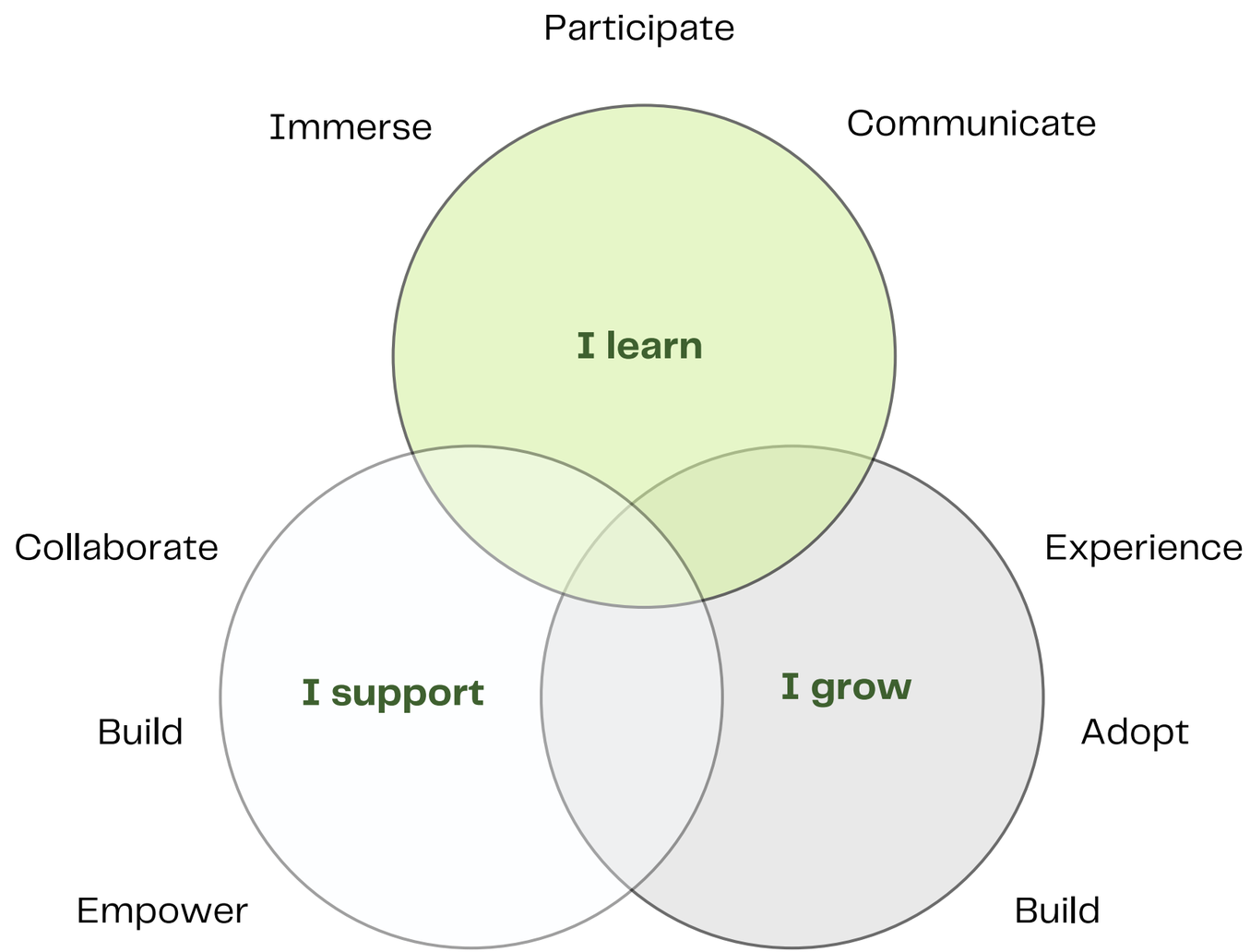


Old Core Drivers + Enablers



- Mentorship
- Accessibility
- Collaboration
- Immersion
- Resources

Updated Core Drivers + Enablers

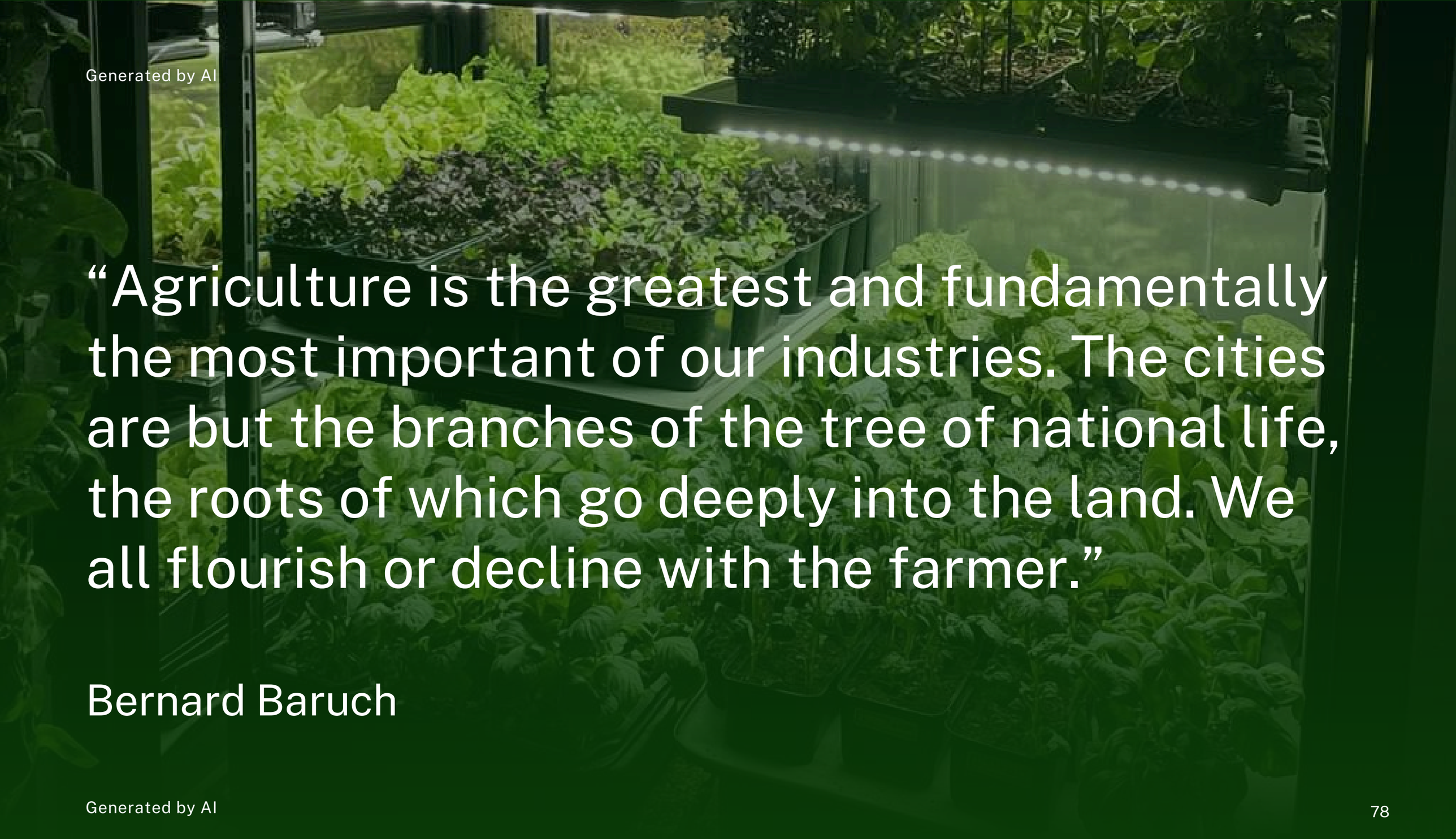


Education

Collaboration

Immersive experiences

Tailored experiences



Generated by AI

“Agriculture is the greatest and fundamentally the most important of our industries. The cities are but the branches of the tree of national life, the roots of which go deeply into the land. We all flourish or decline with the farmer.”

Bernard Baruch

Generated by AI

SWOT Analysis | Big Picture Assessment

Our SWOT analysis evaluated our the strengths, weaknesses, opportunities, and threats of our business model, based on current research insights.

Weaknesses include inconsistent funding, high starting costs, operational complexity, and limited urban space.

Strengths are strong partnerships, a diverse value proposition, education focus, sustainable practices, flexible involvement, year-round produce, and alignment with health trends.

Opportunities include rising demand for sustainable, locally-sourced food, urban agriculture growth, partnerships, new markets, innovative technologies, government support, and experiential learning demand.

Threats encompass competition, policy shifts, economic downturns, climate impacts, resistance from traditional agriculture, supply challenges, pest risks, and urban zoning restrictions.

Key Partnerships

- Local government bodies
- Local farmers
- Local community
- Sustainable farming equipment providers
- Organic seed suppliers
- Local retailers
- People willing to teach/mentor
- Creators of educative content

Key Activities

- Urban farming operations
- Teaching, mentorship programs
- Marketing and brand awareness
- Community engagement
- Creation of educative content
- Customer education and support
- Provision of accessible and affordable local/organic produce
- Research what to grow when and where as per the area

Key Resources

- Designated spaces for growth
- Equipments and raw products
- Volunteers
- Support from the government
- Farming and tech SMEs

[redacted]

Value Proposition

- Healthy AND affordable fresh produce
- Improved access to fresh produce
- Transparent sourcing
- Filling the disconnect between people and their food sources
- Space-efficient farming
- Direct farm-to-table options
- Competitive pricing, affordable fresh produce
- Community engagement
- Urban farming education
- Sustainable practices
- Subscription options

Customer Relationship

- Informative yet approachable teaching or mentorship sessions
- Local community alliances
- Local government as an ally
- Empowering people to feel like their consistent actions- big or small contribute to a sustainable future
- Building word-of-mouth recognization for our service

Channels

- Direct to consumer
- B2B
- Word of mouth
- Mobile app or web platforms
- Community hubs or centres
- Farmers Markets
- Grocery store
- Digital marketing

Customer Segments

- The health conscious
- The farm to forkers
- The eco curious that wants to grow their own food
- Interested growers with limited space
- Those seeking a community
- Families interested in teaching children about food production
- Those interested in buying organic produce, not necessarily growing
- Sustainability advocates
- Those looking to educate themselves on growing food, sustainable practices
- Educational institutions or educators
- Restaurants and businesses looking for on-site produce growing
- Those seeking to be a part of the community
- Busy professionals seeking convenient access to fresh produce

Cost Structure

- Technology infrastructure
- Marketing and customer acquisition
- Government fees
- Labor costs
- Research and development
- Distribution and inventory costs

Revenue Streams

- Through sale of produce
- Through sale of educative content created
- Subscriptions based models revenue
- Curated events such as pop-ups and 'Seasons of Growth' initiatives
- Potential partnerships or collaborations with local stores

[redacted]

SWOT Analysis | Detailed Assessment

Key Partnerships

Strengths:

- Strong local focus, including government bodies, retailers, and farmers.
- Collaboration between traditional farmers and sustainability-driven equipment providers.
- Educational support through mentors and content creators.
- Access to organic resources via specialized suppliers.
- Opportunities for knowledge sharing among diverse partners.

Weaknesses:

- Challenges in managing diverse partnerships.
- Potential conflicts between groups (e.g., retailers vs. direct sales).
- Reliance on voluntary participation for education and content.
- Difficulty aligning goals across partners.
- Inconsistent partner engagement.
- Lack of partnerships with tech or innovation companies.

Opportunities:

- Expansion to include tech-focused partners for innovation.
- Creation of a scalable, localized ecosystem.
- Development of a knowledge-sharing platform.
- Cross-promotional activities to expand reach.
- Potential for proprietary sustainable farming methods.
- Ability to influence local policies through government partnerships.

Threats:

- Dependence on local government support, which may change politically.
- Risk of partners becoming competitors.
- Supply chain disruptions affecting suppliers.
- Tensions with traditional farming interests.
- Changes in local community dynamics.
- Differing sustainability standards among partners.
- Risk of losing key individuals (mentors, content creators).

SWOT Analysis | Detailed Assessment

Key Activities

Strengths:

- Comprehensive approach covering marketing, education, and production.
- Strong focus on customer education for long-term engagement.
- Emphasis on sustainability education, aligning with global trends.
- Research-driven methods for local growing conditions.
- Educational content creation, positioning as thought leaders.
- Accessible, affordable produce addressing food security.
- Integrated marketing to build brand awareness.

Weaknesses:

- Broad range of activities may lead to resource dilution.
- Education and content creation can be time-intensive.
- Research requires specialized skills and can be costly.
- Balancing affordability with sustainability is challenging.
- Marketing in a crowded "green" market may be difficult.
- Ongoing need for fresh educational content

Opportunities:

- Potential to lead in urban farming and sustainability education.
- Opportunity to monetize educational content online.
- Possibility for research collaborations with institutions and governments.
- Chance to build a recognizable sustainable farming brand.
- Influence consumer behavior towards sustainability.
- Potential to innovate and patent urban farming techniques.
- Expand into consulting for other urban farming projects.

Threats:

- Rapid sustainability shifts may require content updates.
- Competition from other similar educational resources.
- Market saturation in organic/local produce may affect pricing.
- Changes in consumer trends away from sustainability.
- Risk of research being quickly replicated by competitors.
- Risk of not meeting expectations for produce quality/variety.
- Potential regulatory changes impacting urban farming practices.

SWOT Analysis | Detailed Assessment

Key Resources

Strengths:

- Access to designated growing spaces for urban farming.
- Availability of essential equipment and materials.
- Government support through funding and policies.
- Expertise from SMEs in farming and technology.
- Volunteer workforce to reduce labor costs.
- Integration of physical (space, equipment) and human resources.
- Potential for innovation at the intersection of farming and technology.

Weaknesses:

- Reliance on continuous government support, which may change.
- Dependence on volunteers, leading to inconsistent workforce availability.
- Limited control over designated growing spaces compared to owned property.
- Space constraints in urban areas may limit scalability.
- High costs for specialized urban farming equipment.
- Knowledge gaps if SMEs leave the project.

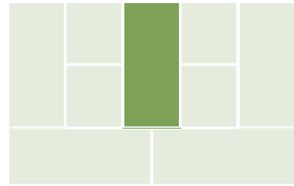
Opportunities:

- Develop proprietary urban farming technologies or methods.
- Expand growing spaces with innovative urban planning (e.g., rooftop gardens, vertical farming).
- Create a model for government-supported urban agriculture initiatives.
- Cultivate a skilled volunteer base that transitions into a paid workforce.
- Partner with tech companies to create smart farming solutions.
- Become a central hub for urban farming knowledge and resources.

Threats:

- Rapid sustainability shifts may require content updates.
- Competition from other similar educational resources.
- Market saturation in organic/local produce may affect pricing.
- Changes in consumer trends away from sustainability.
- Risk of research being quickly replicated by competitors.
- Risk of not meeting expectations for produce quality/variety.
- Potential regulatory changes impacting urban farming practices.

SWOT Analysis | Detailed Assessment



Value Proposition

Strengths:

- Comprehensive offering addressing health, affordability, sustainability, education, and community needs.
- Flexible engagement options. (individual or community, subscriptions)
- Year-round access to fresh produce, overcoming seasonal limitations.
- Focus on sustainability and pesticide-free production.
- Educational component encouraging users to grow their own produce.
- Space-efficient solutions ideal for urban environments.
- Long-term habit formation rather than short-term engagement.

Weaknesses:

- Complex value proposition may be challenging to communicate clearly.
- Difficulty in delivering all value elements consistently.
- Maintaining affordability alongside other value factors could be challenging.
- Balancing "effortless" farming with active engagement.
- Potential conflict between individual and community-level activities.
- Making urban farming a consistent habit for busy urban dwellers.

Opportunities:

- Become a one-stop solution for sustainable living in urban areas.
- Build a strong brand in the urban sustainability space.
- Expand into related areas like cooking classes using home-grown produce.
- Partner with health and wellness organizations.
- Influence urban planning with space-efficient farming solutions.
- Develop scalable models for urban community engagement.
- Create proprietary methods or technologies for space-efficient farming.

