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# the About Presentation

Perfect match living /



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## Did you know?

Each year, an estimated 1/3 of all food produced – equivalent to 1.3 billion tons worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices.

38 Million children under the age of 5 were overweight or obese in 2019. Land degradation, declining soil fertility, unsustainable water use, overfishing and marine environment degradation are all lessening the ability of the natural resource base to supply food.



# Did you know?

Burying organic waste in landfills is a significant problem and it's not just because of the resources we lose. Incorrectly disposed bio-waste is **more dangerous for the climate than CO<sup>2</sup>. Land degradation, declining soil fertility, unsustainable water use, overfishing and marine environment degradation** are all lessening the ability of the natural resource base to supply food

**30%**

Of the world's total energy consumption is by the food sector

**22%**

Of total Greenhouse Gas emissions comes from wastelands

Food & Agriculture produced Annually:

**60%**

**Used** 1.95 Billion Tons

**40%**

**Wasted** 1.3 Billion Tons



**90%**

**Trashed** into landfills

**10%**

Repurposed & composted



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The platform that allows you to build and organize a residential sustainable agriculture system within a community

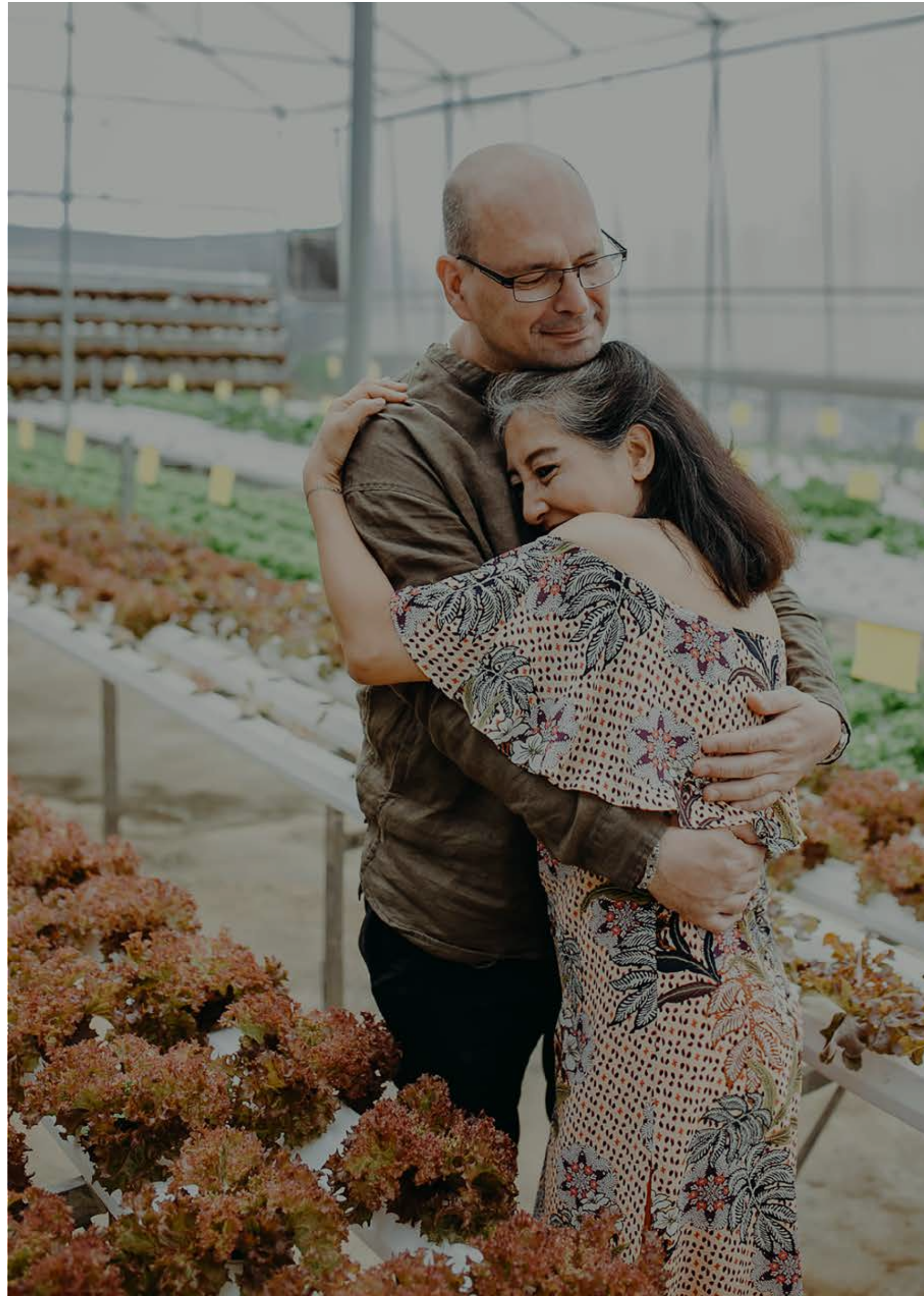
## What is it?

Is a service to organize people interested in forming a circular food production / food waste system in order to become self-sufficient, thus creating an indoor farming solution, we teach how to take roles and tasks to find the perfect balance, and accommodate the living space accordingly to the necessities, by proving the essential guidelines and unique tools.

# Characteristics

Is more than just a platform is a **complete experience** that will benefit many including the environment, it not only provides food or **healthy eating habits** that are essential for humans but also a **sense of belonging**, and ultimately **a purpose**. Is an agricultural indoor farming solution, and an educational program, It provides **certifications of transparency** and **environmental responsibility**. Some people start with basic levels of production and with time, **level up and expand the production** to new challenges integrating different animals and all kind of vegetables or fruits, this is a solution that can change the lives of people significantly





## Customer segment

Our customer is **Middle - upper class**, between the ages of **30 and 50**, is old enough to understand the importance of being self-sufficient and have an appreciation for the home-made products. They must have an **income** for the subscription fees, and a way to manage the time accordingly to the needs of the service.

**Needs and goals:** They wish to be self-sufficient, produce their own food, take care of their environment for a better sustainable future.

**Pain-points and frustrations:** They don't trust the food produced by others, is complicated to get healthy products, and they feel like they don't belong to a proactive community





## Neighbors

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Living in very close proximity with the same interest on becoming self-sufficient, affected by the lack of food solutions near them



## Families

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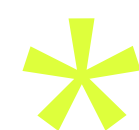
Living under the same roof, with enough space to set an indoor farming system that benefits all, with appropriate ages to cooperate



