



Naaber



**Connecting farmers and producers
with local customers**

**Easy access to a wide range of local
and healthy food**

**By neighbors, for neighbors –
from Naaber Market**

**Buy food online directly from
producers and get it delivered to
a convenient location near by**



naaber

What is Naaber?

Consuming fresh, nutritious and local produce is becoming more and more popular. Traditional food distribution involving wholesalers and retailers requires big volumes for efficiency.

It's difficult for small producers to get into market because of low volume and high production cost. When we add all the intermediaries in the supply chain, this increases the price for end consumers even more.

Naaber was born to fill this gap. To support local economies and satisfy the market demand for local and organic food. Naaber is an online grocery marketplace for local and (mostly) organic produce. Naaber also serves as a full logistics and business management platform for small and medium-sized enterprises.

Naaber is bringing farmers markets online and providing an Uber-like delivery solution!

How does Naaber work?

Naaber App is a smart supply chain solution for SME's in food industry – farmers, producers, manufacturers, warehouses and carriers. Naaber App provides a software as a service solution to manage and operate your business online. Users will find solutions for logistics, manufacturing, warehousing and bookkeeping. Features like Circles in Naaber App makes it really easy to exchange information like stock and routes between business partners, it's simple to use each other's services like warehousing and transportation. Furthermore Naaber App is directly linked to Naaber Market. In Naaber Market consumers can easily buy healthy and regional food. To pick up their delivery consumers use Spots. A Naaber Spot is a local café, restaurant or similar establishment where a special pick up box is located, containing the orders. So consumers can pick-up their order whenever they want.

What are the benefits of Naaber?

- Large selection of produce
- Direct purchases from producers with a fair pricing
- Convenient pickup and delivery using Naaber Spots
- Group purchasing to get price benefits like retail stores do
- Get to know the origins of your food
- Get to know your food producers - your neighbours!

Naaber

Naaber is founded by Magnus Nirgi (technology, business) and Paavo Ränk (operations, business), both country boys with a strong background in IT and programming. Together with Karmo (lead developer) and Gerda (office manager and a big help), we are creating a smart supply chain solution for SME's in food sector.



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