Threats:

- Competition from traditional grocery stores, farmers markets, and other urban farming initiatives.
- Risk of not meeting customer expectations.
- Potential changes in regulations affecting urban farming.
- Economic downturns affecting demand for premium produce.
- Resistance from established agricultural businesses.
- Maintaining engagement and preventing churn in the subscriptions.
- Risk of market saturation with similar urban farming initiatives.
- Potential impact of climate change or environmental factors on year-round production.

SWOT Analysis | Detailed Assessment

Customer Relationships

Strengths:

- Multi-faceted customer relationship approach (teaching, mentorship, community engagement)
- Strong local focus, leveraging community and government support
- Effective and cost-efficient word-of-mouth marketing
- Peer-to-peer learning model through customer mentorship
- Informative, accessible teaching style
- Alignment with sustainable values, boosting customer loyalty

Weaknesses:

- Reliance on voluntary participation for teaching and mentoring
- Inconsistent relationship quality due to diverse touchpoints
- Dependence on fluctuating local government support
- Difficulty scaling personal relationships as customer base grows
- Challenge maintaining consistent messaging across channels
- Risk of misalignment between customer expectations and outcomes

Opportunities:

- Building a strong, engaged community around the brand
- Potential for a customer advocacy program
- Leveraging technology for broader reach (e.g., online platforms)
- Influencing local policies through community and government
- relationships
- Establishing a reputation as leader in sustainable urban living education
- Partnering with local educational institutions or organizations
- Expanding the model to other cities or regions

Threats:

- Risk of losing key mentors or teachers, affecting relationship quality
- Negative word-of-mouth if expectations are unmet
- Changes in local government priorities or personnel affecting support
- Competition from similar community-based or educational services
- Volunteer burnout impacting the sustainability of peer-to-peer model
- Customer disillusionment if immediate results aren't seen
- Shifts in community dynamics affecting local alliances
- Difficulty maintaining long-term engagement

SWOT Analysis | Detailed Assessment

Channels

Strengths:

- Broad range of channels catering to different customer segments
- Direct-to-Consumer approach ensures control over customer experience
- Subscription service guarantees steady revenue and engagement
- Community structures (schools, workspaces, hubs) for distribution.
- Word of mouth serves as a cost-effective and credible marketing tool
- B2B partnerships with farmers markets and grocery stores expand reach
- Community hubs act as focal points for engagement and distribution

Weaknesses:

- Complexity in managing multiple channels simultaneously
- Risk of inconsistent messaging or experiences across different channels
- DTC and subscription models require strong logistics management.
- Reliance on word of mouth may result in slow initial growth
- B2B partnerships could require compromises on pricing.
- Dependence on schools and workspaces limits
- Community hubs may have limited capacity in some urban areas

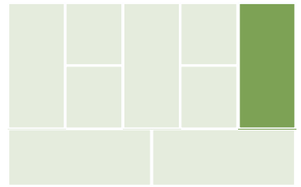
Opportunities:

- Potential for creating an omnichannel experience
- Development of a mobile app to enhance Direct-to-Consumer and subscription services
- Opportunity to impact food education through school partnerships
- Promoting workplace wellness through workspace channels
- Becoming a key supplier for health-focused grocery stores or restaurants
- Expanding community hubs into urban farming centers
- Leveraging data from diverse channels for personalized marketing and product development

Threats:

- Competition from established similar services
- Risk of conflict between Direct-to-Consumer and B2B partners
- Potential regulatory changes affecting distribution through schools or workspaces
- Economic downturns may impact subscription retention rates
- Seasonal demand variations may affect certain channels
- Risk of negative word-of-mouth within community networks
- B2B partners potentially developing their own urban farming initiatives
- Shifts in consumer shopping habits (e.g., more online shopping) could impact some channels

SWOT Analysis | Detailed Assessment



Customer Segments

Strengths:

- Diverse customer segments create multiple revenue streams
- Aligns with health, sustainability, and local food trends
- Serves both individuals and institutions (schools, restaurants)
- High-engagement segments focus (eco-curious, sustainability advocates)
- Addresses urban challenges (limited space, busy professionals)
- Educational offerings for various segments- families, self-learners
- Cross-segment synergies (e.g., sustainability advocates teaching the eco-curious)

Weaknesses:

- Wide range of segments may dilute focus or resources
- Varied segment needs could complicate product/service offerings
- Difficulty marketing to all segments at once
- Conflicting needs across segments (e.g., busy professionals vs. DIY growers)
- Overreliance on trend-driven segments (health-conscious, farm-to-fork)
- Balancing needs of individuals vs. institutions can be challenging
- Limited engagement potential for some segments (e.g., space constraints)

Opportunities:

- Become a one-stop solution for urban farming needs
- Create segment-specific products/services for deeper engagement
- Build a strong community spanning across segments
- Influence urban farming policies by representing diverse interests
- Partner with health, sustainability, and educational institutions
- Develop urban farming solutions for underserved segments (e.g., busy professionals)
- Expand into new segments as urban farming trends evolve

Threats:

- Competition from services targeting specific segments (e.g., meal kits for professionals)
- Risk of losing relevance if trends evolve and needs change
- Some segments may become self-sufficient, reducing service demand
- Economic downturns may disproportionately affect certain segments
- Changes in urban regulations could impact service delivery for some segments
- Conflicting interests between segments may create brand confusion
- New entrants targeting high-value segments could pose competition
- Shifting urban living trends may change segment compositions

SWOT Analysis | Detailed Assessment

Cost Structure

Strengths:

- Comprehensive coverage of urban farming costs
- Investment in R&D for innovative solutions and competitive advantage
- Focus on marketing and customer acquisition for growth
- Commitment to human resources with employee salaries included
- Consideration of government fees for regulatory compliance
- Attention to land maintenance for long-term viability
- Inclusion of transport costs, addressing the full supply chain

Weaknesses:

- High initial capital requirements for materials and equipment
- Uncertainty in return on investment for R&D expenses
- High marketing and customer acquisition costs in competitive urban markets
- Employee salaries as substantial fixed costs in urban areas
- Varying and unpredictable government fees and regulations
- Cost and complexity of land maintenance in urban areas
- Fluctuating raw material and transport costs

Opportunities:

- Economies of scale as operations grow
- Cost-saving innovations through R&D
- Optimized marketing strategies for better ROI
- Strategic partnerships to reduce costs (e.g., suppliers, transport companies)
- Potential government incentives or subsidies for urban farming
- Sustainable practices reducing long-term costs
- Vertical integration for cost control (e.g., producing own seeds or soil)

Threats:

- Competition from traditional grocery stores and rising material costs
- Increasing labor costs in urban areas
- New government regulations leading to higher fees or compliance costs
- Unexpected land maintenance issues (e.g., soil contamination)
- Volatility in raw material prices, especially for organic inputs
- Rising transport costs due to fuel prices or urban congestion
- Increased competition driving up marketing costs
- Economic downturns affecting cost structure and sustainability

SWOT Analysis | Detailed Assessment

Revenue Streams

Strengths:

- Diverse revenue streams reduce dependency
- Combination of product and service sales
- Recurring revenue through subscriptions
- Intellectual property leveraged via educational content
- Steady income from local store partnerships
- Event revenue adds flexibility
- Aligns with various customer segments

Weaknesses:

- Seasonal fluctuations in produce sales
- Dependence on content creation for educational revenue
- Risk of subscription fatigue and high churn
- Low margins on produce due to competition
- Unpredictable, resource-intensive event revenue
- Revenue sharing with local stores reduces profitability
- Complex financial management with multiple streams

Opportunities:

- Premium products for higher margins
- Scalable online courses or webinars
- Expansion of subscription offerings
- White-label products for partners
- Franchise model with franchise fees
- Monetization of operational data
- Marketplace platform for transaction fees

Threats:

- Competition from grocery stores and farmers markets
- Oversaturation of educational content
- Economic downturns impacting subscriptions
- Shifting consumer preferences away from subscriptions
- Local store partners developing urban farming
- Seasonal/weather impacts on produce
- Regulatory changes affecting produce sales
- Emerging home farming technologies

Our Refined North Star #1

After conducting a SWOT analysis of our business model canvas, we gained a clearer understanding of our service and offerings, enabling us to identify strengths, weaknesses, opportunities, and threats in greater depth. This insight allowed us to redefine our key objectives and realign our "north stars" to better reflect our goals. By grounding our strategic direction in these refined focal points, we sharpened our approach and are now positioned to address market demands with improved precision.

People seeking to improve quality food accessibility in their community but need guidance, knowledge, and resource have access to learning experiences, where they get knowledge from a farm mentor and practice what they learn. They see tangible results and connect to the experts through experiences so that the access of fresh food in the community can increase by XX%

Who **What** **Wow** **Why**

Our Refined North Star #2

Professionals who care about healthy eating but lack time for fresh produce.

Living in small spaces, they dream of growing their own food and value quality and fair prices. Can grow their own food to have easy access to fresh produce despite the space limitations. Learn how to grow food and can do it in small spaces so they can grow XX% of the food they eat.

Who **What** **Wow** **Why**

Our Refined North Star #3

People who believe in building community through food and value transparency about its origins can connect with others and create networks around access to fresh quality food. How ones participation can encourage the others to participate in activities to build communities and make sure people know the origin of the XX% of their fresh produce.

Who **What** **Wow** **Why**

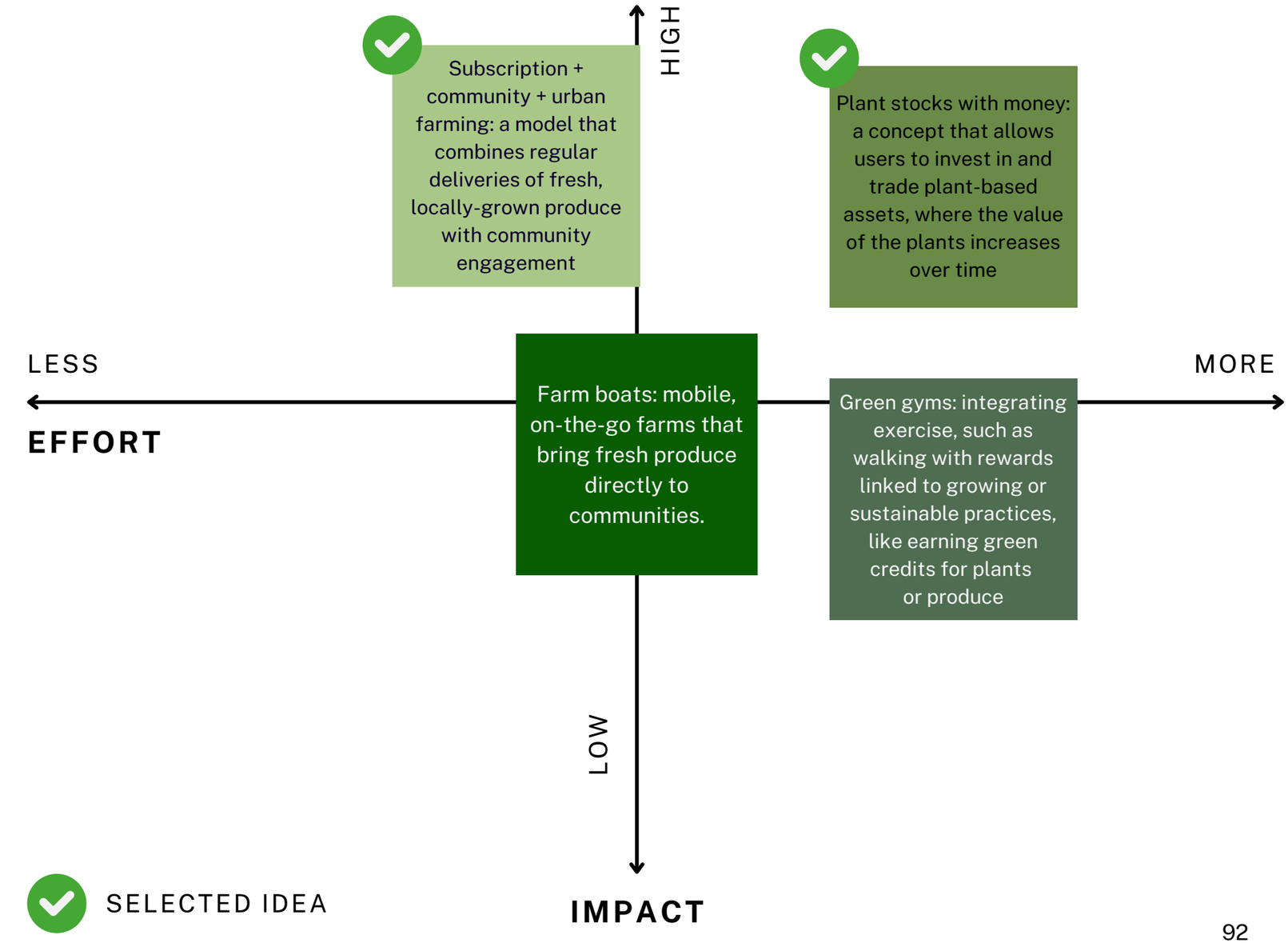
Ideating Our Business Offering

Guided by the "How Might We" questions from section 2B and our three north stars, we began the ideation process.

We created a 2X2 matrix of time versus impact to plot our most promising ideas and to assess which direction to pursue.

Through this analysis, it became clear that a service or strategy focused on subscription + community + urban farming and plant stocks with monetary value would be the best options.

These ideas effectively address the users' need for community, collaboration, and year-round access to fresh produce, aligning well with our overall goals.



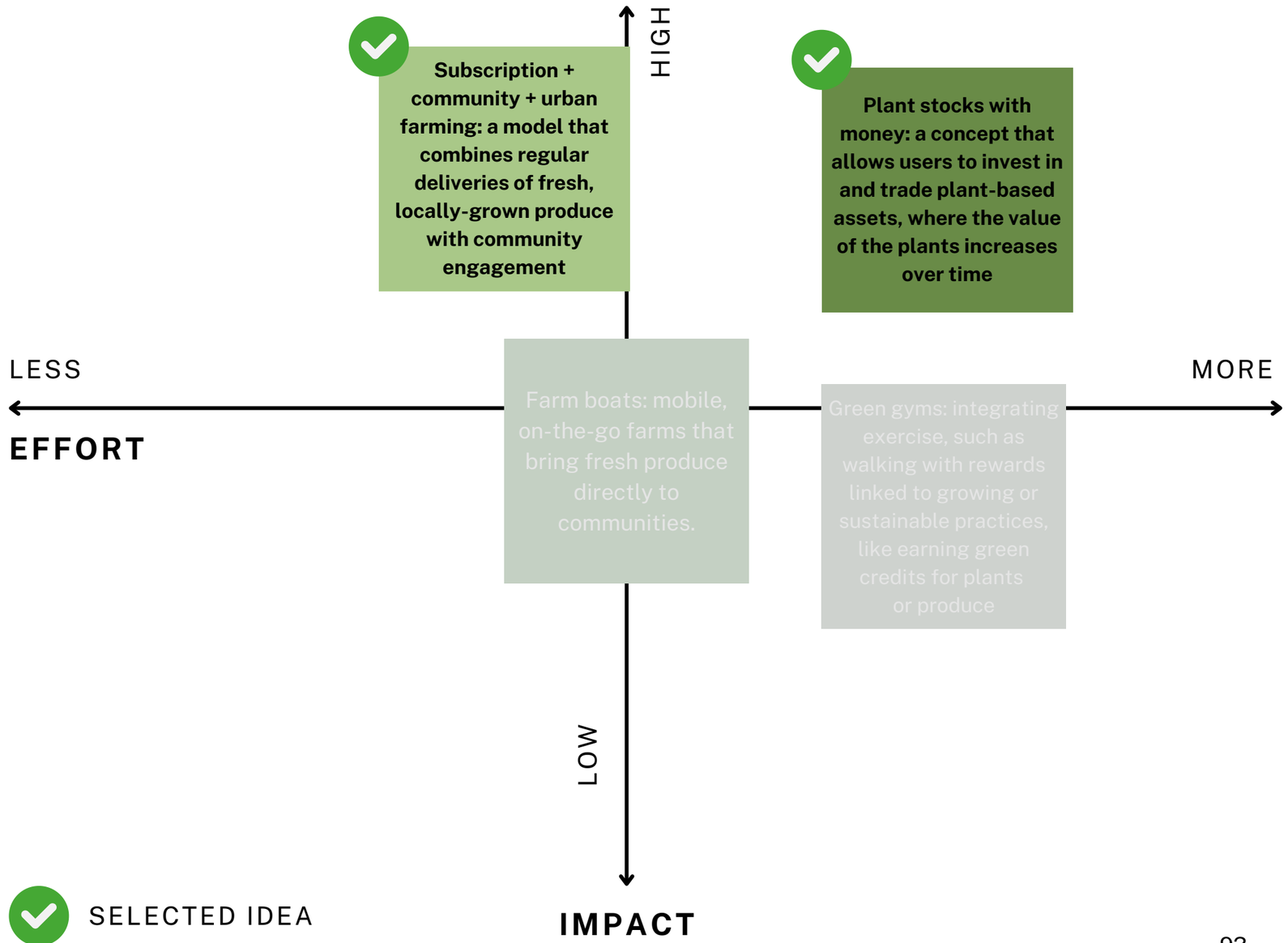
Ideating Our Business Offering | Final Ideas

Guided by the "How Might We" questions from section 2B and our three north stars, we began the ideation process.