## Building residents

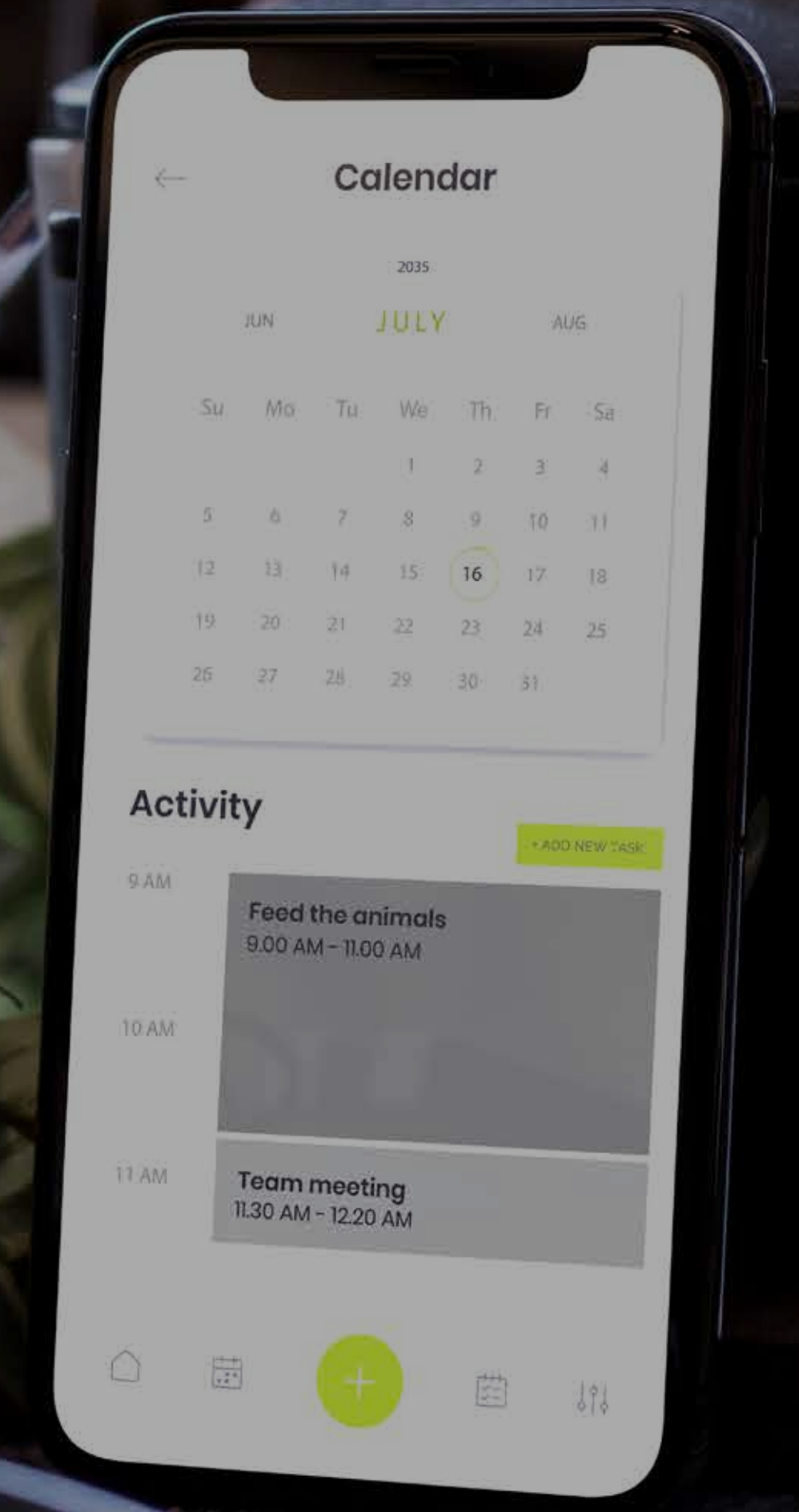
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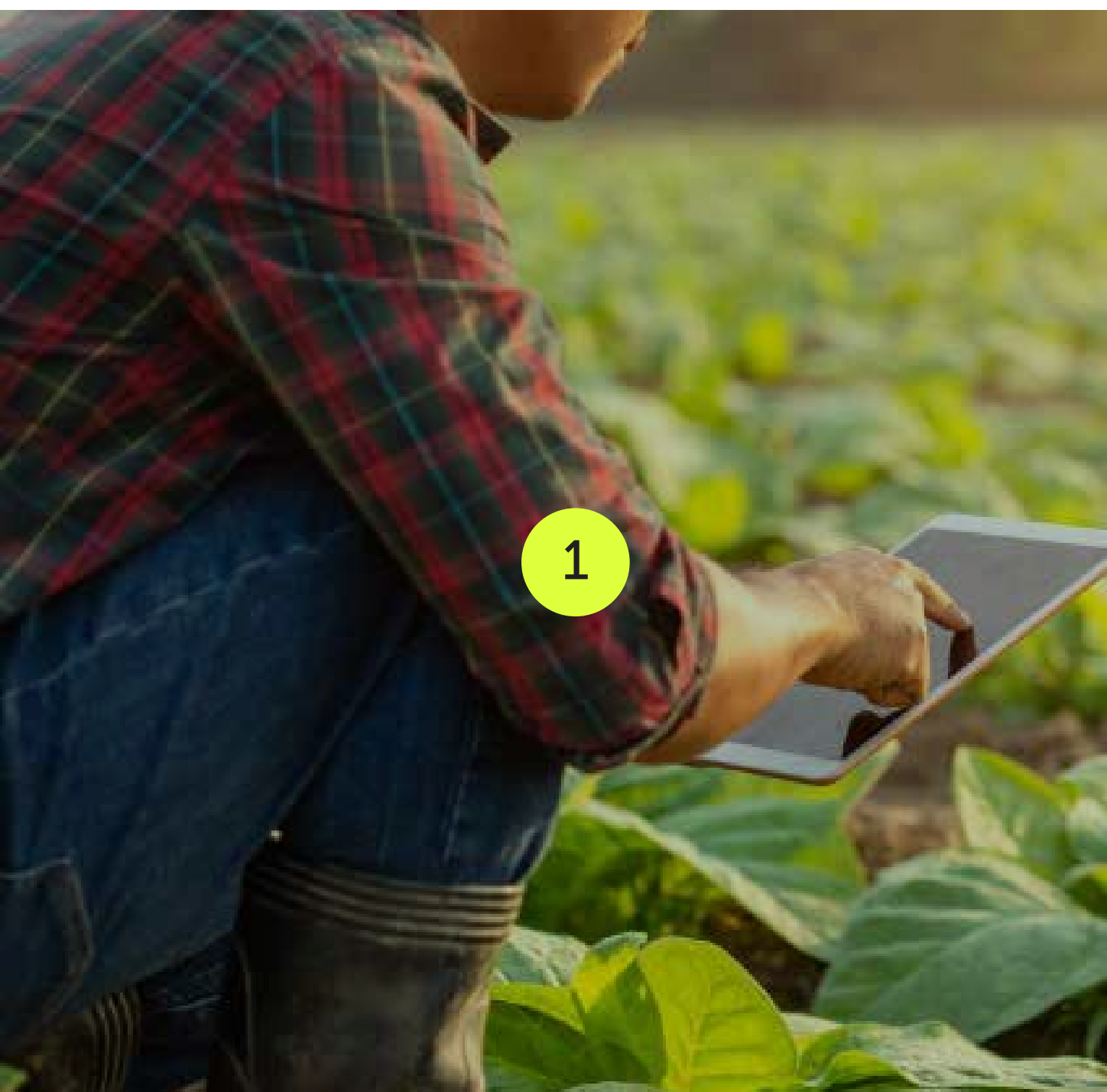
living on the same futuristic building with the integrated service ready to be used. A plus or extra when they purchase their homes



Our customer segment can be divided into three different contexts, depending on the living situation, this will not change the service or the experience.

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**Application:** First initial moment when user apply to the service, get matched with a team of 5 other users with different roles

**Implementation:** based on the team's goals they get instruction and guidelines on how to start the system, additionally the educational material and tools they need



**Production:** enjoy the hard work and the benefits, then you can start implementing new technology and level up, this will become continuous



# How does it works?

**User #01 The Cultivator** this involves planting, cultivating, inspecting the crops by hand and harvesting

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**User #02 The Food Manager** in charge of food-processing, cooking and dividing the portions

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**User #03 The Animal keeper** Assist in animal care and overseeing the livestock

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**User #04 The Compost builder** performing post-harvest tasks, and converting waste into organic fertilizers

