

Project Idea: QUHOMA PLATFORM
(QUalitative HOrticulture MAarketplace)



Welcome to QUHOMA PLATFORM

- THE SITE IS UNDER CONSTRUCTION -



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WHAT?

- a **FIWARE/SPACE B2B Marketplace** for promoting qualitative horticulture farming

WHY?

- To exploit Greece's and Europe's excellent potential for **qualitative horticulture products**

HOW?

- QUHOMA platform wishes to build a community that will represent farmers, agronomists (acting as mentors) and Certification Bodies around its cutting edge technology

FOR WHO?

- The project targets growers whose main priority is **quality** both for the end-products (fruits and vegetables) and during land's cultivation (limited or none use of chemicals, water economy, soil improvements).

Challenges?

- Youth unemployment
- Unexploited lands
- Mediating costs' decrease
- decent price setting
- Products positioning in the premium category
- access to the Pan-European market
- Knowledge-intensive jobs' creation
- minimising digital divide
- Drive EU leadership on the agri-domain



It sounds nice but who pays?

- Farmer
- Agronomist/mentor
- Certification Body
- Third parties

CASHFLOW?

- Subscription Fees
- Pay-per-demand schemes
- Special services (?)

NEXT STEPS

- Ongoing technical developments
- Marketing plan composition
- Liaisons with additional business partners
- Extend the current QUHOMA eco-system
- Community's governance issues

Project Leader

- ✓ Future Intelligence (FINT), <http://f-in.gr/>
- ✓ A Greek Telecommunication Engineering company founded in 2009 and based in Athens, Greece
- ✓ UK presence since 2012
- ✓ Formerly a RnD intensive SME, now goes commercially in the SmartCity context
- ✓ Manufacturer of IoT solutions
- ✓ FInoT platform for outdoor Smart Lighting

ROLE

- ✓ FINT (Technology Provider) aims to use and enhance its standardised Internet-of-Things platform (H/W and network S/W). FInoT will be integrated with FIWARE and FISPACE available tools thus expanding its commercial potential

Business Consortium and Roles

- ✓ **TUV AUSTRIA HELLAS**, <http://www.tuvaustriahellas.gr/>, (**Private Certification bodies**) will participate as a body that provides audit & certification services worldwide. Regarding the project it will mainly provide guidelines on how the field data are best sorted and assessed for certification reasons, in accordance with the relevant International Standards & Requirements.
- ✓ **RealFarm**, <http://realfarm.gr/>, (**Agronomy mentors**) will provide its expertise and coaching to farmers regarding seeding, cultivation and harvest. The mentoring parties' proposed plans of action have to comply with certain criteria and EU directives that the farmer could later exploit either as quality verification or EU subsidised process.
- ✓ **ECOKTIMA**, <http://www.ecoktima.com/>, (**pilot/ test case**) represents the farmers' entity whose support in qualitative production is the main reason for developing QUHOMA. In addition, ECOKTIMA constitutes an **excellent dissemination tool** due to the company's business model.

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ECOKTIMA Farm, Skourta

NOW **36°** **Viotia, Greece (Tanagra)**
Fri, 04 Sep 2015 17:39:02 +0300

36° Saturday

38° Sunday

30° Monday

Rel. Humid.	Wind	UV	Pressure	Visibility
14%	7 mph	4	1012 mb	10.0 km

001 plot

002 plot

28.75°
AIR TEMPERATURE

10%
SOIL MOISTURE

16°
SOIL TEMPERATURE



More Info and Q&As at:

- ✓ <http://quhoma.com/>
- ✓ <http://f-in.gr/>
- ✓ tmoysiadis@f-in.gr , *Harris Moysiadis, Business Development Manager*

THANK YOU!!