



BlaBlaFARM

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Team: EcoTecno



What



A *common platform* to connect *sustainable farmers* and *customers* interested in *0 km healthy products* from a *monitored production chain*

Why

- To **reduce** food **waste**
- To **foster** 0 km farming **economy**
- To **improve** production chain **transparency** and **quality**



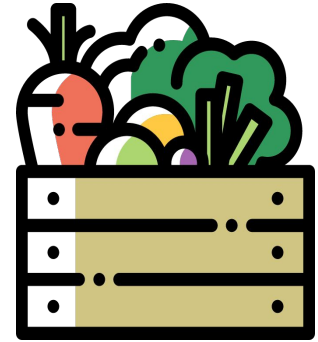
Who



Small
farmer



Medium-scale
farmer



Customer

Small Farmer



- ↪ **Swapping & Selling 0 km** products
- ↪ **Cut** products **waste** based on past orders data
- ↪ **Improving visibility & local community** engagement

Medium-scale Farmer



- Selling 0 km products
- Reducing production chain waste with **predictive analysis**
- Monitoring and checking product **quality**

Customer



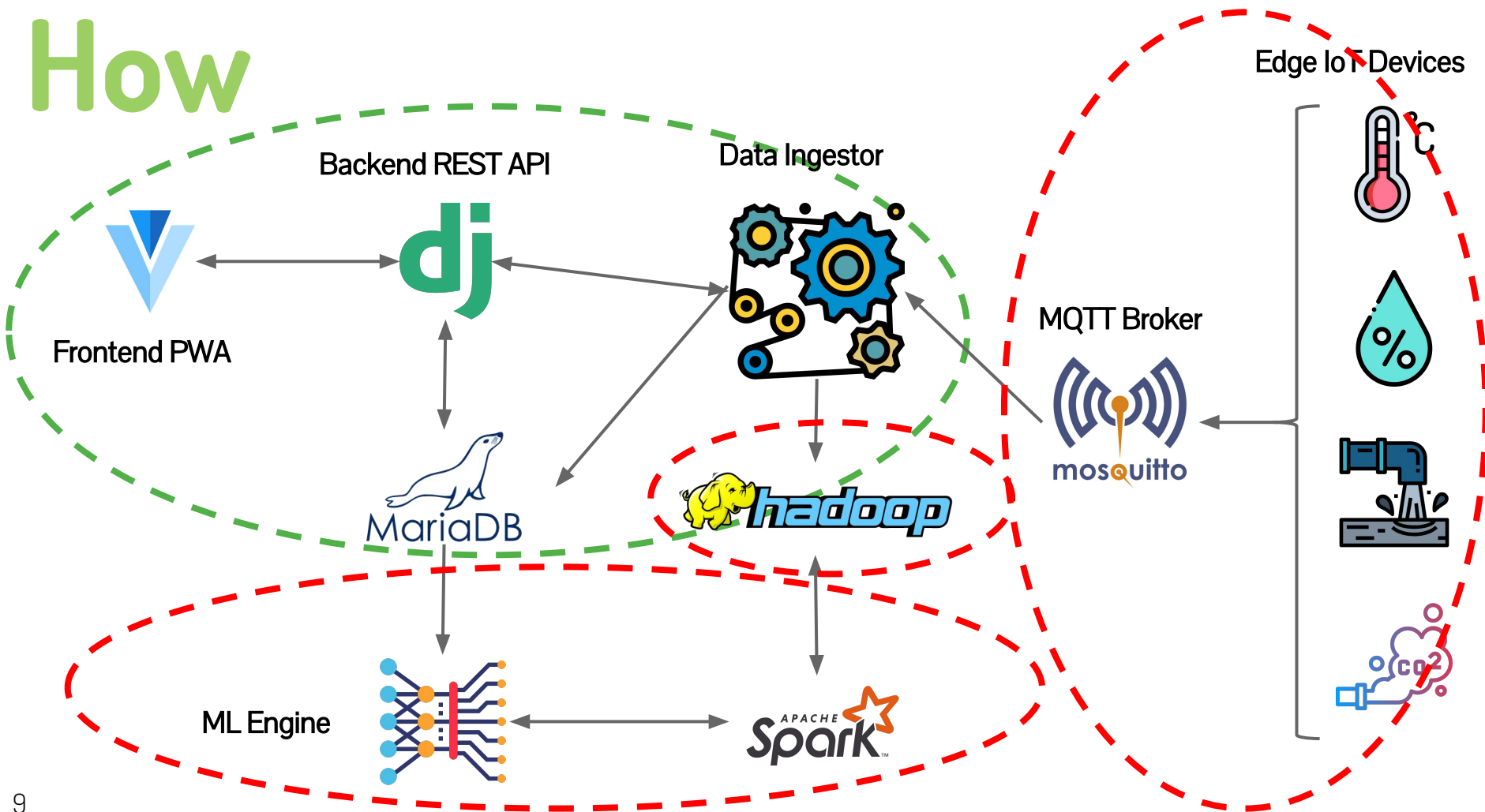
- Buying 0 km products
- Checking production **chain quality**
- Improving awareness on sustainable production
- Getting **suggested healthy recipes** with the available products

Company Profits



- **Registration fees** (free for users and small farmers, paid for medium)
- **Farmers' sales** (small fee on transactions)
- **IoT Analytics Services**

How



A large, white, teardrop-shaped leaf with a thin black outline is positioned in the upper left quadrant. Below it, a smaller, solid green leaf is visible. In the bottom left corner, there are several overlapping circles in various shades of green, including a bright lime green one.

DEMO

THANK YOU!

BlaBlaFARM For
Sustainable Future