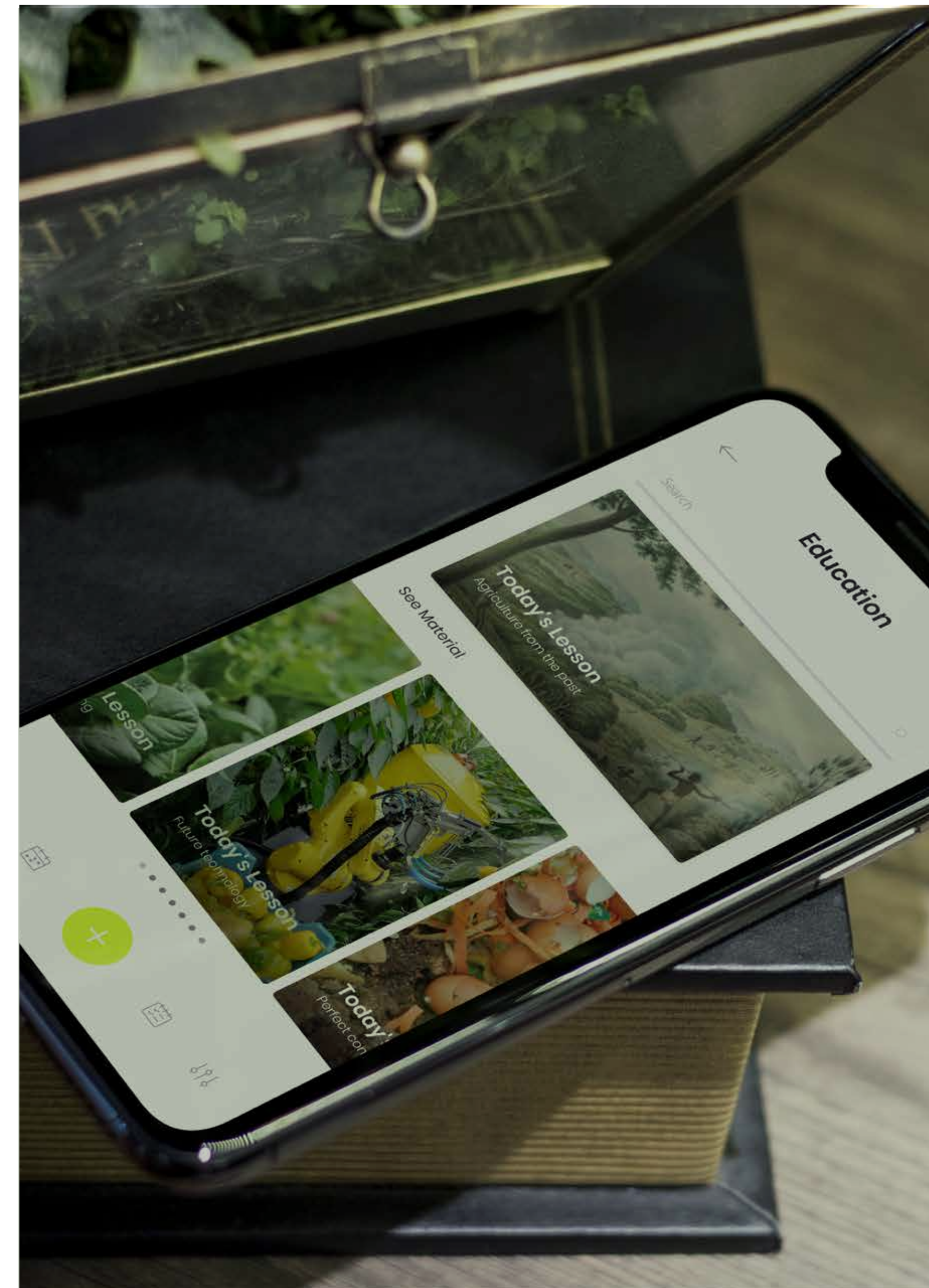
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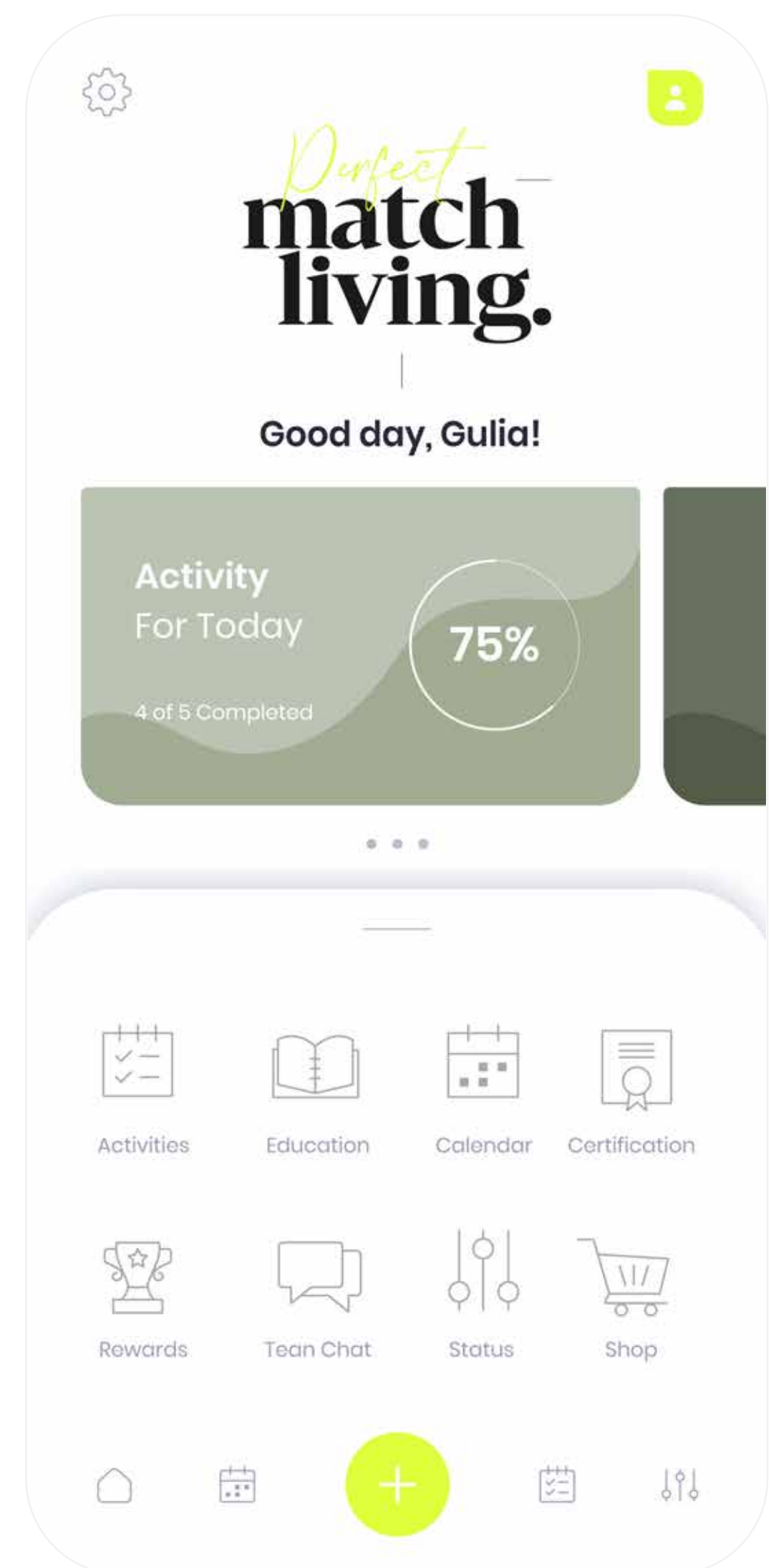
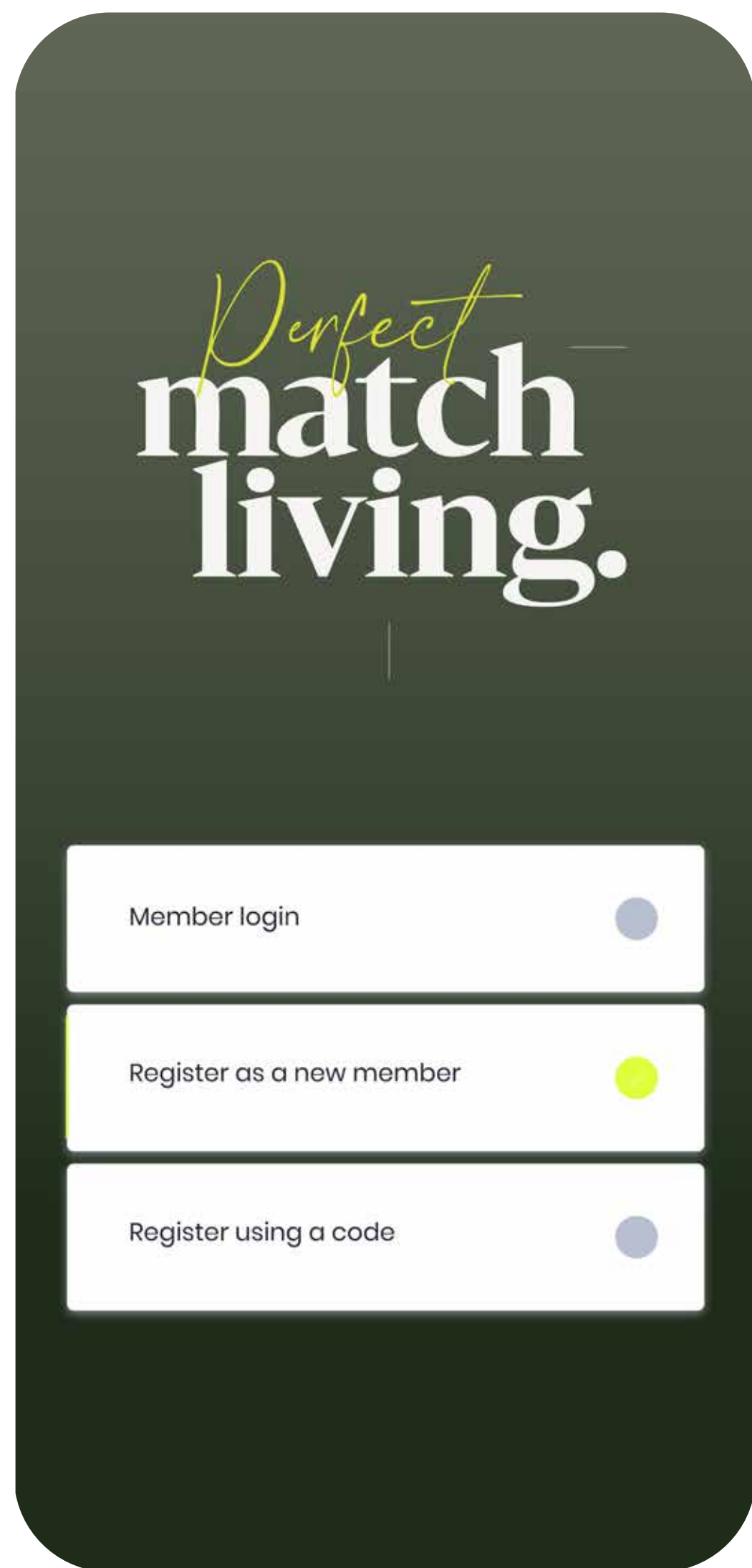
**User #05 The Collector** pickup and deliver all the products between the team