We created a 2X2 matrix of time versus impact to plot our most promising ideas and to assess which direction to pursue.

Through this analysis, it became clear that a service or strategy focused on subscription + community + urban farming and plant stocks with monetary value would be the best options.

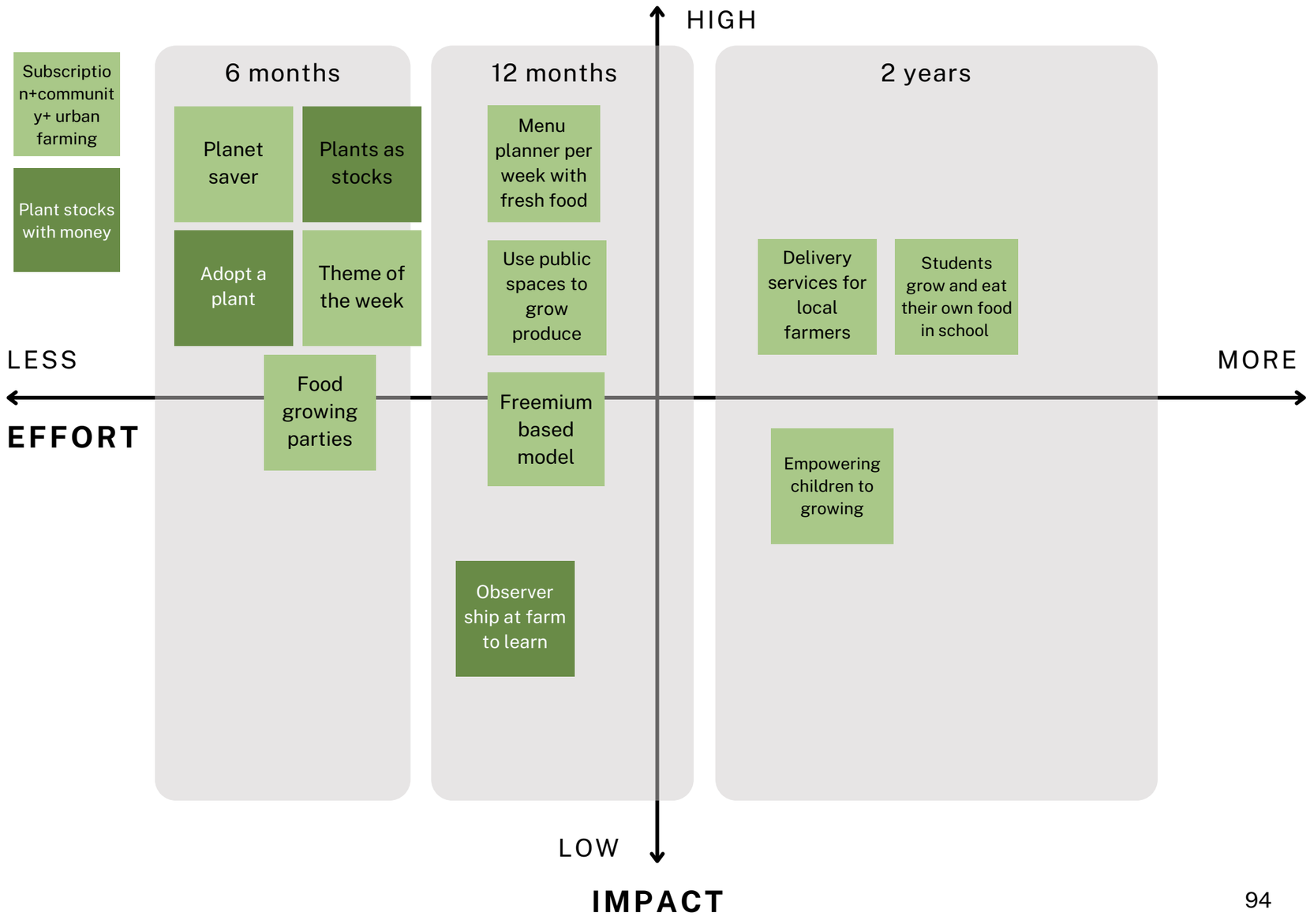
These ideas effectively address the users' need for community, collaboration, and year-round access to fresh produce, aligning well with our overall goals.



Ideating Our Business Offering | Chosen Ideas Through Phases

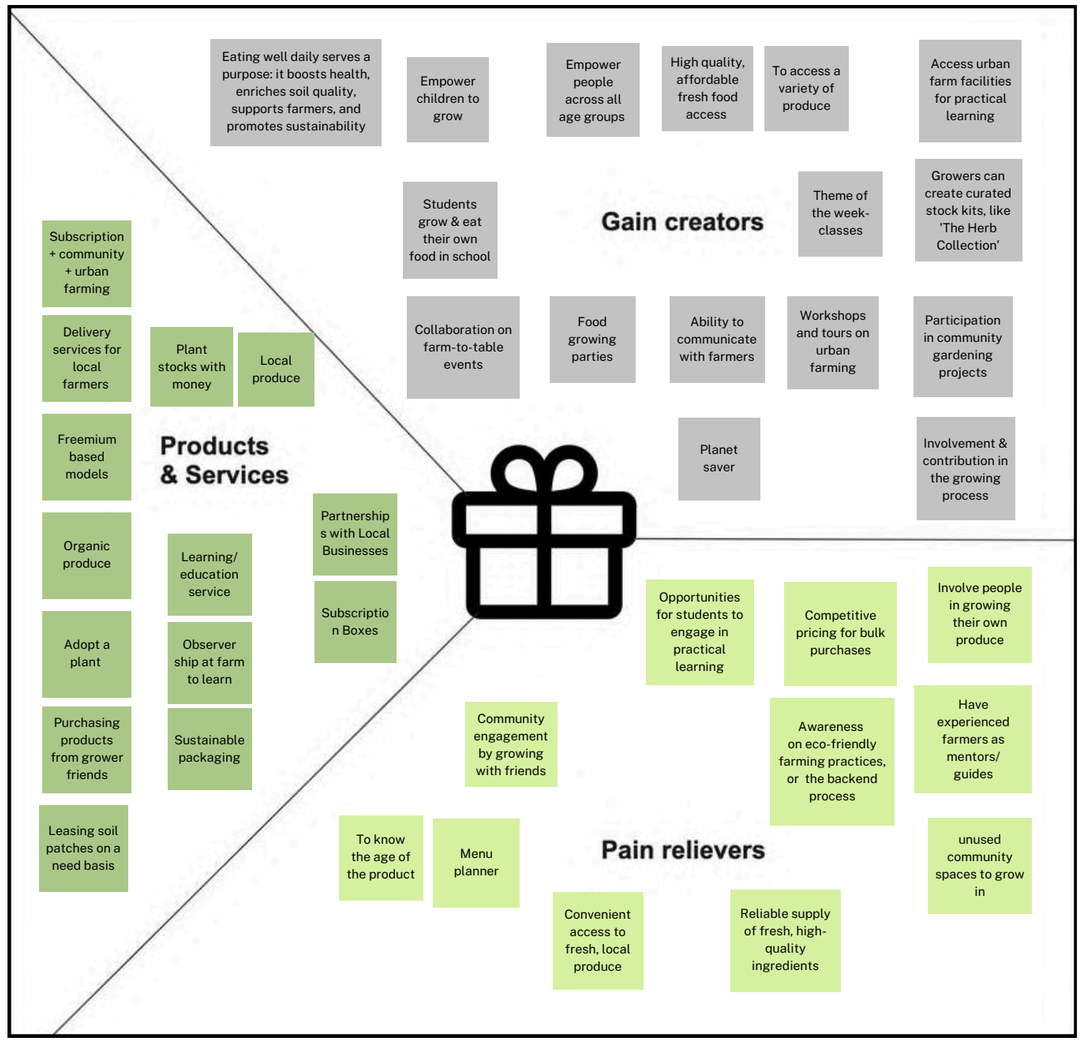
We organized our ideas on a phased 2x2 impact-effort matrix to determine which offerings to prioritize in the initial six-month phase and which to postpone for subsequent stages.

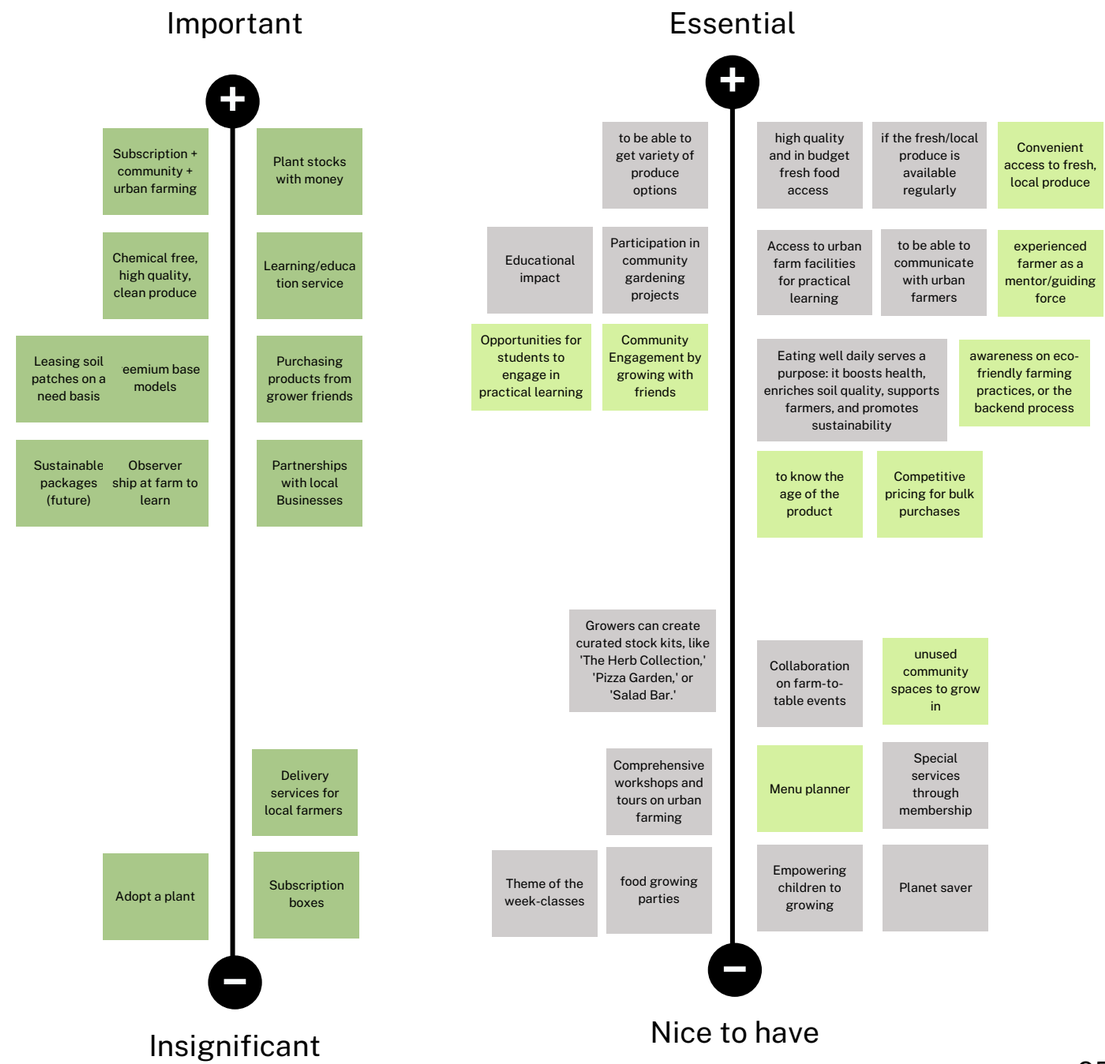
This approach allows us to concentrate on high-impact, feasible initiatives that align with our current strategic focus.



