About the team

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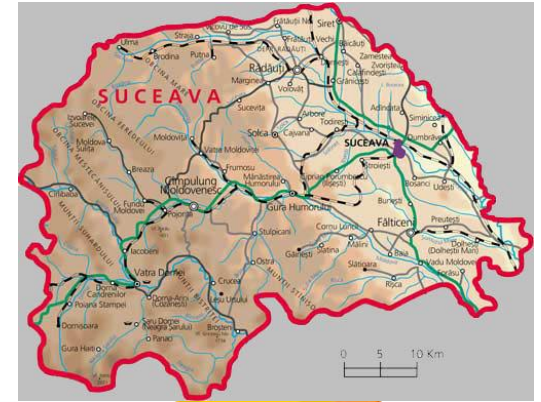VicePresident ''Gustă din
Bucovina'' NGO

The problem visualised & data points

The Municipality of Suceava ranks <u>first in the WORLD</u> in terms of square meters of supermarket per capita.

1000 kg of CO2 / year / sqm of supermarket

84 000 inhabitants

The problem

Short description about the problem:

Long supply chain

Limited acces to local fresh produce

Weak community

Unhealthy food choices

Encourages Consumerism

Growing number of supermarkets

Food waste

Existing solutions

Short description of existing solutions

- **Direct delivery**

The local producer delivers the products directly to the client

- **Farmers markets**

Pop-up events where local producers can directly sell to consumers

- **Partnerships with local stores**

Local products on store shelves, but with added costs passed

on to the end consumer
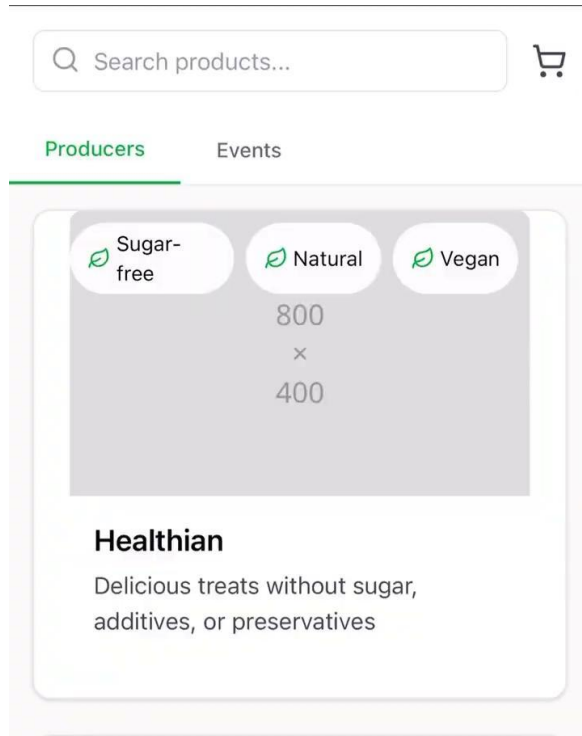
- **Marketing on your own**

Our solution

Short description of the solution:

Ferma2Go is a **marketplace** that connects consumers directly with local producers, **offering convenient access to fresh, natural products and supporting the local community & economy.**

Our solution - visual representation

The app provides:
- Online shopping
- Virtual farm tours
- Flexible pickup options
- Reviews
- Debit Card & Meal vouchers card payment
- waste reduction system for local producers

Our solution - the competitive advantage

	Ferma2Go	On your own	Farmers Market
Flexibile Pick-up	✅	✅	❌
Broader reach to potential customers	✅	❌	✅
Short supply chain	✅	❌	✅
Sales analytics	✅	❌	❌
Every day sales	✅	❌	❌
Reviews	✅	❌	❌

Scalability & replicability potential

Describe what elements of your solution make it easy to replicate and implement at scale in other cities.

Scalable Digital Platform:

A digital product has no border

Local Producer Onboarding:

It's easy to expand the number of users

Implementation plan

Describe the implementation plan for the pilot project, taking into account the time indicators:

- Months **1-3**: Developing the app
- Months **3-12**: First 100 clients
- Months **12-24**: Growing to 80 producers and 500 clients
- Months **24+**: Growing to 100 producers and 1200 clients

Gustă din Bucovina

Thank you!

Necessary investments

Investment	Price	Nr. items	Total
X	100 RON	100	=price*item
Total investments			X RON

Business Model

What are 3 business models you can apply to capture income? (optional)

1. ...
2. ...
3. ...

Necessary costs

Costs	Price	Nr. items	Total
X	100 RON	100	=price*item
Total costs			X RON