## Facts about the service

- ✓ User-friendly system
- ✓ Educational program
- ✓ Knowledge on home production
- ✓ Responsibility with the environment
- ✓ Transparency on the production
- ✓ Building community by teamwork
- ✓ An experience and opportunity to grow
- ✓ Technological tools synchronized
- ✓ Adaptable through time and circumstances





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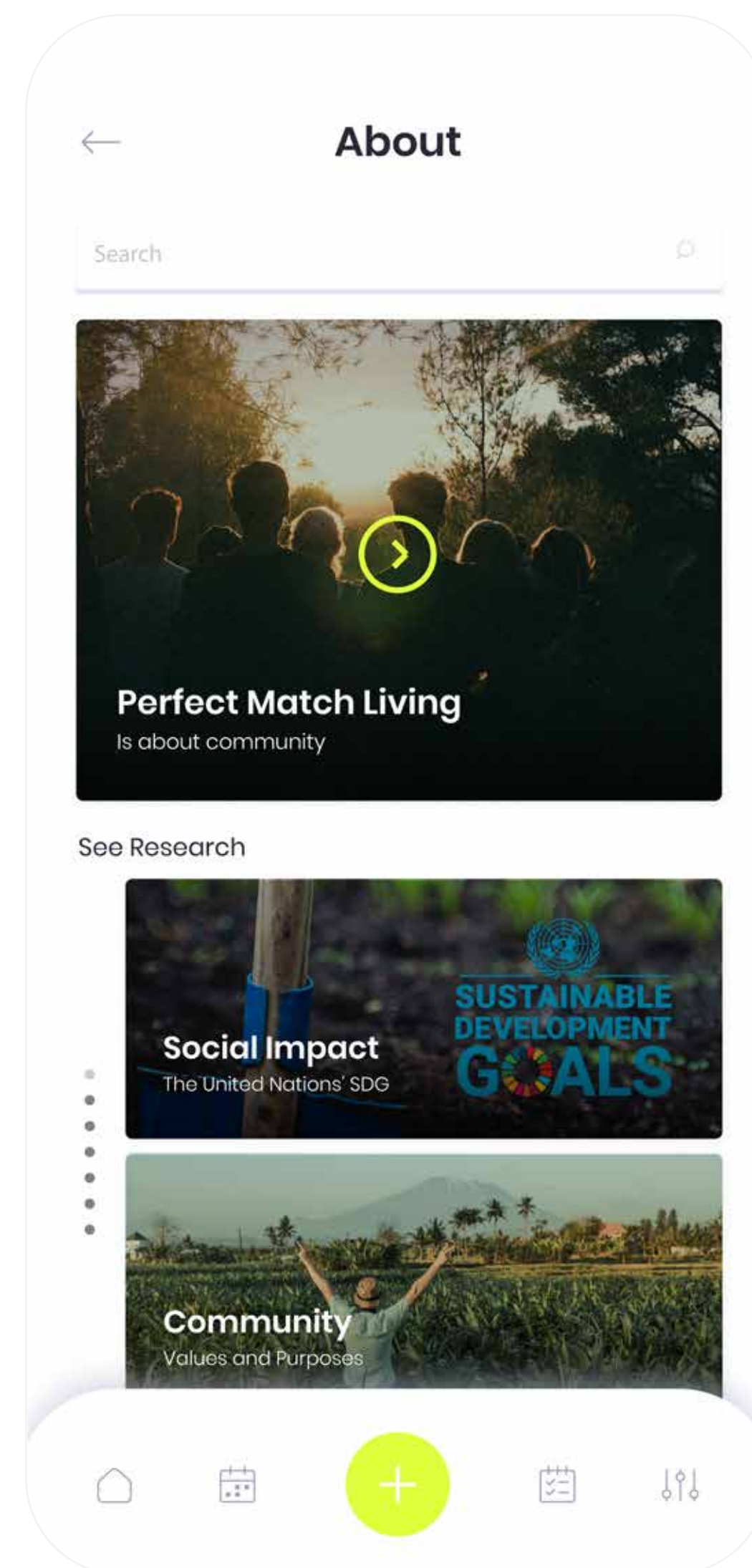
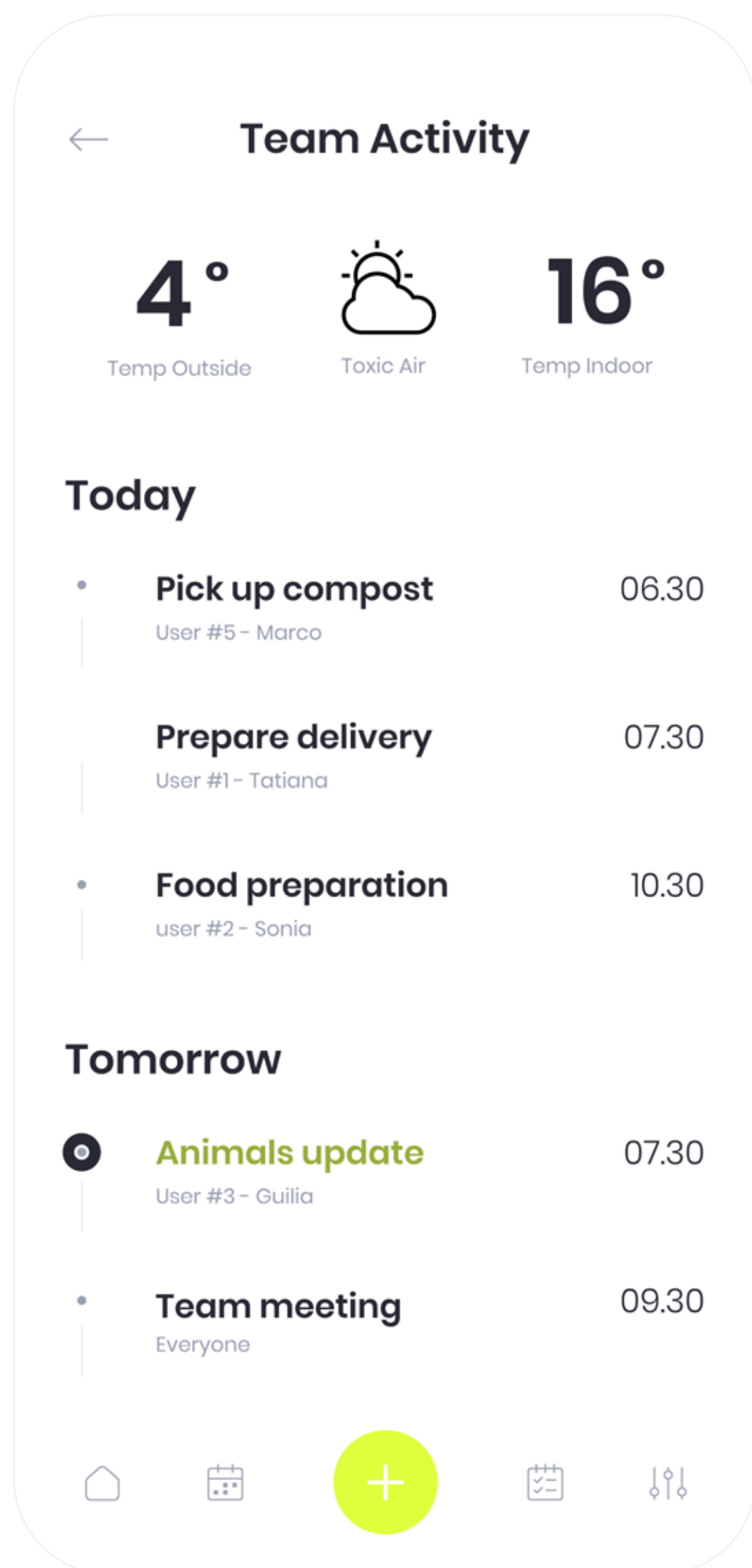
**Login:** users can access the platform by regular login, registration, or using a code in case of being part of a family or a property owner

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**Interview:** basic questions about the user to determine the type of system and team accordingly, this data will help better understand how to proceed

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**Instruction and guidelines:** When the team is in place, you will receive personalized instruction and the guidelines to continue and set the system