Updated Value Proposition Canvas

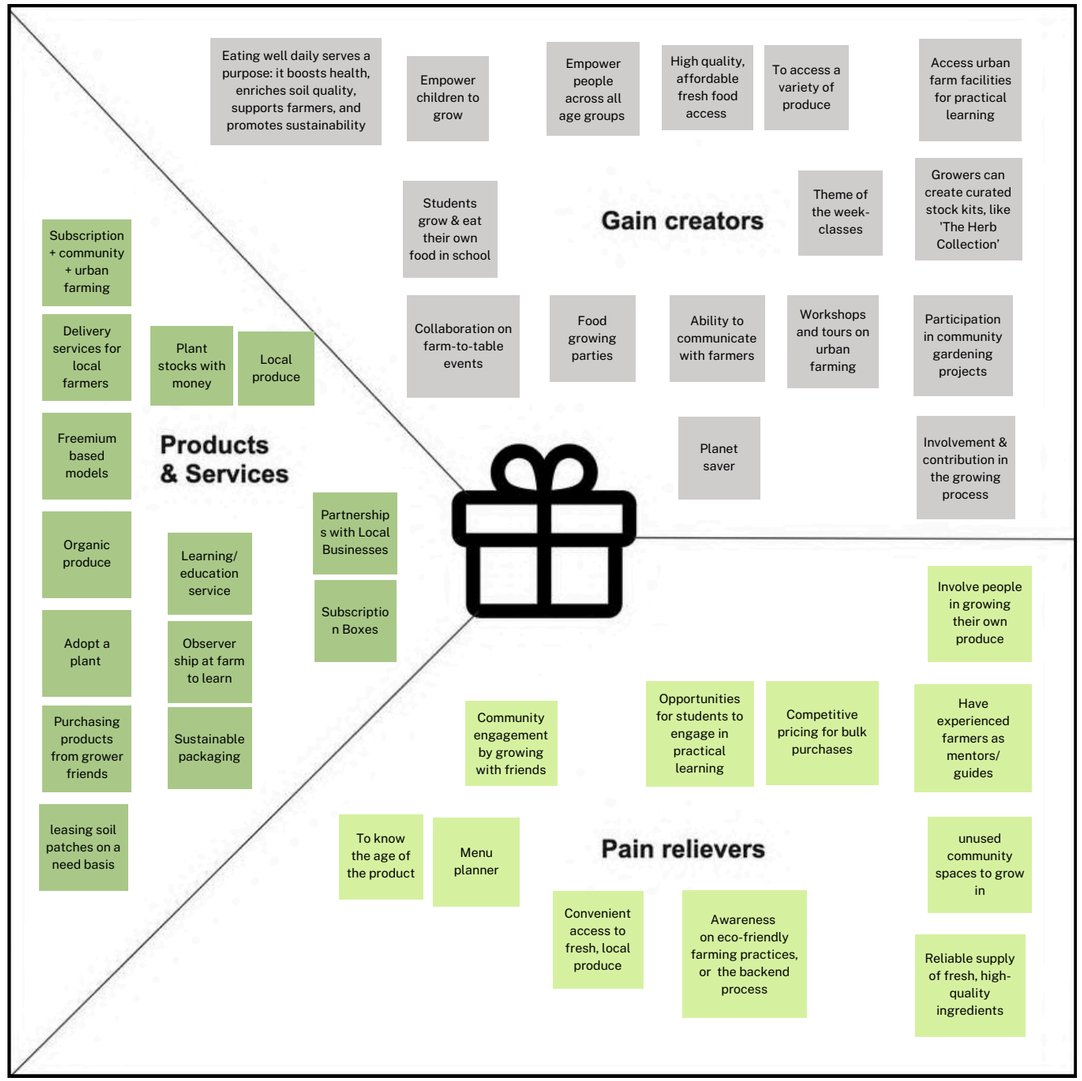
Add

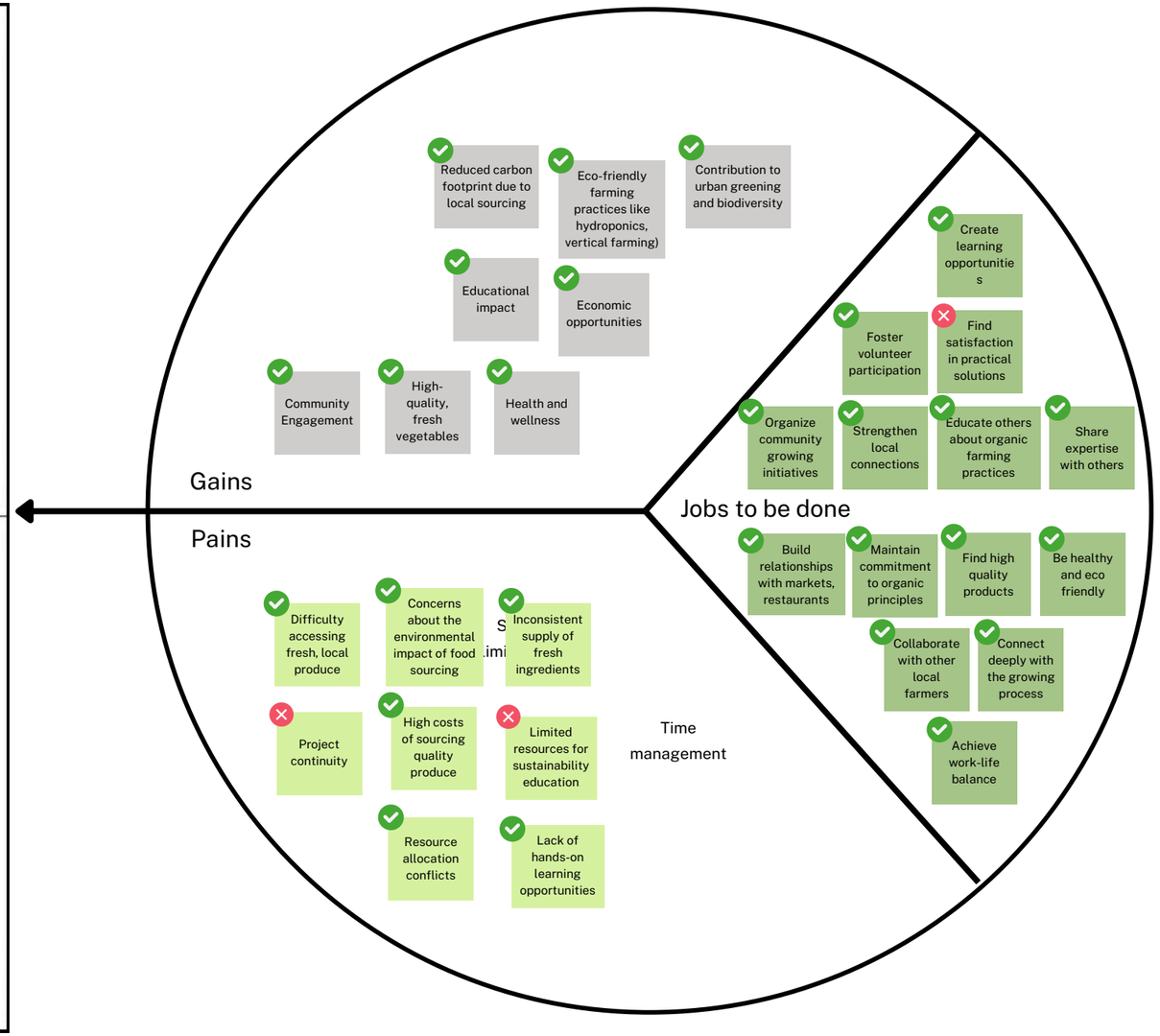




Value Proposition Fit Analysis

Add





Reframing Our Value Proposition

We refined our target group with a sharper focus on our two innovations- the SubStock concept. Additionally, our approach shifted from making sustainable food production accessible to a collaborative approach where users themselves participate as growers.

What? Integrating an urban farming project that makes sustainable food production accessible and efficient in urban environments

How? By combining innovative technologies with community engagement and educational programs

Who? For urban residents, community organizations, local businesses, city planners, and like-minded individuals aiming to improve food security and sustainability

Where? In cities and urban areas, utilizing accessible outdoor and indoor spaces

Why? To address urban food deserts, reduce carbon footprint of food production, enhance community engagement, and promote sustainable living practices in cities

When? Implementable immediately with scalable solutions

What? A community-driven agricultural service merging urban farming with collaborative consumption, where users participate as growers or buyers.

How? Using our “substock” model — a mix of subscription and 'plant as stocks' options — we offer education and investment opportunities

Who? Practical Balancers seeking budget-friendly and quality food; Community Seekers, who want to connect with others and support local food efforts; Quality Enthusiasts who prioritize sustainable, top-quality food over cost

Where? In cities where people can use backyards, terraces, or connect with local farmers and urban farmers to grow fresh produce through our service.

Why? We make it easy for everyone to get fresh chemical free food and supporting individuals and communities that celebrate sustainable food practices

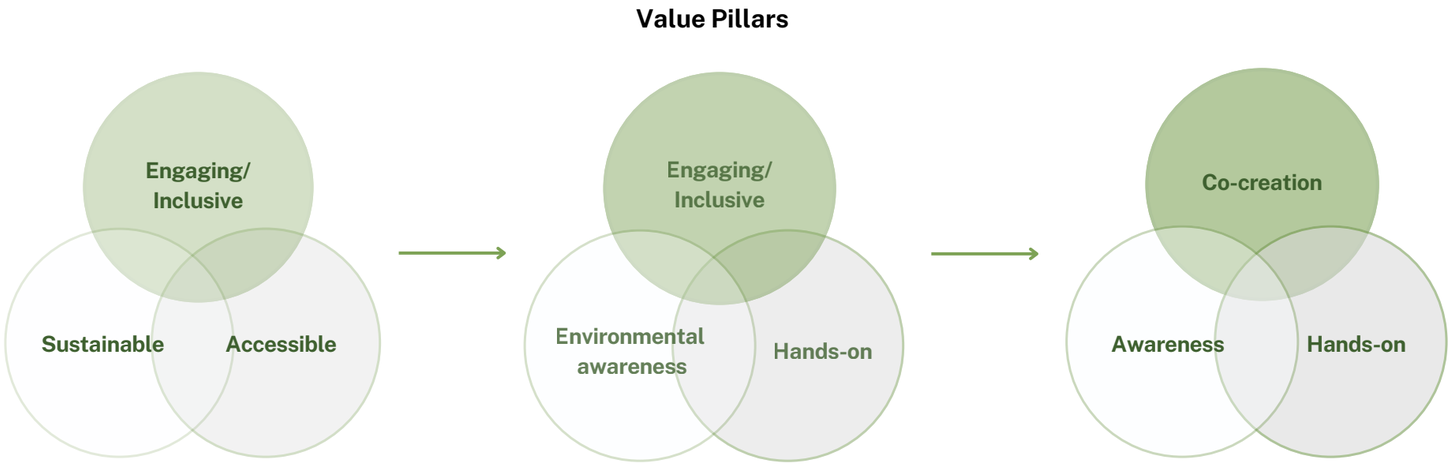
When? Meeting today’s needs and ensuring clean food for future generations.

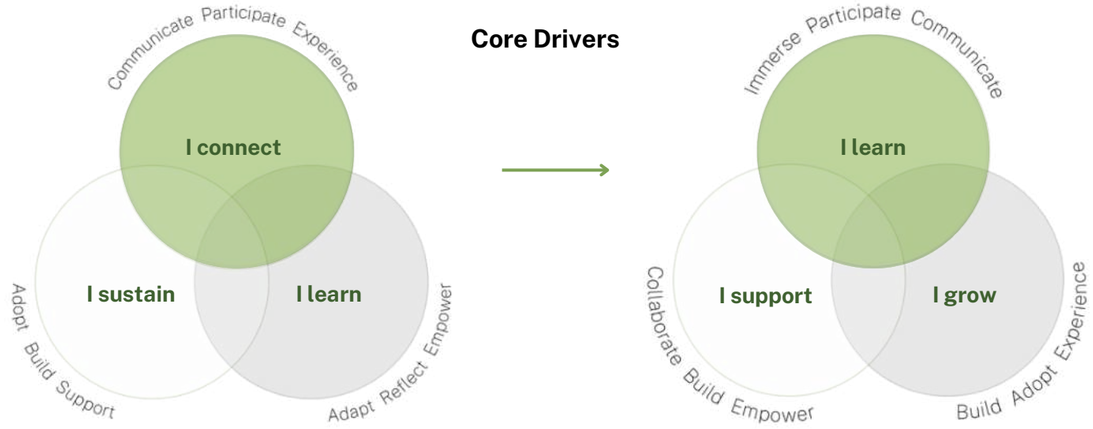
Reframing Our Value Pillars and Creating Our Core Drivers

We reframed our Value Pillars to accurately reflect where we are in the evolution of our business offering. We changed from ‘Engaging/Inclusive’ to ‘Co-creation.’

The idea of ‘Sustainable’ also felt a bit generic as we wanted to ensure that we focused more on being ‘aware’ to then be sustainable.

We created core drivers that gravitate towards the idea of learning supporting and growing, which mirrors the idea of our service.





Enablers

Resources Mentorship Immersion Collaboration Accessibility

Enablers

Education Involvement Participation Collaboration Tailored experiences

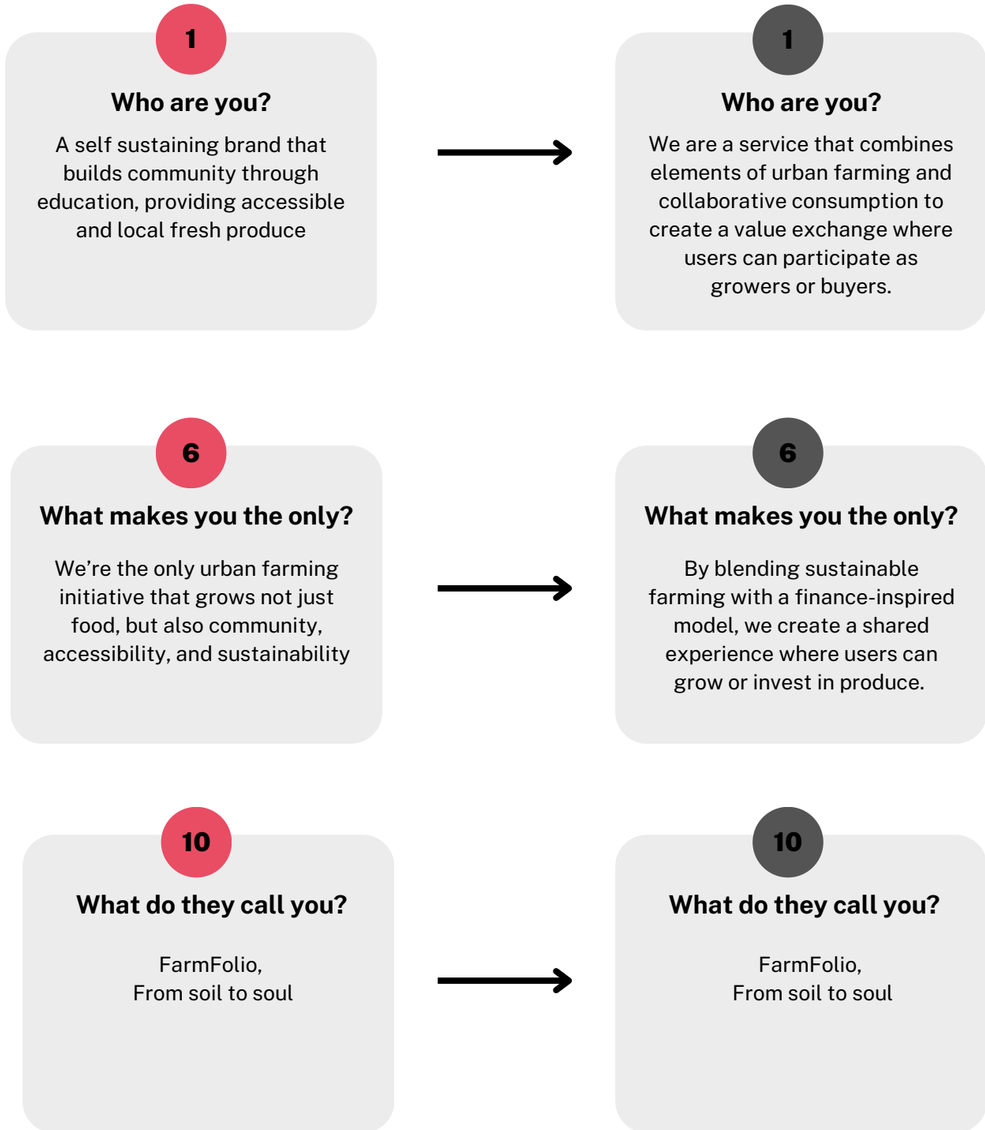
Our Reframed Zag 17 Steps

Here are the updated elements of our Zag 17 Steps, adjusted to align with our current stage of business development.

For #1, we refined our description to clarify our identity after finalizing our service offering instead of sounding generic.

For #6, we rephrased ‘what makes you the only one’ to enhance clarity around our value proposition.

For #10, we initially listed potential brand names but, following user feedback and internal discussions, decided on the name ‘Farmfolio.’



Our Reframed Zag 17 Steps

Below represents the updated Zag 17 Steps

1

Who are you?

We are a service that combines elements of urban farming and collaborative consumption to create a value exchange where users can participate as growers or buyers.

2

What do you do?

With our sub-stock and educational services, we invite people to produce fresh food, engage in activities and invest in the future of food production and consumption

3

What is your vision?

Making the practice of 'investing' into something quite literal- in your health, in better food production ways, a way of a long-term habit and not just a temporary thing

4

What wave are you riding?

Nature as CEO, Start to end sustainability with consumers looking to cut costs while generating less waste.; Accessibility for all: Inclusive sustainability emerging as policy

5

Who shares the brandscape?

Traditional farmers markets, organic grocery stores, community gardens, and other urban farming initiatives.

6

What makes you the only?

By blending sustainable farming with a finance-inspired model, we create a shared experience where users can grow or invest in produce.

7

What should you add or subtract?

Add: A well established model to this
Subtract: The idea of fresh food subscriptions

8

Who loves you?

The balance maintainer
the community seekers
the quality focussed enthusiast

9

Who is the enemy

Farmers market-
We don't cater to your needs on the weekend only

10

What do they call you?

FarmFolio,
From soil to soul

11

How do you explain yourself?

Sustainable eco friendly sage for education and community engagement

12

How do you spread the word?

Partnerships with local regulatory bodies. Social media, influencer marketing, word of mouth from engaged community members..
Partnerships with educational institutes

13

How do people engage with you?

By purchasing or growing produce through our sub-stock model. By being either a grower or a buyer.

14

What do they experience?

Fresh, affordable, high-quality produce; community through connections with urban farmers and growers; and hands-on learning engagement.

