



Finish First Call

turn2bio

An online market and library tool for organic food

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The problem

Organic farming is facing more challenges than ever before

Organic farmers

- Limited **market access**
- **Increased competition** within the growing organic sector
- **Unfair pricing** of their products from the middlemen
- Inability to **negotiate** for better prices
- **Perishability** of their products

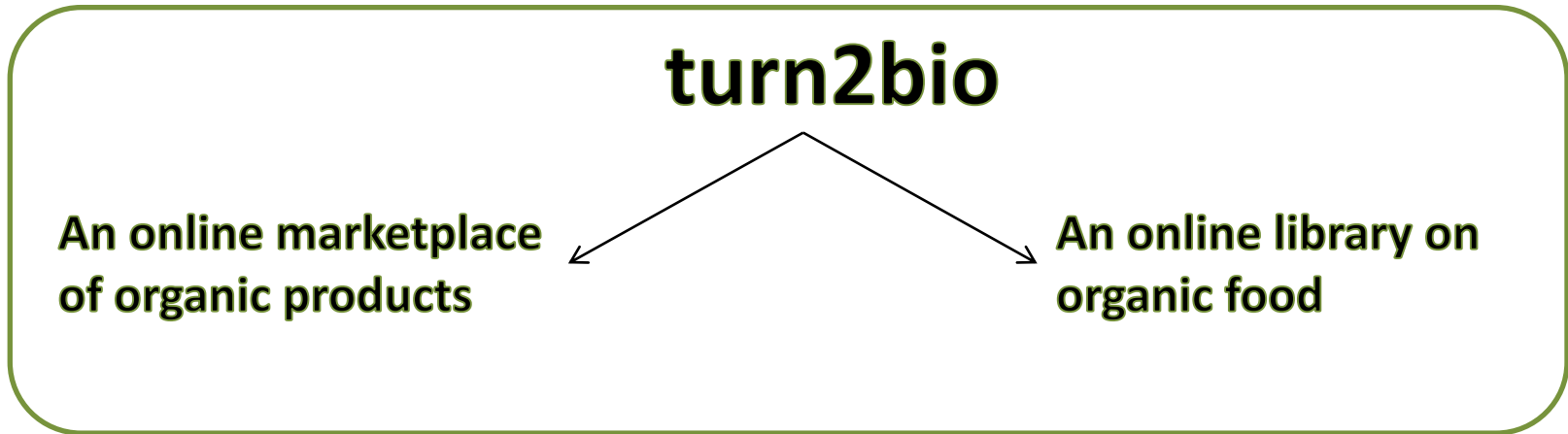


Consumers

- High prices
- Lack of credentials
- Non-constant availability



The solution



turn2bio will help:

- Organic farmers to **sell** their products **without middlemen** & earn higher margins
- Consumers to have a **holistic approach on organic products**
- Consumers and organic farmers to **directly communicate** with each other & **negotiate the prices**

Market size

Organic farming

- **10million hectares** in Europe (5.6% of the total agricultural area)
- **250,000** farmers (2012)
- EU organic area increases by **500,000 hectares** per year
- Leading countries in organic production: **Spain, Italy, Germany, France**

Demand side

- EU market of organic food accounts for ~ **€21 billions** (2012)
- Highest sales of organic food: **Germany, France, UK, Italy, Switzerland**



Business Model

Free-of-charge for the 1st semester



After the trial period it will adopt a **subscription-based model**



Revenue from the **farmers**
(they stand to benefit the most
from the solution)

Free for consumers → rapid
development of the demand
size → further motivation of
farmers to join the platform

The turn2bio
business
partner

Organic Products Cluster will assist to the acquisition of the initial users & to the wider exploitation of the product





Competitive advantage

➤ NOT another online marketplace

BUT

➤ A combination of market & library tool on organic food

➤ Farmers sell **without middlemen**, have direct **contact with their customers** & exchange info with each other through the turn2bio **crowdsourcing component**

➤ Consumers, except from purchasing organic products, are also **educated**, can search products by quality & negotiate the prices



Technology

Use of Flware

- **Enablers**
- **Flspace platform** supports us to implement:
 - a) an easy and secured registration process of users
 - b) the data exchange mechanism between farmers and consumers
 - c) the collaboration-communication mechanisms between farmers and consumers



Who we are

| | |
|--------------------------------|---|
| Type | SME |
| Year of Establishment | 2000 |
| Average Annual Turnover | ~1M |
| Location | Thessaloniki, North Greece |
| No of employees | 12 (30% PhD, 50% MSc) |
| Main areas of expertise | Environmental Technology & Software. ICT for Agriculture, Energy & Industrial Applications |
| Experience | Coordination & Participation in more than 15 FP7 & H2020 projects. Consultation for public & private organisations |



What we do

- **ICT for Agriculture, Energy & Industrial Automation**

Software Development

- **Environmental Software & Databases**

Decision Support Systems, Solution Development, Operational Workflow Systems, Multichannel Digital Services

- **Environmental Impact Assessment & Consulting**

Government, Industries, NGOs, Individuals

- **Geographical Information Systems (GIS)**

Decision Support Systems, Full Map Integration, GIS Applications



Team



Dr. Evangelos Kosmidis - Environmentalist with a PhD Degree in Physics

Co-founder of more than 5 companies involved in technology-intensive areas

Extensive experience in IT projects through the involvement in the development of commercial applications & software solutions



Dr. Panagiotis Symeonidis -Environmentalist with a PhD Degree in Physics

Co-founder of DRAXIS

Experience in the development of many standalone or client-server applications using advanced Database & GIS technologies



Mr. Stavros Tekes - Electrical and Computers Engineer with an MSc in Advanced Informatics and Telecommunication systems

Many years of experience in researching, designing and developing large scale IT systems

Participation in numerous projects, working actively as a project manager, analyst, developer and applications tester



Dr. Machi Simeonidou - PhD Agroeconomist

Over 12 years' experience in management, monitoring and evaluation of nation-al and European projects

Worked at organisations and companies in the public and private sector, and as external partner of the Greek Organic Products Cluster



Mr. Christodoulos Keratidis - Chemical Engineer

Over 11 years of experience in providing innovation and business support services to SMEs

Coordinator/partner of several European projects relevant to market and business issues

Expert reviewer and coach of SMEs in several Investment Forum events