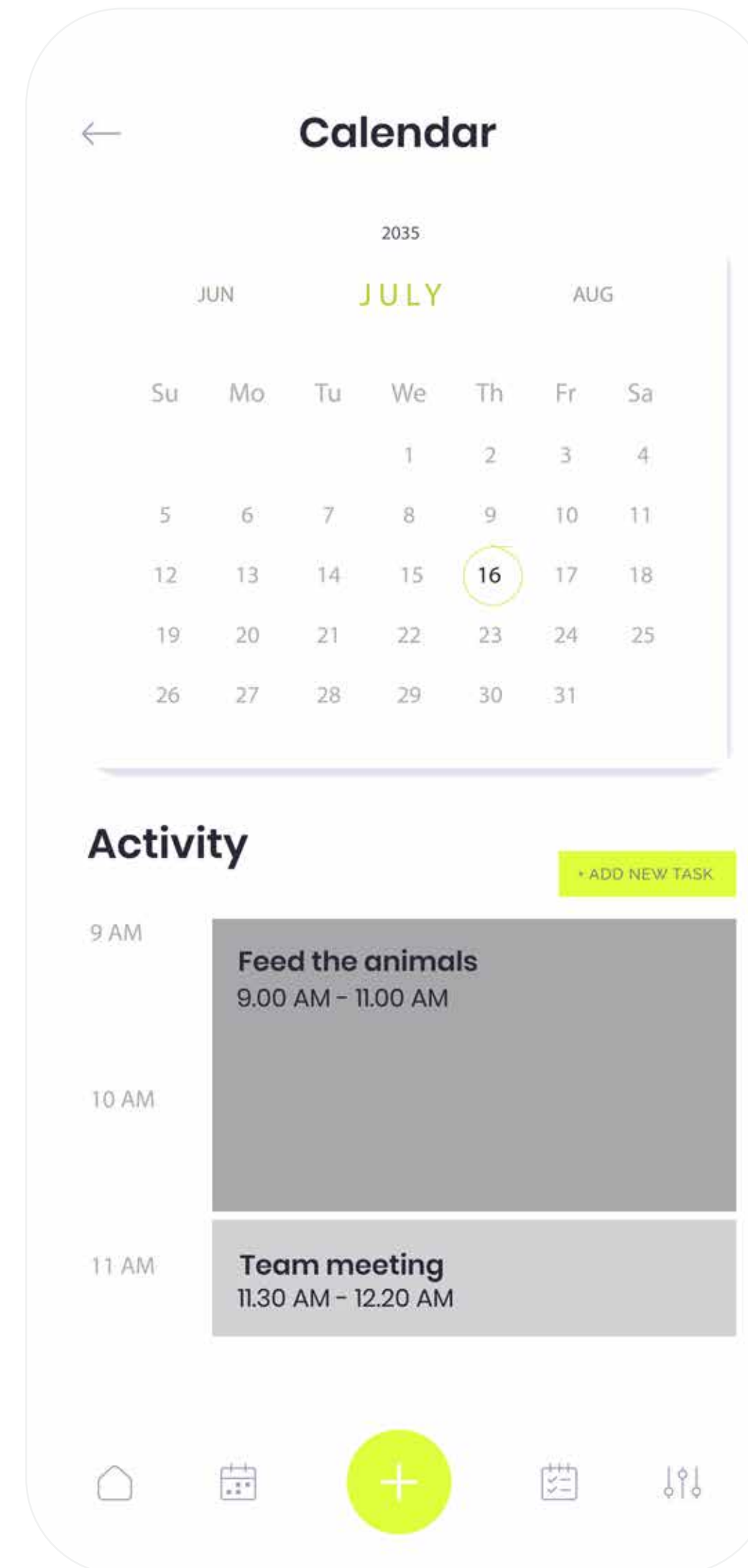
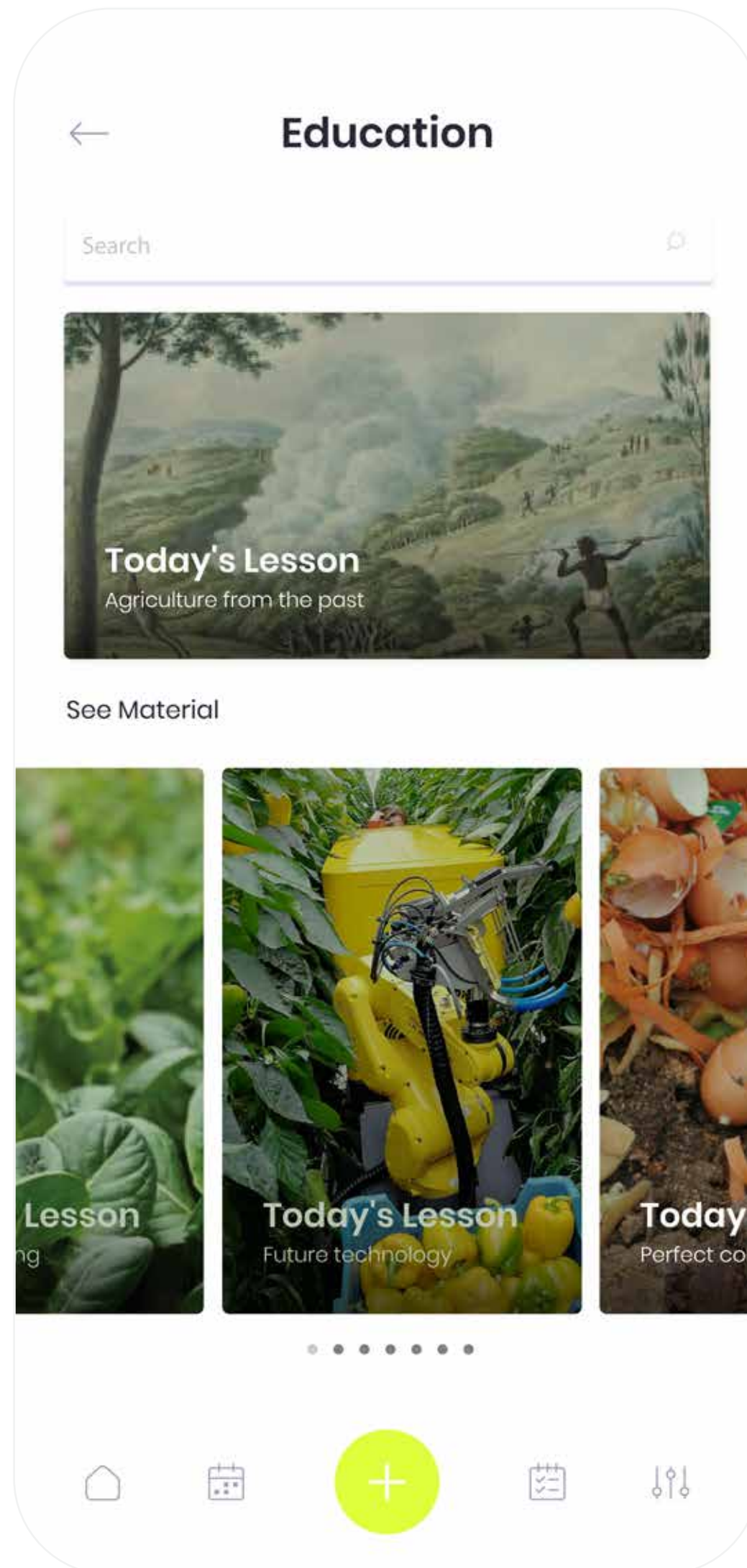


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**Team activity:** where the all the members can check what the other team members are doing also be updated on temperature weather and the environment situation

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**About:** Here users can find out more about the companies mission and values and also have a look at the international programs and initiatives related