15

How do you earn their loyalty?

Transparency in production for both growers and buyers, driven by a clear vision of the 'investment'. Constant access to affordable, high-quality produce and a commitment to exceed expectations to honor your trust in our farmers.

16

How do you extend your success?

A self-sustaining model that integrates seamless, omni-channel, and modular experiences, making it easy to replicate in other cities.

17

How do you protect your portfolio?

Developing strong deep connection between the producers and the consumers. By being in touch with our consumers and users at regular intervals.

Our Balanced Score Card

In order to ensure that our business remains on the path to success, we developed a Balance Score Card with key performance indicators, inspired by Brigitte Borja de Mozota in the book Design Thinking (Lockwood, 2009).



Financial Perspective

Achieve sustainable revenue growth through sub-stock model

Maximize return on investment for both growers and buyers

Ensure cost-effective operations across urban farming networks



Customer Perspective

Deliver high-quality, fresh produce consistently

Build strong community engagement

Create seamless grower-buyer relationships

Enhance user education and awareness



Growth/Learning Perspective

Enhance grower education and capabilities

Innovate farming technologies

Strengthen community knowledge sharing

Develop sustainable farming practices



Internal Process Perspective

Optimize urban farming operations

Streamline sub-stock platform

Ensure produce quality and sustainability

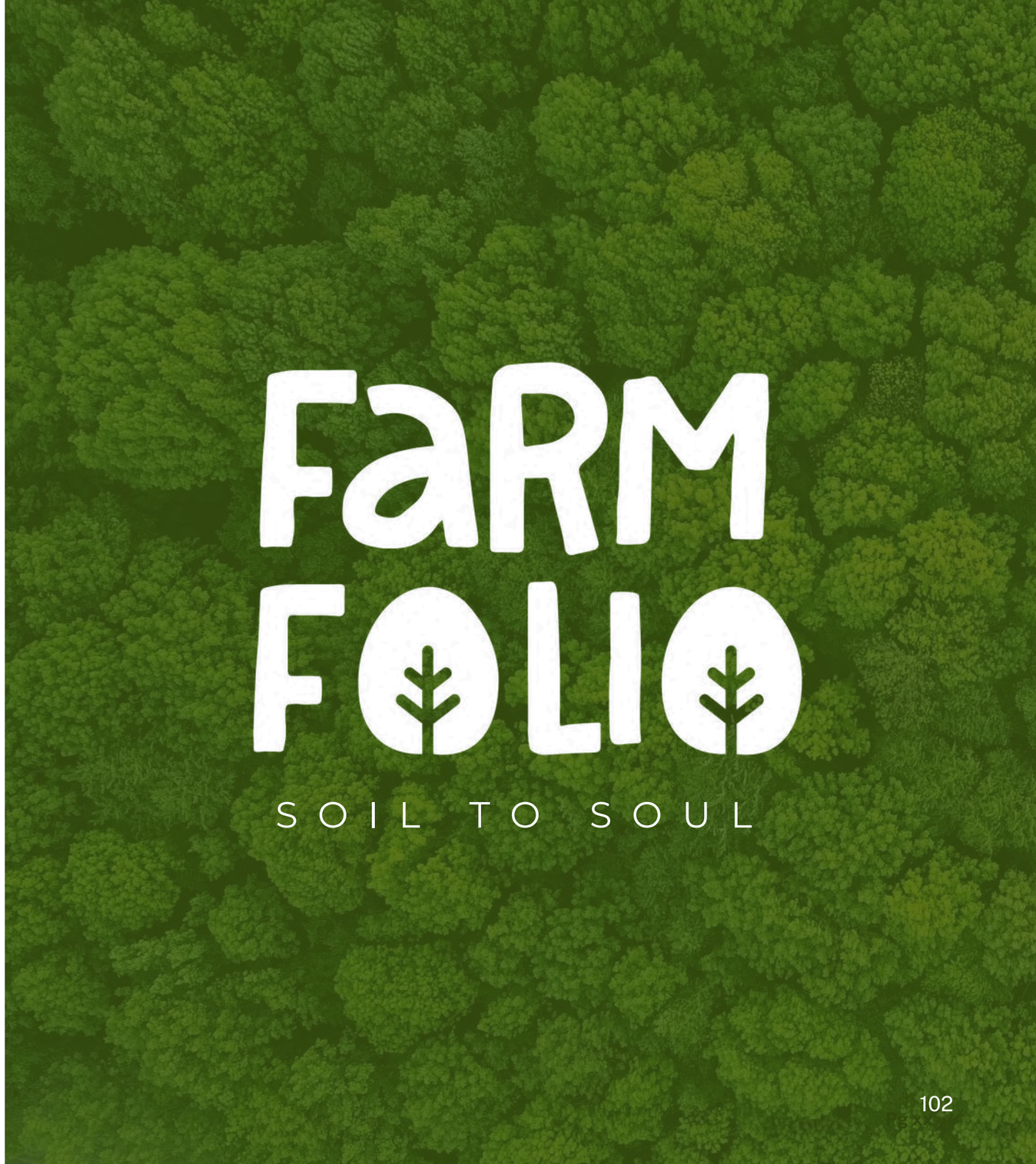
Develop efficient networks

Introducing Our Business Offering | FarmFolio

Farmfolio is a service dedicated to onboarding local sellers who grow fresh, sustainable produce in or near urban areas, connecting them with local-conscious buyers to foster a vibrant, mutually fulfilling ecosystem that promotes high-quality food access and supports local agriculture.

The core of our proposition includes:

1. Empowering individuals to participate in food production and consumption, by growing their own food or investing in the local food system.
2. Offering a seamless value exchange where growers gain support for their efforts, and buyers receive high-quality, fresh produce consistently.
3. Fostering community through shared experiences, education, and sustainable farming practices
4. A physical store to reduce the gap between farmers and a space to sell their produce.

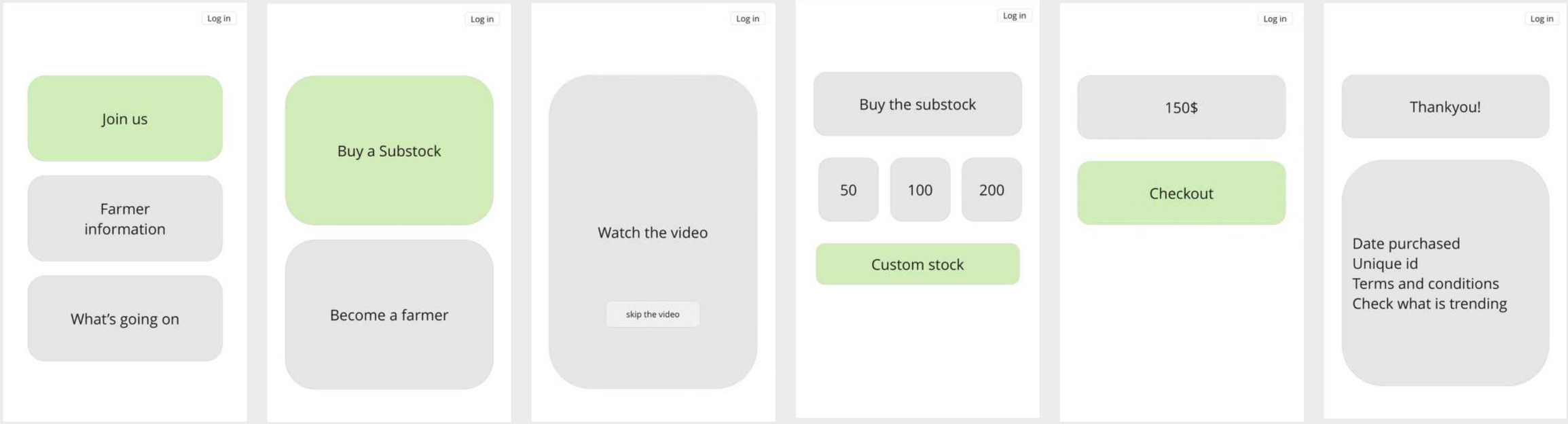


Our FarmFolio Prototype | Onboarding

To onboard users to the Farmfolio service, we present three main options: ‘Join Us,’ which allows users to become members of the service; ‘Farmer Information,’ providing detailed profiles of the farmers in our network; and ‘What’s Going On,’ offering updates on upcoming events and workshops. If users select the ‘Buy a Substock’ option, they are guided to watch a video explaining the process of purchasing plants as stocks. Following the video, they can choose the amount they wish to invest and complete their purchase through the checkout process.

Journey to buy a substock

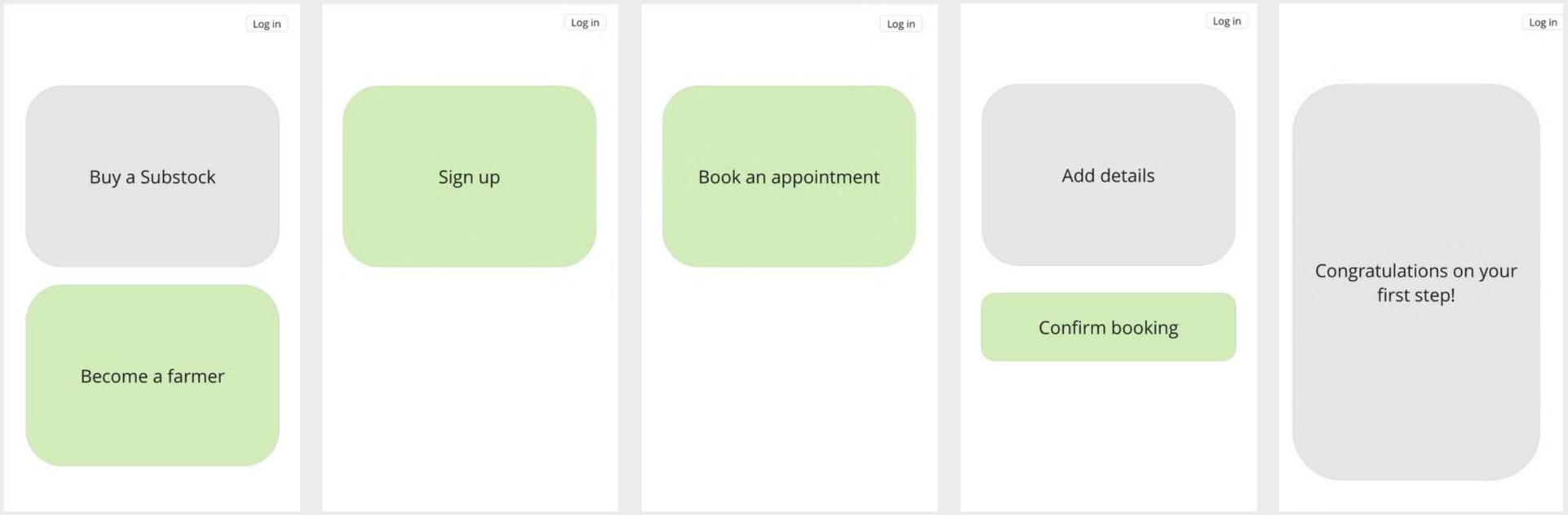
The initial screens are crafted to emphasize the primary journey of a new user who is interested in purchasing a “SubStock.” These screens introduce users to the concept of substocks, clearly explaining their benefits and the process involved.



Our FarmFolio Prototype | Become a Farmer

Join the Farmbuddy Family

The low-fidelity prototype is designed to simplify the onboarding process for anyone interested in becoming a “Farm Buddy.” This process takes place at a store kiosk, making it accessible and convenient for urban residents who are interested in growing produce. The onboarding journey begins with a brief introduction to the Farm Buddy program, explaining its benefits, such as supporting local agriculture and fostering a sense of community. Through easy-to-follow screens, individuals can quickly register by providing their details and preferences for the types of produce they’re interested in growing. Once registration is complete, each new Farm Buddy is paired with a dedicated representative from the “Farmfolio” service. This representative provides personalized guidance on next steps, from setting up the growing area to offering ongoing support and resources tailored to the urban setting.

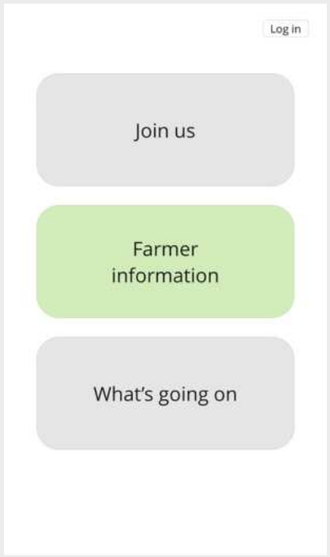


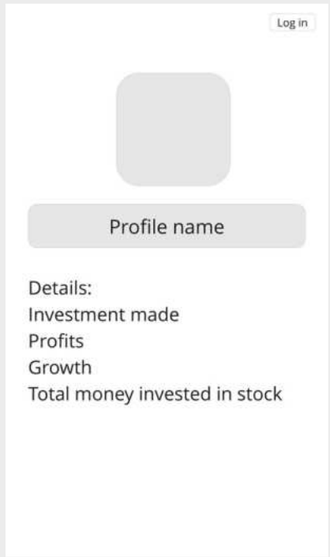
Our FarmFolio Prototype | Farmer Information

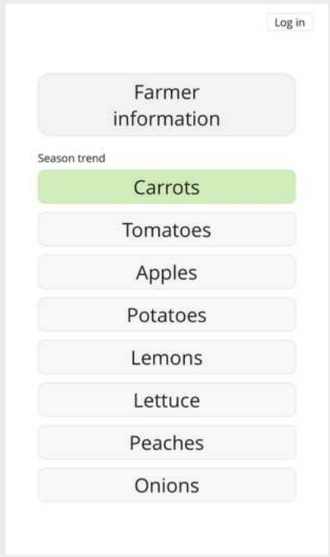
Once a Farm Buddy is verified by the service, they officially become part of the “Farm Buddy Family.” Their profile becomes a transparent and inspiring example for others, sharing details that highlight the impact and potential of joining this urban farming network.

Each Farm Buddy’s profile showcases information, such as the money received, profits made, overall growth, and the total investment they’ve contributed to the program. This public profile serves as both a record and a motivational story for new and existing participants, illustrating real-life success and the tangible rewards of being a Farm Buddy.

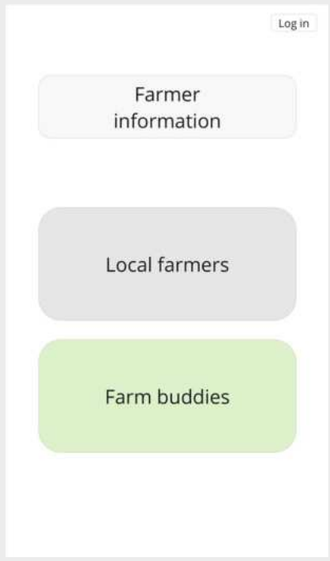
As the Farm Buddy network expands to new cities, the introduction of a “Buddy Map” provides an engaging, visual way for community members to stay informed about the program’s growth and achievements. This interactive map show the locations of Farm Buddies across various urban areas, offering insights into where new Farm Buddies are joining, what projects are underway, and how each city is contributing to the collective mission.

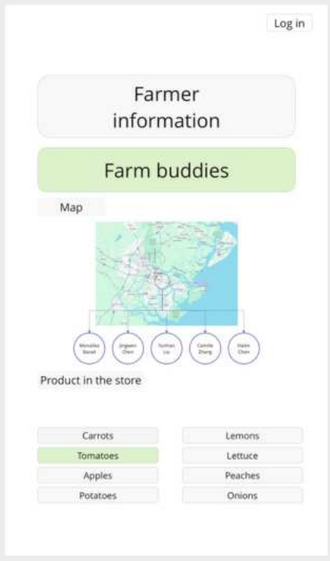














Our FarmFolio Prototype | Events Information

As the Farmfolio community grows, the servicewill promote ongoing engagement by hosting events throughout the city, organized by Farm Buddies, mentors, local farms, and other community partners. To keep everyone informed and involved, a “Monthly Calendar” feature will be introduced.

