

FOODNET  
EAT LOCALLY, LIVE HEALTHY

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# YOU THINK ABOUT WHAT YOU EAT

## Local producer

- hard to find on open green market
- need time for working in fields

## Consumers

- want to buy locally produced food
- care about food quality
- want to know how food was produced

## Traders

- buy from local producers and sell for higher price
- no information about food origin

## We need

- connection between food consumers and local producers
- easy way of buying/selling foods

# BUILDING PRODUCERS AND CONSUMERS COMMUNITY

## Connect

- local food producers with consumers

## Act

- as a broker between food producers, food consumers and home deliveries

## Based on

- community reputation and confidence
- trust and good cooperation of all who are involved

# ADDED VALUE

## Food consumers

- Access to known, trusted local producers and their products
- lower price for products

## Food producers

- Access to motivated consumers
- Production planning based on pre-orders
- Reputation management
- Higher profit

## For the crowd

- Opportunity for additional revenue
- "Uber" style deliveries

# MARKET ON CLICK



- about
- service
- products
- FAQ
- contact
- log in like producer, consumer or deliverer

# EASY TO USE

1. sign up

2. order

3. wait for delivery



# STAKEHOLDERS

## Small food producers

- want to enhance their selling potential by become more visible on the Internet
- wishing to enhance their production planning by taking into account needs of their known buyer

## Citizens

- highly aware of the food quality importance and its influence on health
- wishing to get involved into food production
- with lack of time
- with health problems

# BUSINESS MODELS

## Service fee

- taken off all transactions

## Subscription

- producers pay monthly fee regardless of number of transactions



# GOING FORWARD

The service to be expanded with:

- expert advices for the producers
- specialized recipes and suggestions for consumers on specific diets
- other related offers, like plants and seeds.