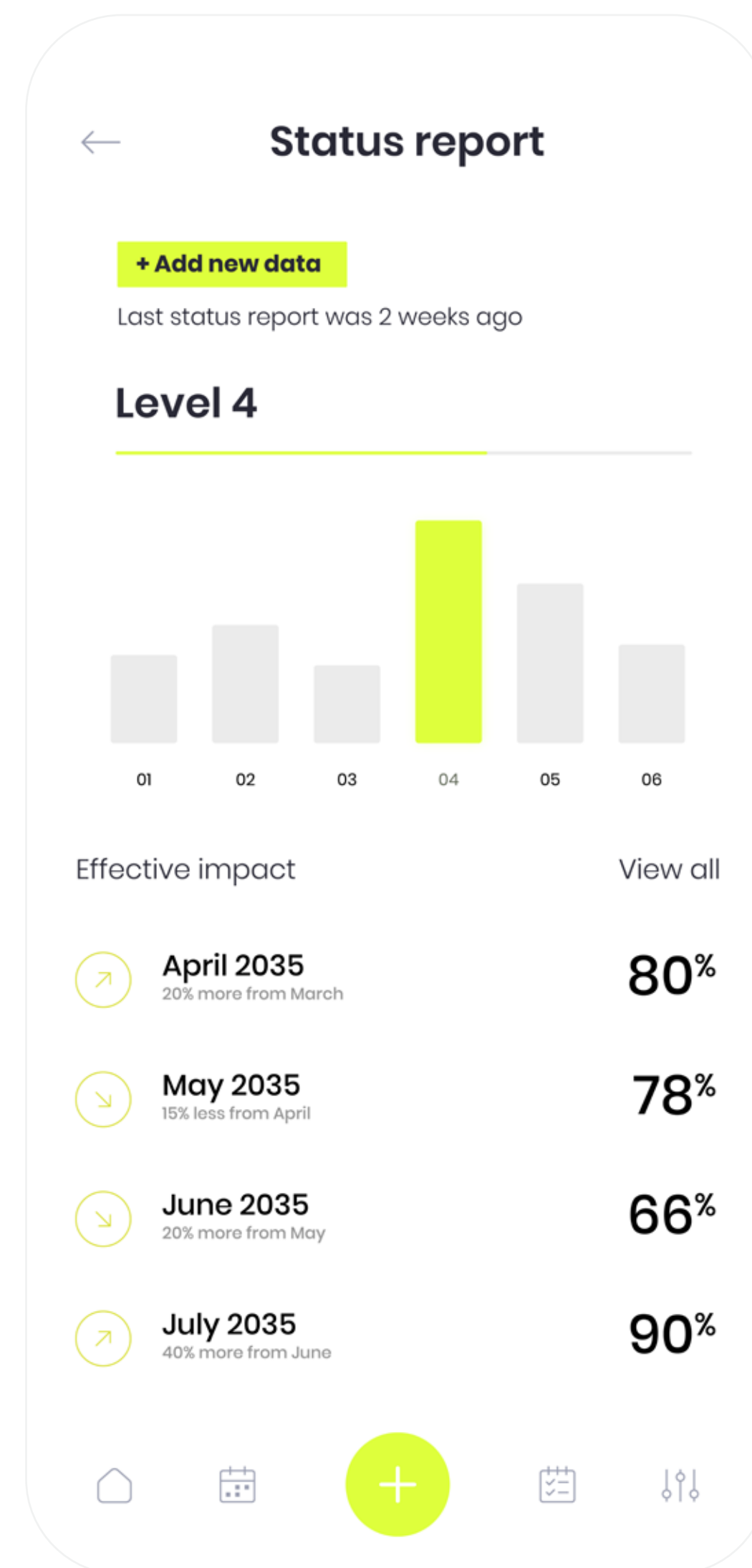
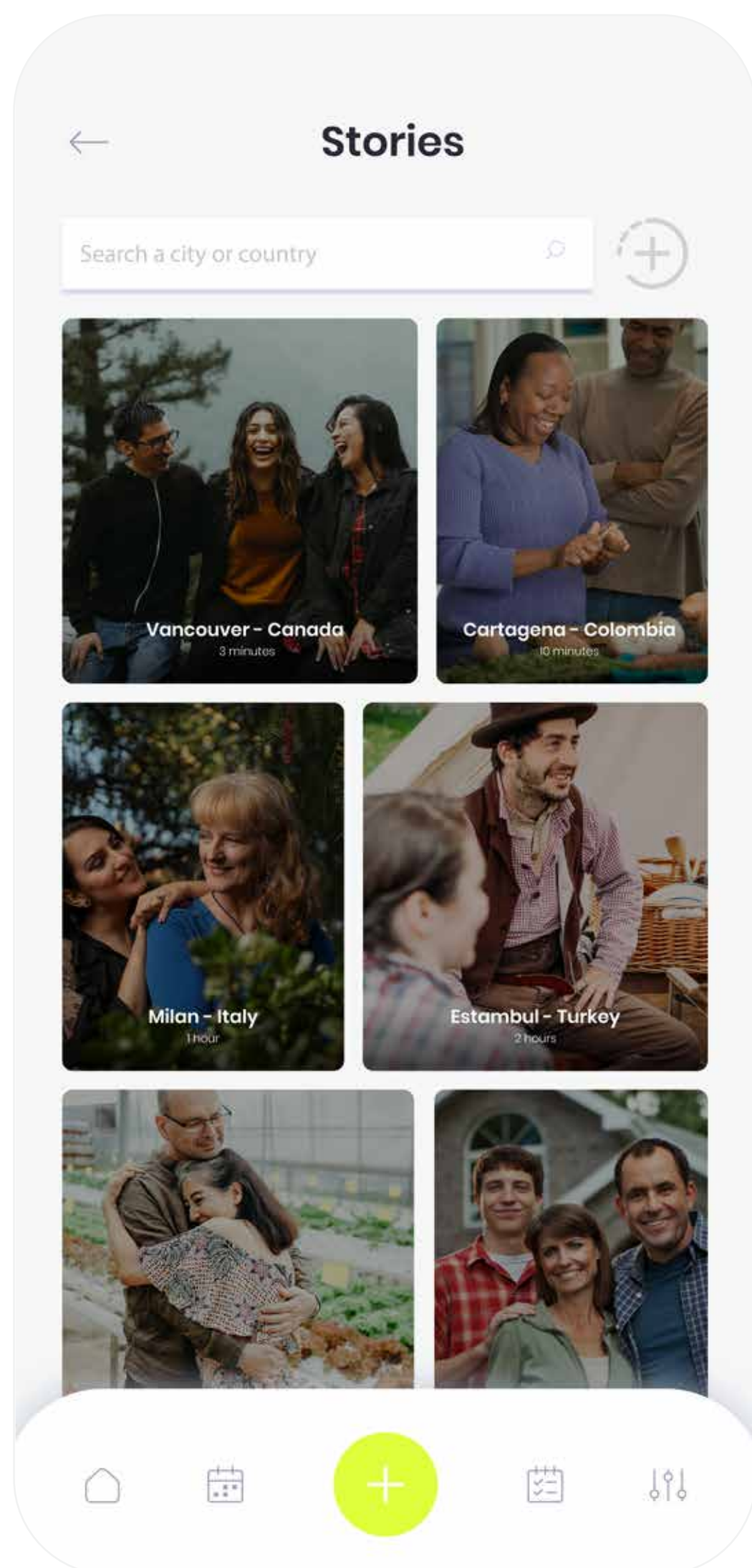
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**Education material:** During the service there will be available educational material about food production and food waste, updated weekly