The Monthly Calendar serves as a central hub where community members can easily view and plan to attend upcoming activities, workshops, and events. From farm tours and produce markets to hands-on gardening workshops and community gatherings, this calendar helps Farmfolio members connect with each other, learn, and celebrate the urban farming journey.

The calendar offers filters to search by event type, location, or host, making it convenient for members to find the activities that interest them most. By highlighting these events, the Monthly Calendar encourages consistent participation, fosters community spirit, and provides an accessible way for everyone to contribute to and celebrate the Farmfolio mission.



PART 4

User Feedback + Usability Testing

Image generated by AI

Introducing Our Service Elements

As our project evolved through research and discovery, two innovative concepts emerged that would become the cornerstones of our service ecosystem. These elements — **SubStock and Farm Buddy** — transform our core values from abstract principles into tangible mechanisms for change in urban food systems.

Bridging Urban Communities: What began as an exploration into sustainable urban farming revealed a deeper opportunity: the chance to create meaningful connections between city dwellers and their food sources. We recognized that achieving this would require more than just a platform — it would need a carefully designed system of roles and relationships that could bridge the gap between urban consumers and local food production.

The Power of Partnership: This realization led us to develop two interconnected concepts that bring our values to life.



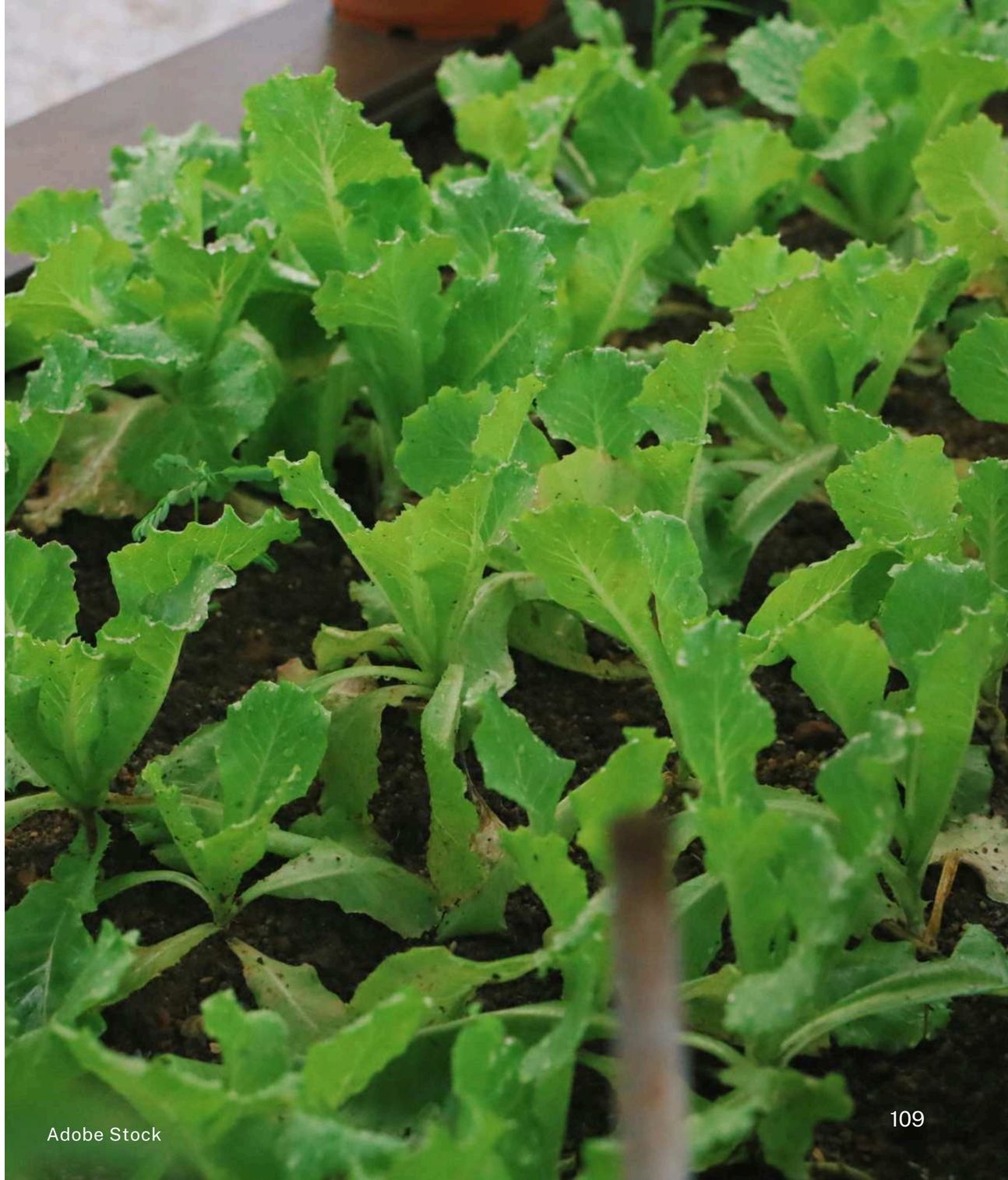
What is a SubStock?

We decided to call our innovation ‘SubStock’ instead of ‘substock.’

SubStock (noun): A hybrid subscription-investment model for local agriculture where customers pre-pay for future fresh produce while supporting local farmers. The service combines:

- **Subscription:** Regular financial commitment that secures access to fresh, local produce.
- **Stock/Investment:** Money invested directly supports a local farm's operations, with potential returns in the form of additional produce credit if harvests exceed expectations.
- **Local Impact:** Direct connection between urban consumers and local farmers, creating sustainable community-supported agriculture.

Buyers can use SubStock to purchase their groceries at the FarmFolio store.



Adobe Stock

Who is a Farm Buddy?

Farm Buddy(noun): An urban farming entrepreneur who cultivates fresh produce while serving as a local ambassador for sustainable agriculture. Farm Buddies are:

- **Urban Growers:** Those who would like to maintain productive green spaces in city environments, creating pockets of agricultural abundance in urban spaces.

- **Community Connectors:** Local leaders who bridge the gap between food production and neighborhood consumption, fostering direct producer-to-consumer relationships.

- **Sustainability Educators:** Passionate advocates who share knowledge about environmental stewardship and sustainable growing practices with their community.

- **Micro-entrepreneurs:** Small-scale producers who transform excess harvest into economic opportunity while supporting local food security.

In essence, a Farm Buddy is more than just an urban farmer – they are catalysts for change in their communities, combining food production with education and local commerce to create a more sustainable and connected food system at the neighborhood level.



Adobe Stock

Identifying our Testing Targets

To ensure our concept's success, we addressed the needs of both user roles — buyers and sellers — to foster alignment and mutual benefit that drives our idea's overall impact. To guide our decision in selecting test targets for phase 1 of our service, we developed a Prioritization Matrix. Based on which, we proceeded with the following targets:

Overall concept understanding: To assess whether people understood our strategy and concept, especially our new innovation — the "SubStock" model.

User group classification: Understanding which role our users would fit under in order to then understanding things like motivations and purchase or payment preferences.

Motivations, purchase and payment preferences: Identify what would motivate a buyer to purchase from a seller and what would inspire a seller to grow fresh produce. Explore their preferred methods for payment and receiving payment, as well as their buying and selling preferences.

Buy a feature: How much value our users would assign to our features.

Prioritization Matrix

	Risk	Business Impact	User Impact	Total
Overall concept	3	3	3	9
User group classification	3	2	1	6
Motivations	3	2	2	7
Brand name	1	2	2	5
Purchase preference	2	2	3	7
Payment preference	2	2	3	7
Buy a feature	2	2	3	7
Pricing of service	1	2	2	5

Chosen targets

High= 3 Medium= 2 Low= 1

An Overview of our Testing Approach

To validate FarmFolio's core features and value propositions, we conducted comprehensive user testing through both in-person and online sessions.

Our primary testing ground was Forsyth Park's Farmers Market, where we engaged with potential users in an environment naturally associated with local food systems and community engagement.

This approach provided valuable insights into user preferences and feature prioritization, while ensuring strong ecological validity through the authentic farmers market setting.

Additionally, **we conducted online testing** with individuals previously interviewed during the primary research phase, collecting their insights on our selected target areas.



Buy a feature testing at Forsyth park

Testing Locations

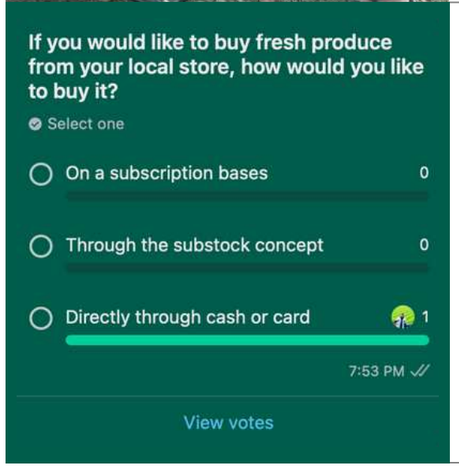
To reach an audience naturally inclined toward "local produce," we chose the Forsyth Farmers Market as our testing ground. For our other user group from the primary research phase, we conducted online sessions via Zoom; these participants already had context for the project from our prior interviews.



Farmers Market

The farmers market was selected as our main venue because its visitors, who seek fresh, locally sourced food, align with our target customers. This setting allows us to connect with individuals who appreciate our concept and are open to new ideas about food sourcing. Additionally, the market's typical demographic closely matches our archetypes, who are interested in healthy, sustainable food options.

14
users



Online Interviews

For the online interviews, participants were selected based on survey responses from the initial phase. Each interviewee represents one of our archetypes and is carefully chosen from our target audience. Engaging with these individuals offered valuable insights into their needs and preferences, enhancing our testing process with perspectives that align directly with our customer profiles.

10
users

Testing Methodologies

We used a sequence of three testing methods to help our interviewees understand the entire process more clearly, which, in turn, provided us with insights on the features we need to improve to enhance the service.

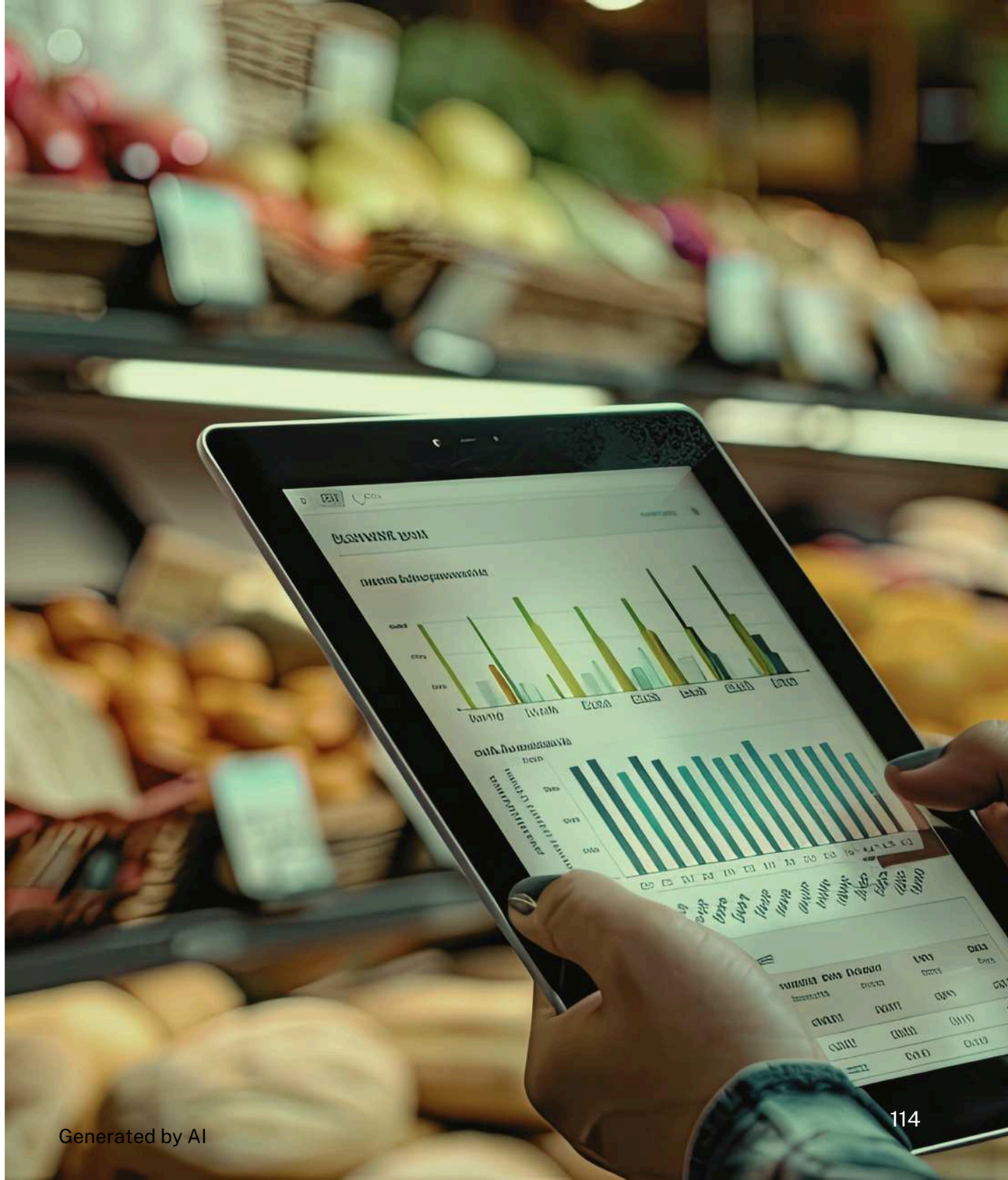
The three testing methods were:

- **Concept Testing:** We introduced and explained the core concept of our business.

- **Storyboarding:** Interviewees participated in a brief role-play to understand the roles they would play within the service.

- **Buy-a-Feature:** After gaining a clear understanding of their roles, interviewees could identify and prioritize the features they valued the most.

The following pages detail each activity and the results of these tests, which have provided us with a clear direction on areas for improvement.



Generated by AI

Testing Methodologies: Concept Testing

What | Why

We began by approaching visitors at the farmers market, presenting our project through a pitch that outlined the entire service process, with each step clearly laid out for easy understanding. This approach aimed to ensure that participants could grasp each aspect of the service concept effortlessly. We also **introduced our 'SubStock'** concept in this pitch.

A similar format was followed online with the pitch concept presented online through Zoom.

Outcome

This approach helped us **gauge the clarity of our concept**, including the 'SubStock' innovation. We found that our audience easily understood the overall concept. Furthermore, individuals familiar with the stock model from the finance industry — even some young children — found the 'SubStock' idea **particularly engaging and intriguing.**



Preparing for prototype testing at Farmer's market

Testing Methodologies: Role-based Storyboarding

What | Why

Next, we presented two storyboards illustrating the complete service journey, detailing each step taken by both buyers and sellers. These storyboards highlighted the distinct user roles, demonstrating how each role interacts with the service throughout the process. This step required participants to assume one of the two roles for testing, which included:

1. Produce Buyers: Community members seeking locally grown fresh produce.
2. Farm Buddies: Those with backyard growing capacity who want to sell their harvest locally.

Outcome

We found that our audience consisted of 45% buyers and 55% farm buddies. The step-by-step storyboards for each user role helped clarify the actions each role would take, reinforcing the overall understanding of the concept.