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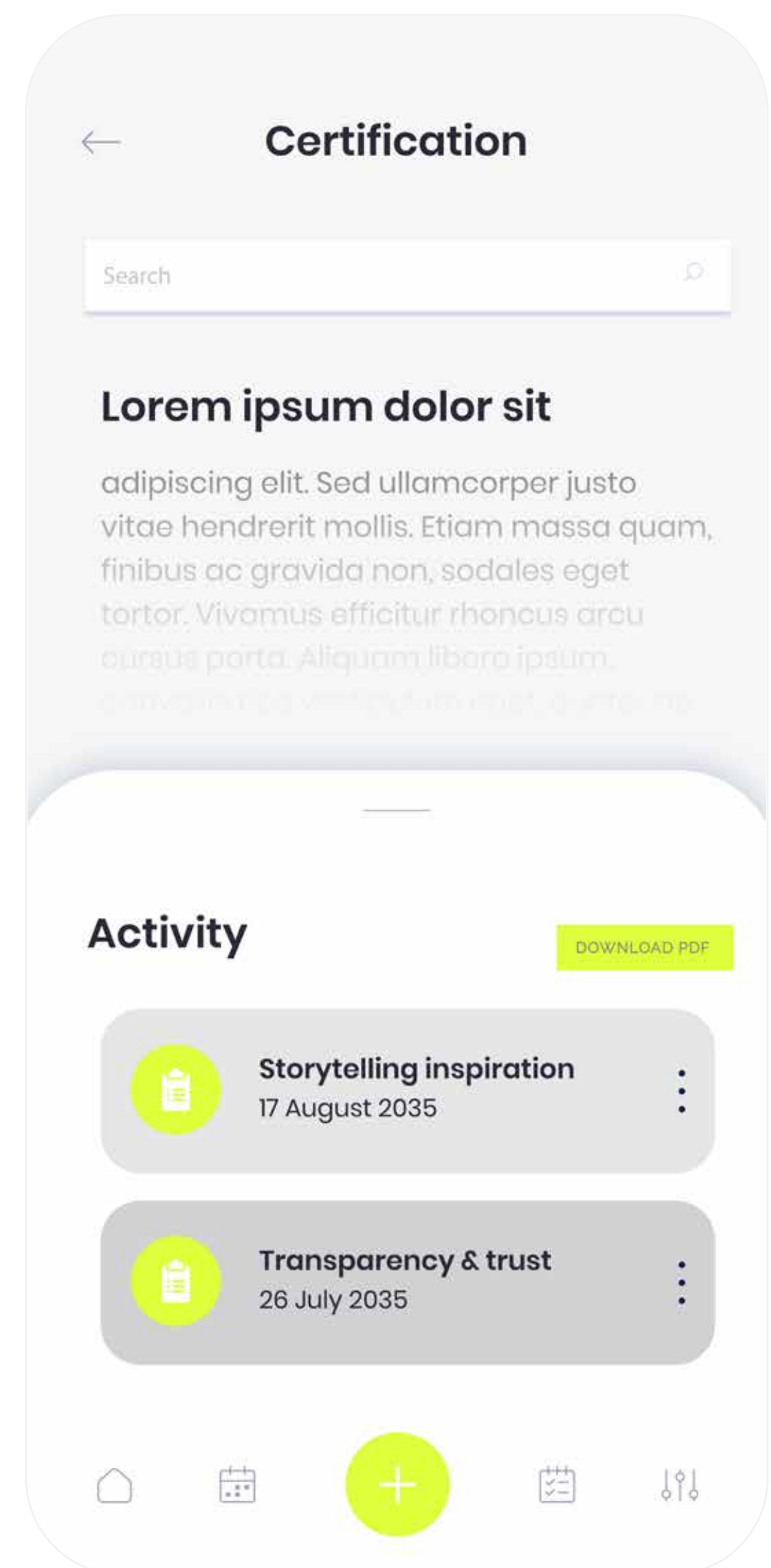
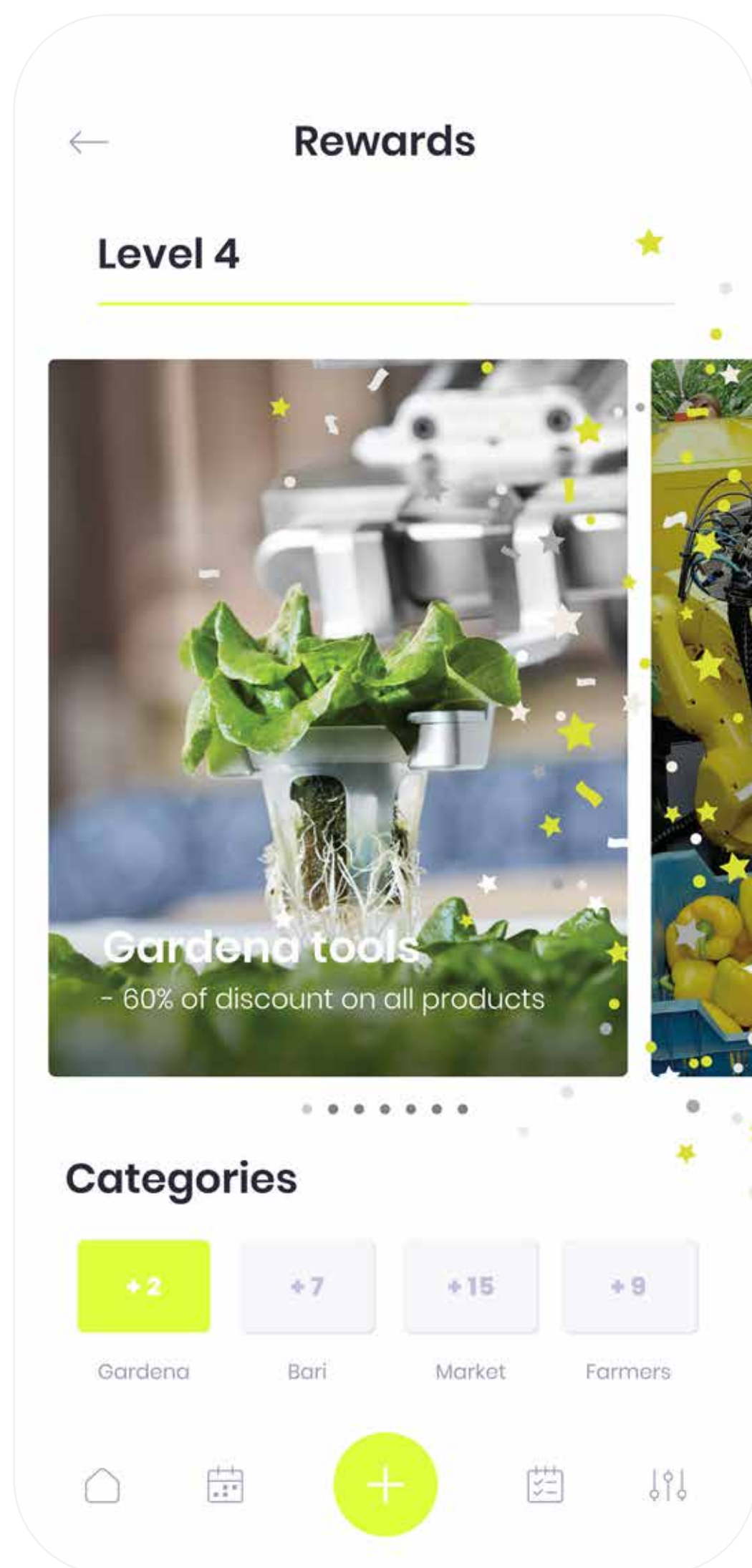
**Calendar for task and goals:** With the calendar you can manage the teams roles pick up and delivery and plan for the future





**Stories:** Is the ideal space to share with the community your experience and connect with others around the world

**Status and progress:** Here you can check hows the team doing, review everyone's report, and see the teams progress

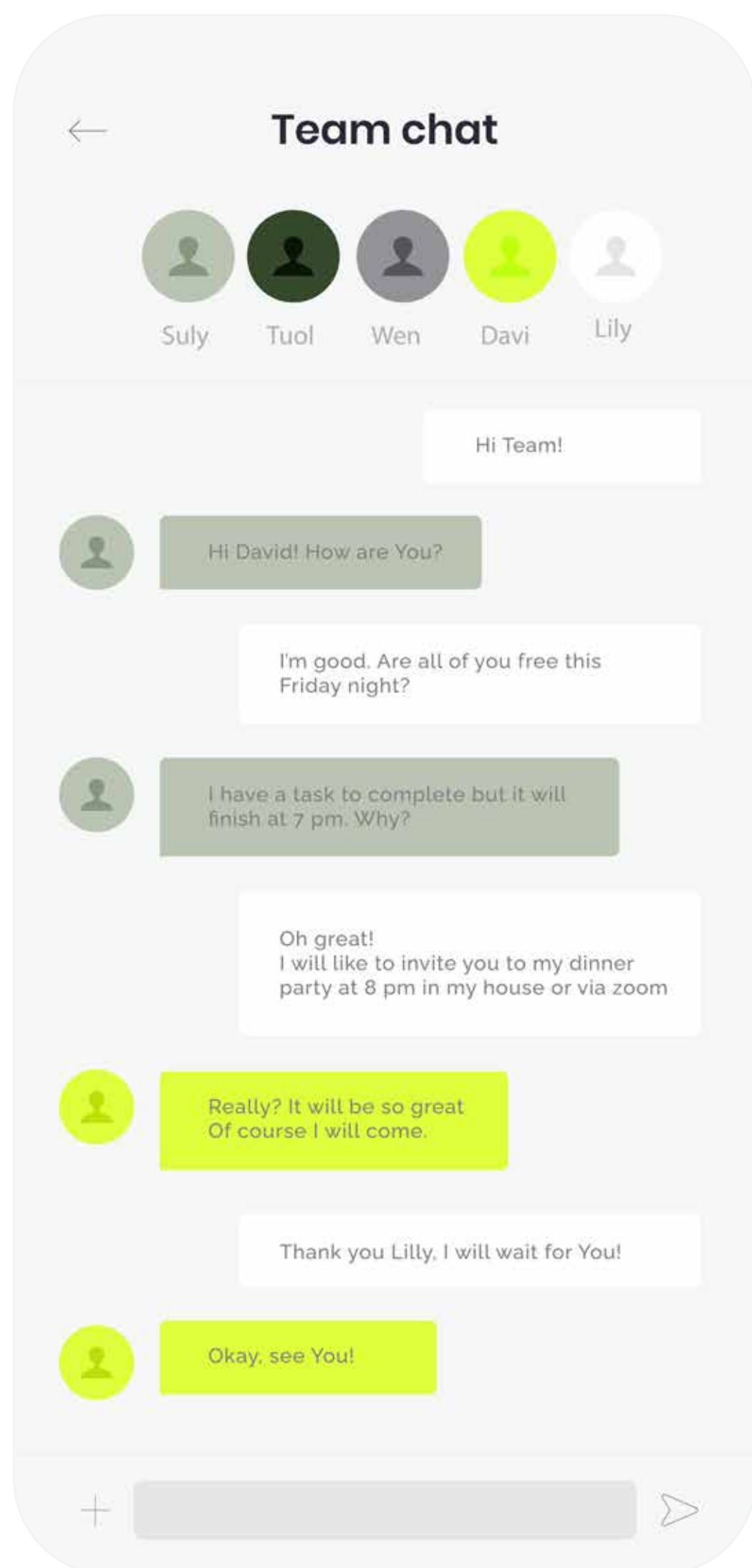


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**Rewards:** Check the discounts you can get with our partners and use the tax reduction by the government

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**Certifications:** With the progress and the levels you accomplish you can get certification on, transparency and responsibility



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**Team chat:** For talking with the users it can be about the system or just to bond as a team, send pictures, videos and audios

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**Shop for tools:** Buy the tools that we had design by partnering up with Gardena especially to use simultaneously with the platform

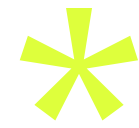


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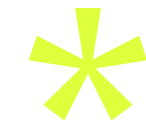


## Value proposition

Is a community-based, online platform that facilitates the process of creating an indoor agriculture sustainable system. On one hand, It enables users to learn about food production and food waste management giving them an opportunity to build a healthy lifestyle and take care of the environment. On the other hand, we provide them with advanced tools and essential material to complement the experience



We have decided to partner up With GARDENA to design the technological tools that will complement the indoor farming system



We have decided to partner up with Mediterranean Agronomic institute to provide the best education program and material for our users



## Gardena

Ideal brand for garden care, is Europe's leading company for high quality garden tools, also the reference point for all those who cultivate a passion for the garden, considered a 'living space of contact with nature" a place of well-being, leisure and entertainment

## Mediterranean Agronomic Institute of Bari

Training/educational and scientific research institute focusing on agriculture, promoting sustainable farming and improvement of agricultural production and productivity.



# Benefits

- ✓ Chances for surviving
- ✓ Future sustainability by self-production
- ✓ Opportunity to meet, work and set goals
- ✓ Sense of belonging to a community
- ✓ Personal growth and invaluable skills
- ✓ Reduce health inequalities
- ✓ Clean environment
- ✓ Food security
- ✓ Safe and trustworthy
- ✓ A feeling of privilege
- ✓ Brings different people together
- ✓ Less pollution and toxic gases
- ✓ Creates employment
- ✓ New networks and social interactions
- ✓ Smart cities
- ✓ Sense of wellbeing and fulfillment





## Changing the perspective

For PML is important that every user changes their perspective from individualist survival to a + **collaborative point of view** and a **sense of belonging to a community**, therefore they will understand the much bigger picture that this solution has to offer. According to Dickson Despommier, emeritus professor of public health and microbiology at Columbia University, and father of vertical farming...

If every city on earth were to grow,

**10%**

of its produce indoors...

...it would allow us to take

**340,000** mi<sup>2</sup>

of farmland back to forest.



# 17 Goals to Transform Our World

*"The Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection."*



<https://www.un.org/sustainabledevelopment/>





# Empathize and understand

Around the world, more than enough food is produced to feed the global population but —

**+690 million**

people still go hungry.



At the same time,

**135 million**

people suffer from acute food insecurity and in need of urgent humanitarian assistance.



Food security is an important political issue as national leaders attempt to maintain control of sufficient food supplies, also the aspects of food production are affected by:

- ✓ Ethical concerns
- ✓ Cultural concerns
- ✓ Health concerns
- ✓ Environmental concerns
- ✓ Retailing methods
- ✓ Encompasses bio-fuels
- ✓ Pesticide use
- ✓ Obesity/Hunger
- ✓ Labor practices
- ✓ Immigrant workers
- ✓ Water usage
- ✓ Animal cruelty
- ✓ Climate change

# Political impact

1. How to start a global wave? By the **integration** of local municipalities, governments, or international NGOs

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How best to support countries in improving food security and nutrition in a coherent, inclusive, and sustainable way?

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2. Getting political for social impact: creating a **pathway to food policy and legislation**, in all aspects of the production, control, regulation, inspection, distribution, and consumption, and even sometimes home-grown



## A vision into the future

Coronavirus jump in our minds from an abstract to an **immediate threat**, in terms of the global food system

83 million

at a minimum,  
and possibly...

132 millions

may go hungry in 2020 as a result of the  
economic recession by the pandemic.

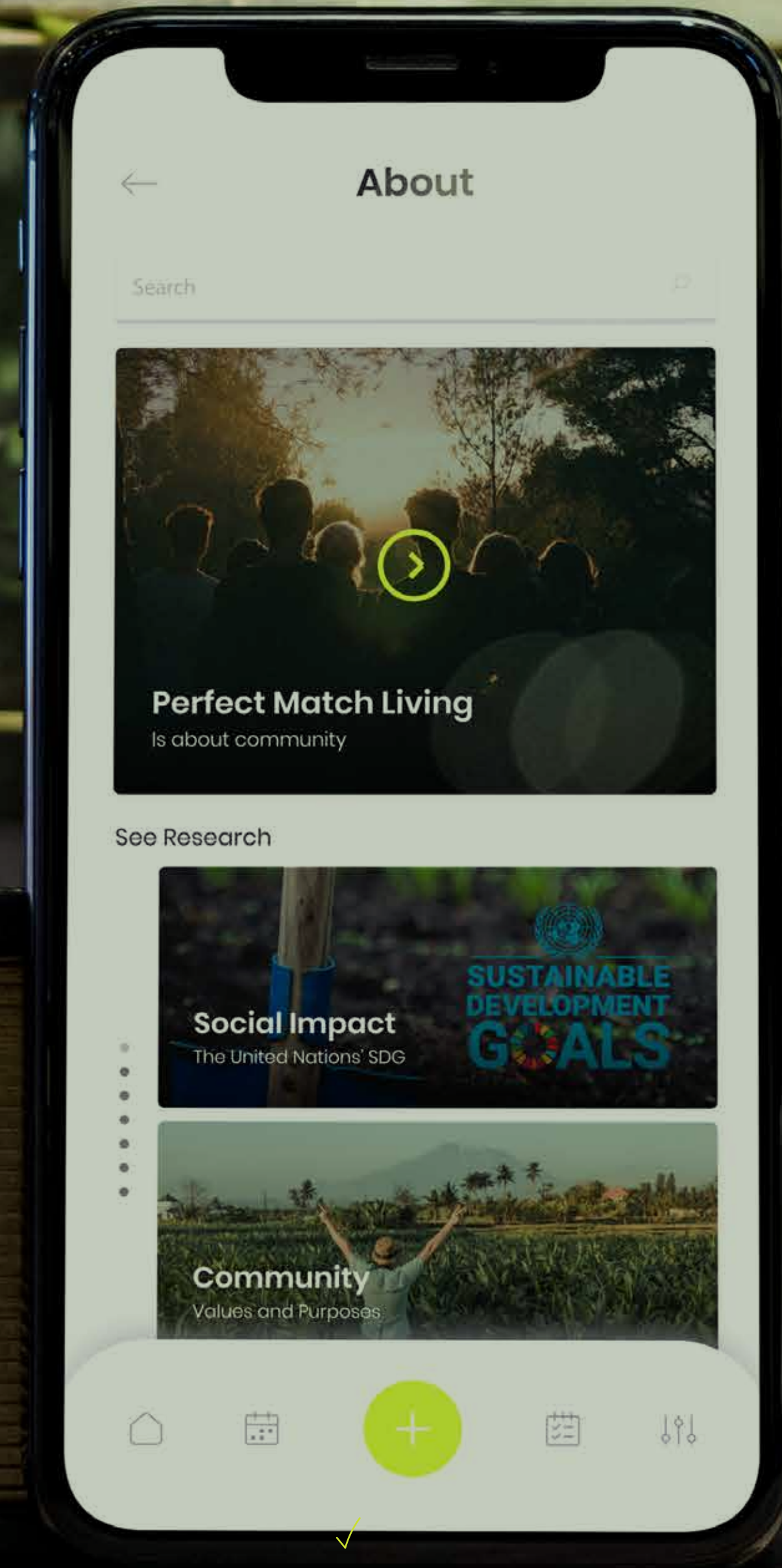
The widespread shutdown of the restaurant, or food service organizations did result in a devastating **increase of food waste** and it has struck at a time when **hunger or undernourishment** keeps rising





SUSTAINABLE

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IMPACT



COMMUNITY

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match  
living.

→ the end