Interviewees reading throught the story board

Testing Methodologies: Role-based Storyboarding

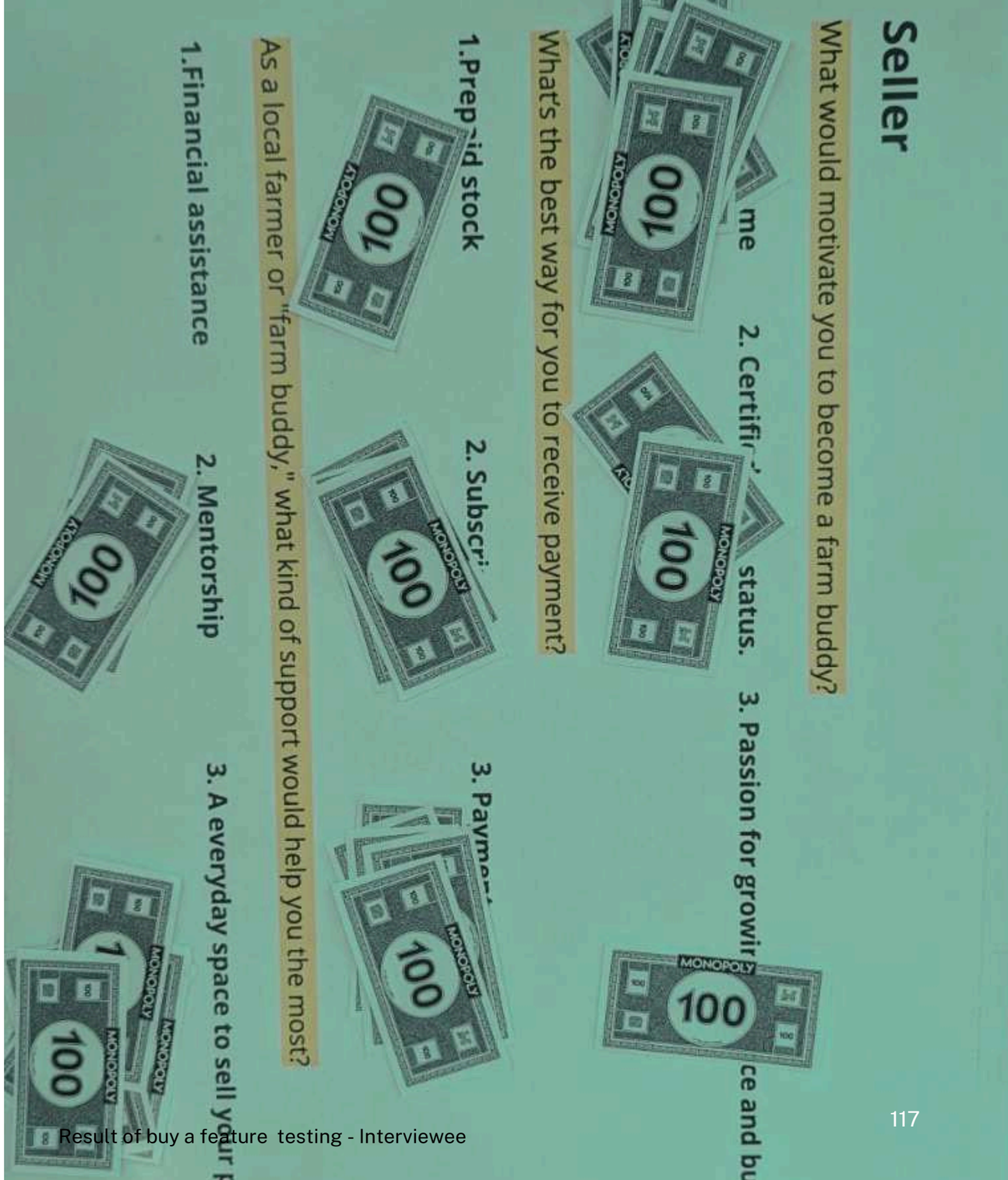
What | Why

Next, to evaluate feature priority and perceived value, we employed the "Buy the Feature" method with both user groups. Here's how we conducted the activity:

- Each participant was given **$1,000 in Monopoly money.**
- Participants **selected a role** — either buy or farm buddy.
- They **"invested" their money** in the features they valued most.

Outcome

With a clear understanding of their roles, participants began to **articulate their specific needs**, motivations, and preferences. They shared the areas where they would need support and highlighted their main motivations and preferences. This approach revealed which features held **the highest perceived value** for each user role, enabling us to assess our assumptions and identify the features that truly mattered in a real-world context.

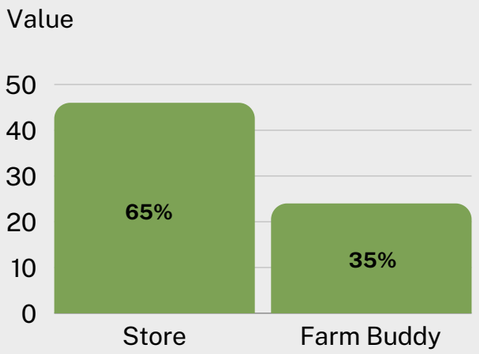


Result of buy a feature testing - Interviewee

Buy a Feature Testing Method: Buyer

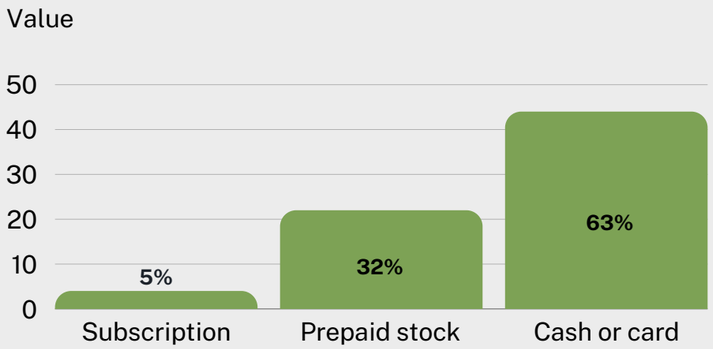
Feature 1 | Q: If you were to buy produce from a local farmer or a "farm buddy," where would you prefer to get it?

A : To understand buyers' preferred sources for purchasing fresh produce with majority stating that it is convenient for them to go to the store and buy the produce v/s buying directly from the farm buddy.



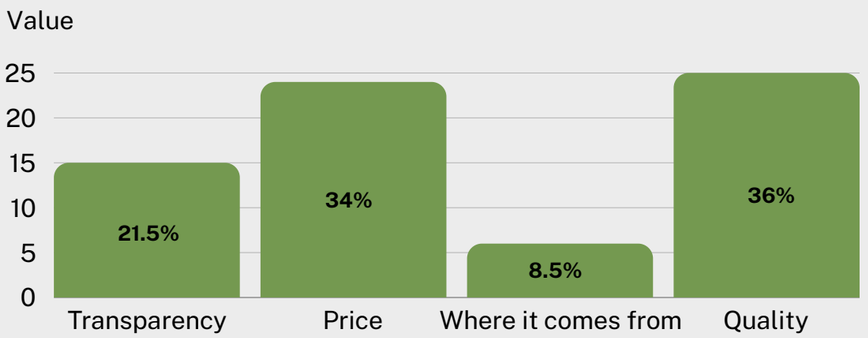
Feature 2 | Q: If fresh produce were to be bought from a local store, what form of payment would be preferred?

A : The buyers' preferred payment method was identified as "cash or card," scoring highest at 63%, while subscription-based payments ranked lowest, with 5% selecting this option.



Feature 3 | Q: When buying from a local farmer or "farm buddy," what factor holds the most importance for you?

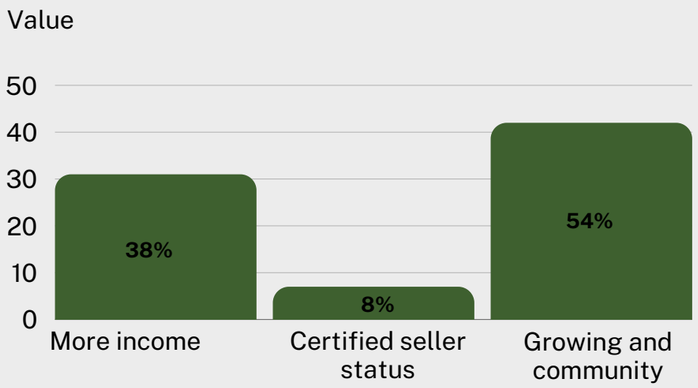
A : For buyers purchasing from local farmers or "farm buddies," quality and price are the top priorities, followed by transparency in third place and the origin of the produce in fourth.



Buy a Feature Testing Method: Seller

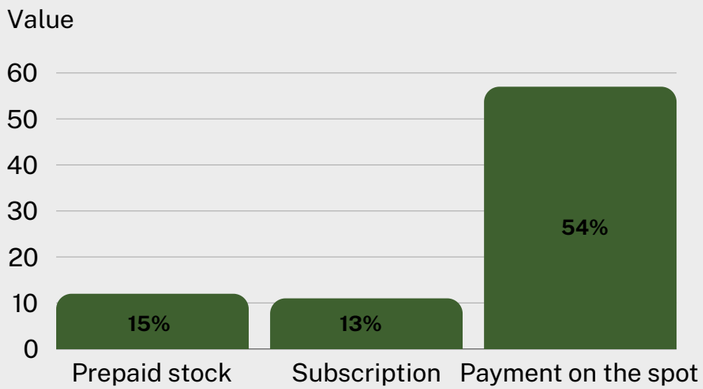
Feature 1 | Q: What would motivate you to become a farm buddy?

A: The main motivation for becoming a farm buddy is to foster community growth and engage in the process of growing produce from scratch, with additional income being a secondary but significant factor.



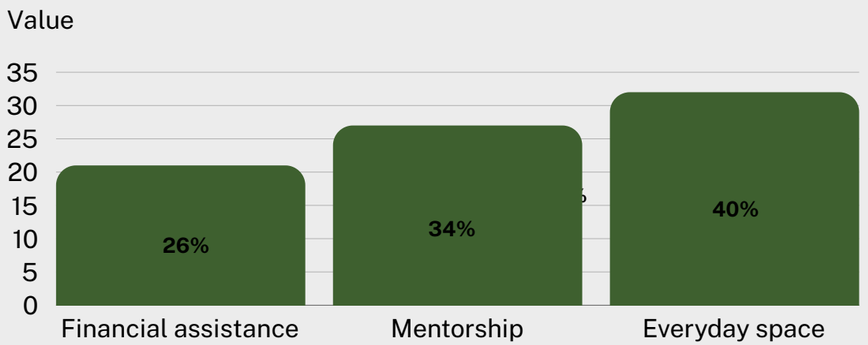
Feature 2 | Q: What's the best way for you to receive payment?

A: Sellers prefer to receive their payment immediately.



Feature 3 | Q: As a local farmer or "farm buddy," what kind of support would help you the most?

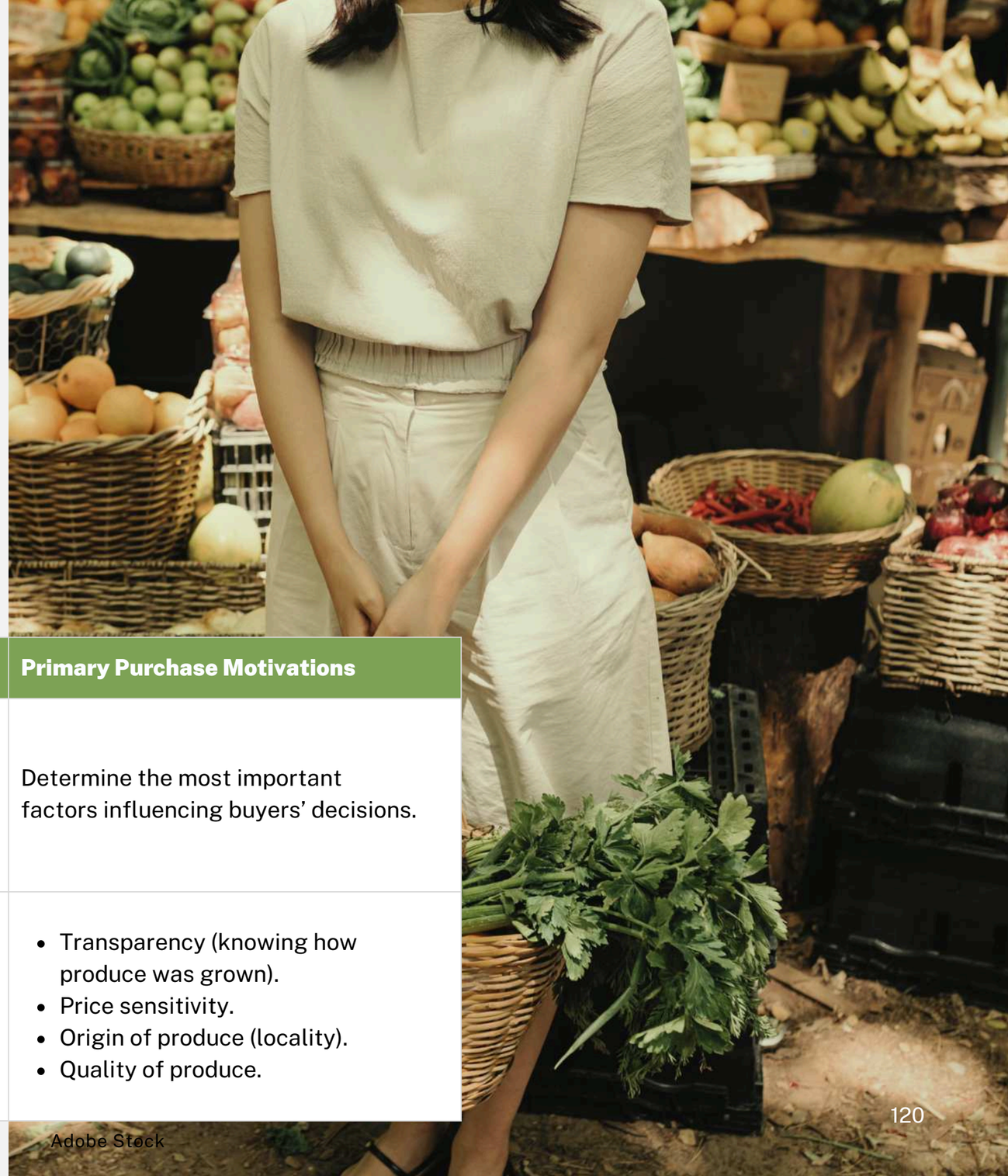
A: Having a daily space for a local farmer and farm buddy would provide them with the greatest sense of support, followed by mentorship and financial assistance.



Buyer Preferences and Motivations

During the buy a feature testing process, we captured the buyers' purchasing preferences to understand preferred purchase location; their payment method preferences for buying local produce as well as their primary purchase motivations in order to determine the most important factors that influence their decisions.

	Purchase Preference	Payment Method Preference	Primary Purchase Motivations
Goal	Understand the buyer's preferred purchase location.	Identify preferred payment methods for buying local produce.	Determine the most important factors influencing buyers' decisions.
Options tested	• Buying at a local store. • Buying directly from the "farm buddy".	• Subscription-based model. • Prepaid stock option. • Traditional cash or card at checkout.	• Transparency (knowing how produce was grown). • Price sensitivity. • Origin of produce (locality). • Quality of produce.



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Seller Preferences and Motivations

During the buy a feature testing process, we collected detailed insights into the sellers' preferences for payment methods to determine their preferred ways of receiving payment. We also identified the specific support they would find most beneficial and explored their primary motivations for participating as farm buddies.

	Payment Method Preference	Desired Support for Success	Motivation to become a Farm Buddy
Goal	Identify the preferred way to receive the payment.	Understand the types of support that would benefit sellers the most.	Identify key motivations for sellers to participate as "Farm Buddies."
Options tested	• Prepaid stock option. • Subscription-based model. • Instant payment on the spot.	• Financial assistance. • Access to mentorship. • A dedicated, everyday space to sell produce.	• Additional income. • Achieving certified seller status. • Passion for growing produce and building a community.



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Our Reframed Business Model Canvas

Our initial business model was built on the information from the research during our first weeks. This led us to evolve from a one-size-fits-all approach to a dual-track model that honors both motivations. These changes weren't just modifications to our model – they represent a shift from what we thought people needed to what they've told us they want.

Our new model maintains our core mission of sustainable urban farming while creating clear pathways for both community and economic opportunity. Our reframed business model canvas retains the elements that are in **green** The new elements in **bold** are the ones testing confirmed we were missing from our previous concept.

The refined business model canvas emphasizes hyper-local partnerships, transparency, and a user-centric experience. Key partnerships now focus on local farm buddies, farmers, and nearby retailers, strengthening the community network.

This shift aligns with the platform's goal to boost trust and transparency by integrating clear communication, quality enhancements, and flexible payment options tailored to user needs.

The updated canvas also introduces gamified experiences to make sustainability accessible and engaging across all ages, transforming learning into a fun, daily habit. Additionally, it emphasizes the need for resources like permits and licenses to ensure produce accessibility and regulatory compliance, further solidifying the platform’s commitment to a trustworthy, educational approach.



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Our Reframed Business Model Canvas

New elements Retaining elements

Key Partnerships

- Local government bodies
- Sustainable farming equipment providers
- Organic seed suppliers
- Educational institutions
- Local farmers
- People willing to teach/mentor
- Sustainability consultants
- Food processing and packaging facilities
- The local community

- Farm buddies
- Local retailers
- Land owners for urban farming sites

Key Activities

- Urban farming operations
- Teaching and mentorship programs
- Marketing and brand awareness
- Community engagement

- Quality control
- Price optimization
- Farm buddy certification
- Transparency systems
- Payment processing

Key Resources

- Designated spaces for growth
- Equipments and raw products
- Volunteers
- Support from the government
- Farming and tech SMEs

- Mobile app/platform for gamified investing & community engagement
- Permits/licenses for urban farming operations

Value Proposition

- High-quality, fresh produce
- Transparent sourcing
- Direct farm-to-table options
- Competitive pricing, affordable fresh produce
- Community engagement
- Urban farming education
- Sustainable practices
- Subscription options
- Special events

Customer Relationship

- Provide teaching and mentorship sessions
- Local community alliances
- Local government as an ally
- Empowering people to feel like their consistent actions- big or small contribute to a sustainable future
- Building word-of-mouth recognization for our service

Channels

- Direct to consumer
- B2B
- Word of mouth
- Mobile app or web platforms
- Community hubs or centres
- Farmers Markets
- Grocery store
- Digital marketing

Customer Segments

- The health conscious
- The farm to forkers
- The eco curious that wants to grow their own food
- Interested growers with limited space
- Those interested in buying organic produce, not necessarily growing
- Those looking to educate themselves on growing food, sustainable practices
- Educational institutions or educators
- Restaurants and businesses looking for on-site produce growing
- Those seeking to be a part of the community

Cost Structure

- Technology infrastructure
- Marketing and customer acquisition
- Government fees
- Labor costs
- Research and development
- Distribution and inventory costs

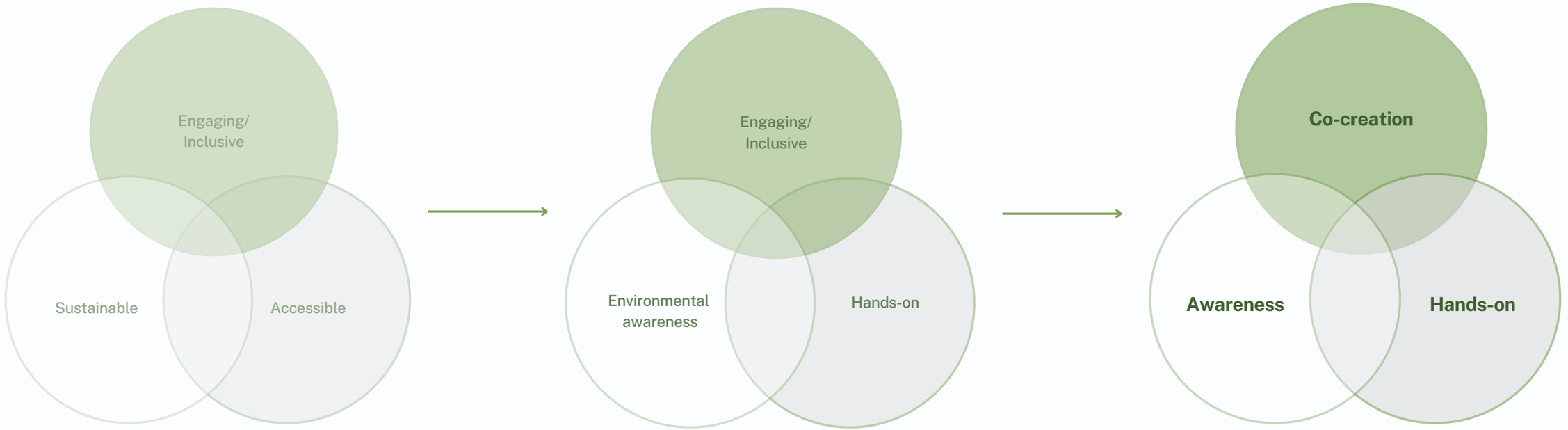
- Financial assistance program
- Mentorship program

Revenue Streams

- Direct produce sales
- Prepaid stock model
- Educational content revenue
- Subscription model
- Special event fees
- Commission on marketplace sales

Reframed Value Pillars

The evolution of our value pillars tells a story of continuous learning and adaptation. Each iteration brought us closer to understanding what truly matters in urban farming solutions: not just the environmental impact, but the human experience of growing and learning.



Initial Research Phase
Our journey began with extensive research into the sustainability industry and urban farming trends.

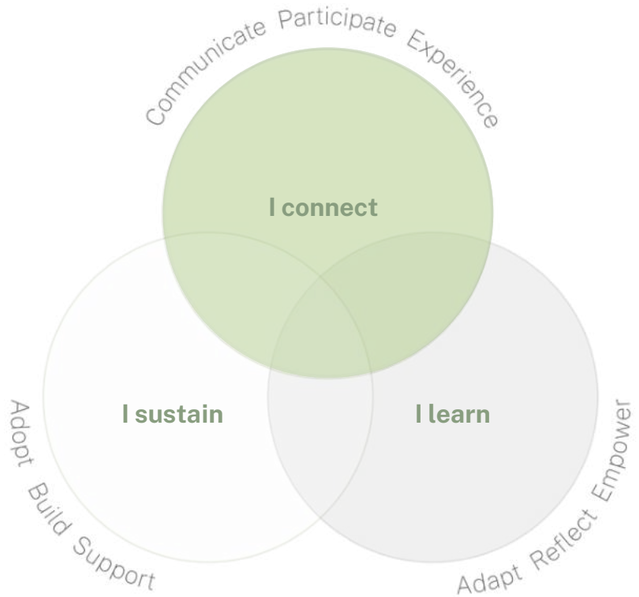
Customer Discovery Phase
Through interviews and surveys, we gained crucial insights into what truly matters to our potential users.

Market Analysis Phase
After conducting comprehensive market research (Blue Ocean Strategy, ZAG, Porter's Five Forces), we identified our unique position in the market.

Core Drivers and Enablers

Our Old Core Drivers

Our old core drivers focused on connection, learning and sustaining.



Enabled by:

Resources	Collaboration	Mentorship
Immersion	Accessibility	

Our Reframed Core Drivers and Enablers

For our core drivers, “I connect” was reframed as “I learn,” “I sustain” was changed to “I support,” and “I learn” was updated to “I grow.”



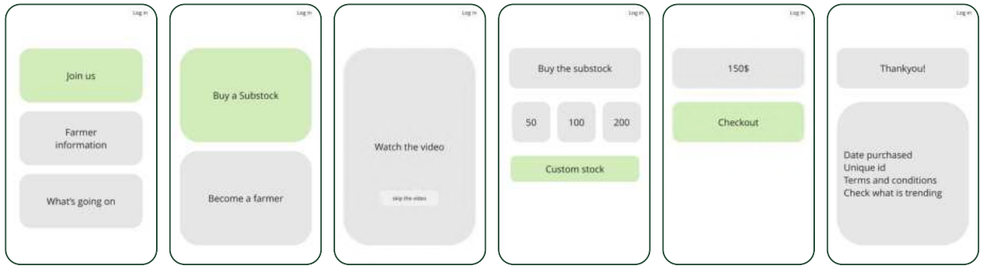
Enabled by:

Education	Involvement	Participation
Collaboration	Tailored experiences	

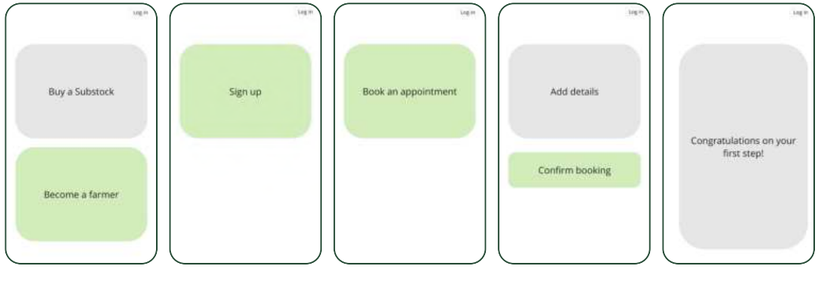
Old Prototype

Our initial approach to prototyping revealed a crucial insight about communicating service concepts effectively. While we began by creating traditional app wireframes and digital interfaces, we quickly discovered that these static screens failed to capture the full scope and human element of our service ecosystem.

Buy a SubStock



Before verification



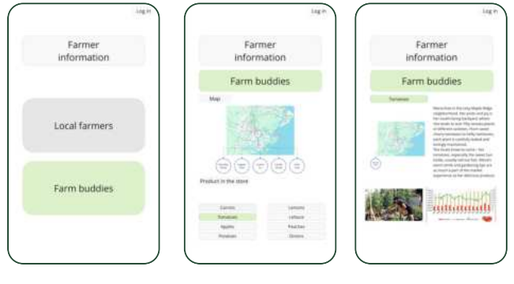
After verification



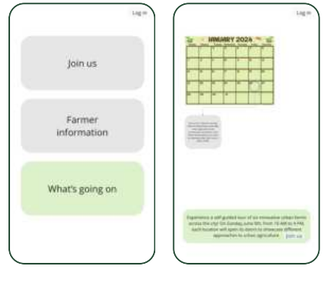
Search for Local Farmer information



Search for Local Buddies



Events



Our Reframed Prototype V1.0 / Buyer

A true breakthrough came when we shifted our focus to storytelling through journey mapping, following the intersecting paths of our key stakeholders: the urban consumers seeking fresh produce, and our essential local partners — the SubStock suppliers and farm buddies who bring the service to life.



1. Anna goes to the FarmFolio store and she buys veggies.



2. She buys mushrooms from the farm buddy section and other vegetables from the store.





3. She completes the checkout and realizes she has more balance that she expected.



4. She is happy about it and the cashier mentions that her SubStock has grown.



5. She uses the kiosk at the store to buy more SubsTocks for her next purchase.



6. She checks on the performance of FarmFolio's SubStock.

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Our Reframed Prototype V2.0 and Findings/ Buyer



Anna goes to the FarmFolio store and she buys veggies.



She buys regular produce from the store.



Then she goes to the farm buddy section to support them.



She is satisfied with the quality and price of the produce.



She walks towards the checkout after getting all her produce.



Quality and price matter most since they'll be consuming these products daily. Knowing where it comes from and how it's grown is also important.

Offering produce at market price, as the farm buddy community grows out of a shared passion for the community .

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Our Reframed Prototype V2.0 and Findings/ Buyer



The cashier highlights that because she's a regular, she is encouraged to sign up for the rewards system.

If she signs up she is able to receive xx amount of produce for the first 3 months.

Consumers will automatically be enrolled in the substock system for the initial months.



After Anna signs up, she takes a look on how the substock of farmfolio is doing. She also sees how her purchase of the past couple of months has helped local farmers and farm buddies.

Limited to in-store purchase.



Once seeing the incentive she would receive as well as her impact on the farmers/farm buddies, she decides to sign up for substock.

Users would feel more confident about the store if they could buy directly from them at first, instead of prepaying. Since they've always paid at checkout, they'd need to build some trust before investing in substocks.



Now that she has signed up, she gets special updates.

Images generated using AI

Final Prototype/Buyer



Anna goes specifically to the FarmFolio store to buy veggies.



She buys regular produce from the store.



Then she goes to the farm buddy section to support them.



She is satisfied with the quality and price of the produce.



She walks towards the checkout after getting all her produce.



The cashier highlights that because she's a regular, she is encouraged to sign up for the rewards system.

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Now that she has signed up, she gets special updates.

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Our Reframed Prototype V1.0 / Seller

This transition from interface-focused design to narrative-driven prototyping allowed us to better illustrate the relationships, touchpoints, and value exchanges that form the heart of Farmfolio's service. Through storyboarding these parallel journeys, we could finally demonstrate not just how our service works, but how it creates meaningful connections between urban communities and local food systems.



Alex visits FarmFolio to buy some fresh produce.



He notices a familiar face — one of his neighbors — in the vegetable section.



Alex is confused and asks the store manager what this is about and learns that the produce in the store is grown by his neighbors and directly from farmers.



With the help of the in store kiosk he registers himself as a farm buddy as he regularly grows produce in his backyard.



For his approval as farm buddy he schedules an appointment with FarmFolio's representative.



He gets verified as a farm buddy now.



The FarmFolio service connects him to mentors and other farm buddies who help him with the questions he has about growing and the service as a whole.



He picks the produce that he has grown.



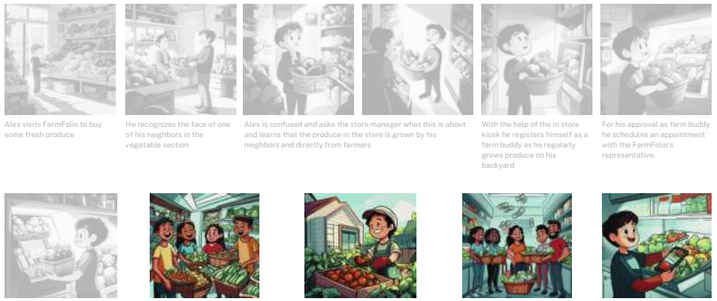
Starts monetizing his current produce he's growing through the farm folio service, as well as fostering his community, and interacting with the consumers.



He regularly checks how his contribution is adding value.

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Our Reframed Prototype V2.0 and Findings / Seller



Alex visits FarmFolio to buy some fresh produce

He recognizes the face of one of his neighbors in the vegetable section

Alex is confused and asks the store manager what this is about and learns that the produce in the store is grown by his neighbors and directly from farmers

With the help of the in store kiosk he registers himself as a farm buddy as he regularly grows produce on his backyard

For his approval as farm buddy he schedules an appointment with the FarmFolio's representative.

He gets verified as a farm buddy now.

The FarmFolio service connects him to mentors and other farm buddies who help him with the questions he has about growing and the service as a whole.

He picks the produce that he has grown.

Starts monetizing his current produce he's growing through the farm folio service, as well as fostering his community, and interacting with the consumers.

1He regularly checks how his contribution is adding value.

For the seller story, we improved the journey to fit the experience of the local farmers and Farm Buddies who want to be part of the FarmFolio experience.



The FarmFolio service connects him to mentors and other farm buddies who help him with the questions he has about growing and the service as a whole.

Offering produce at market pricing and actively engaging in community activities.



He picks the produce that he has grown.



Then he takes the produce he has grown to the FarmFolio store.



Starts monetizing current produce he's growing through the FarmFolio service, as well as fostering his community, and interacting with the consumers.

Funds start as cash/card conversions into substocks, with a transition to substock purchases as trust builds.



He regularly checks how his contribution is adding value.

Images generated using AI

Local Farmer/ Farm Buddy/ Final Prototype



Alex visits FarmFolio to buy some fresh produce.



He notices a familiar face — one of his neighbors — in the vegetable section.



Alex is confused and asks the store manager what this is about and learns that the produce in the store is grown by his neighbors and directly from farmers.



With the help of the in store kiosk he registers himself as a farm buddy as he regularly grows produce on his backyard.



For his approval as farm buddy he schedules an appointment with the farm-folio's representative.



He gets verified as a farm buddy now.



The FarmFolio service connects him to mentors and other farm buddies who help him with the questions he has about growing and the service as a whole.



He picks the produce that he has grown.



Then he takes the produce he has grown to the FarmFolio store.



Starts monetizing current produce he's growing through the farm folio service, as well as fostering his community, and interacting with the consumers.



He regularly checks how his contribution is adding value.

Images generated using AI

PART 5

Final Pitch

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