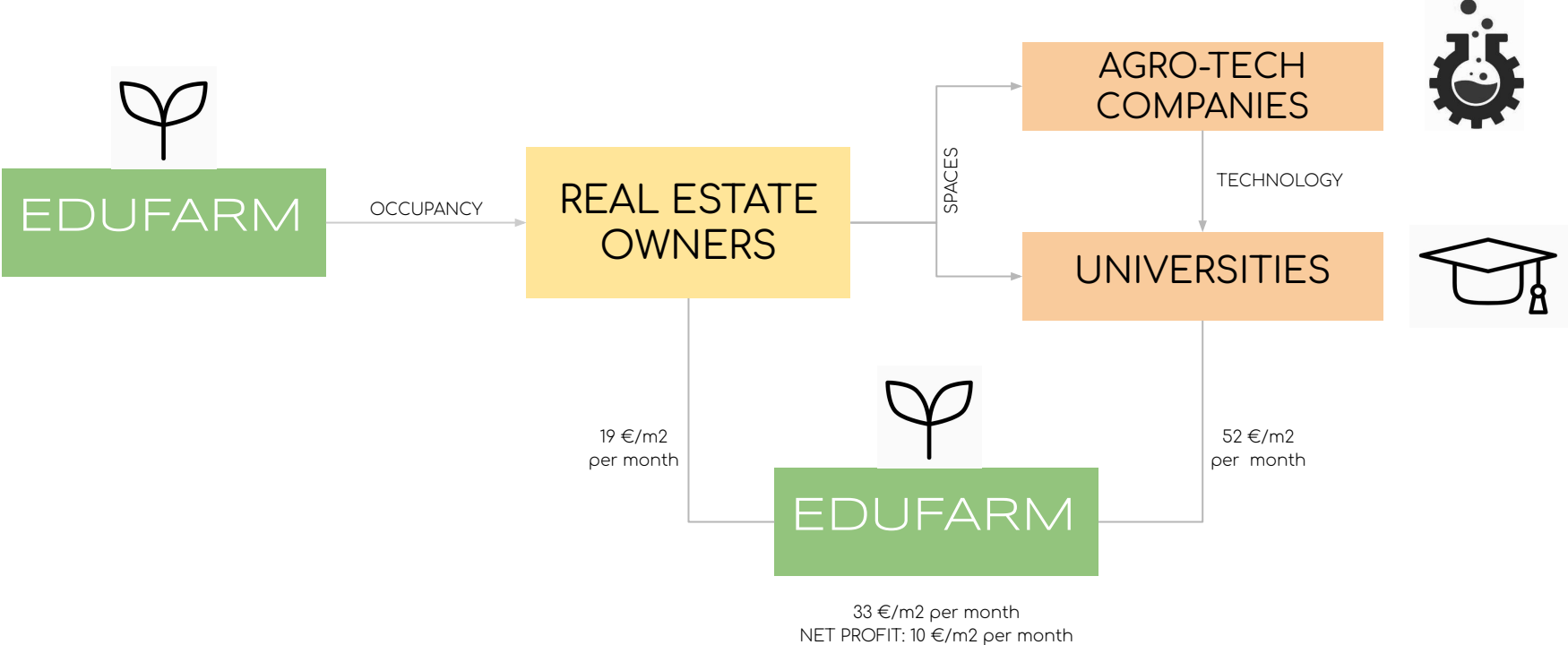




# EDUFARM

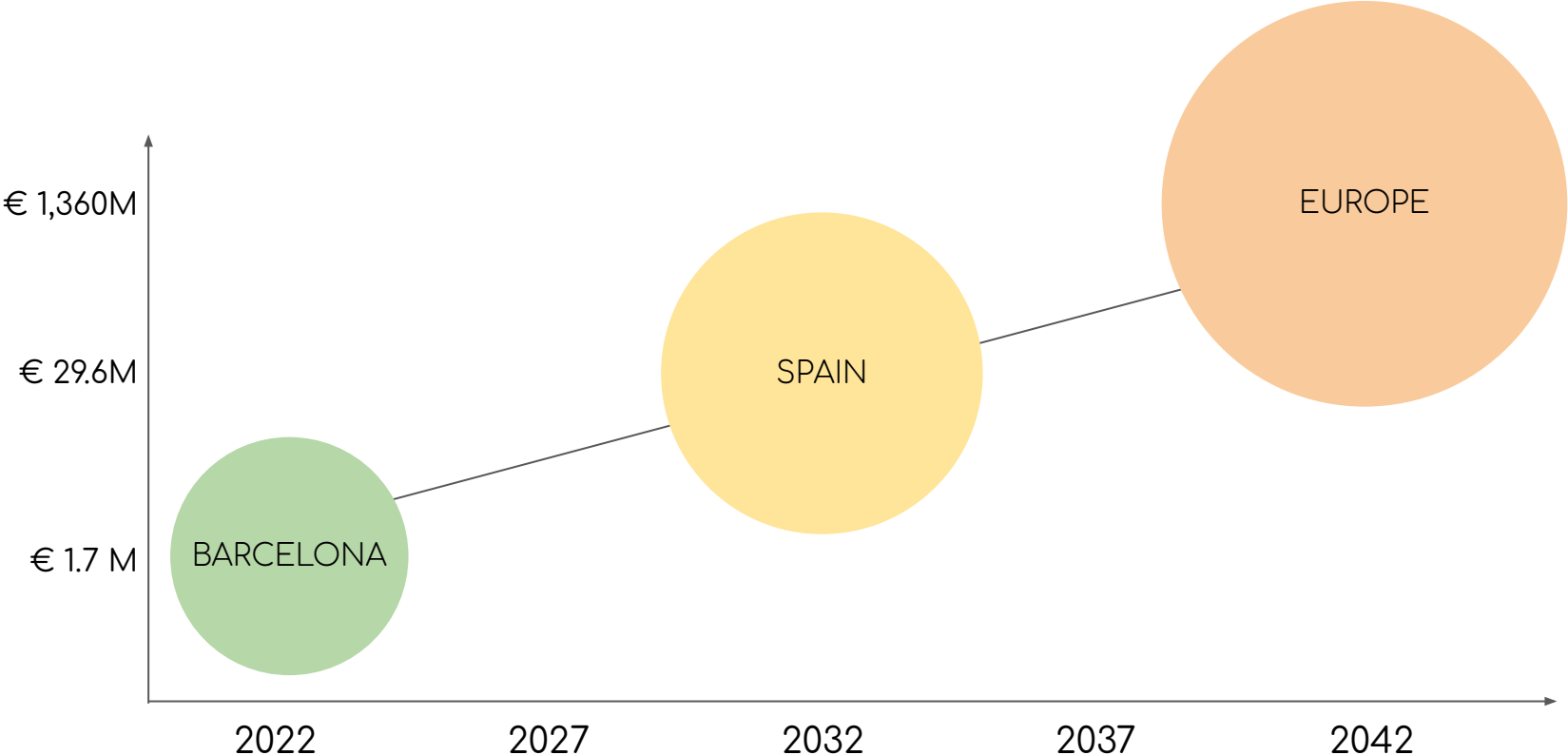
*Upcycling urban spaces for the future of agriculture*

# BUSINESS MODEL



# MARKET

BEACHHEAD MARKET:  
30 universities + 16 agrarian institutes at BCN  
232m2 of empty spaces in downtown BCN



# CUSTOMER VALUE PROPOSITION

1. We convert **disused spaces** into productive spaces.
2. We impulse **environmental and agricultural education** in cities and urban areas.
3. We promote **local organic food cultivation** in order to reduce shipping costs and CO2 emissions from transportation.
4. We reduce **soil erosion** produced by the traditional farming system.

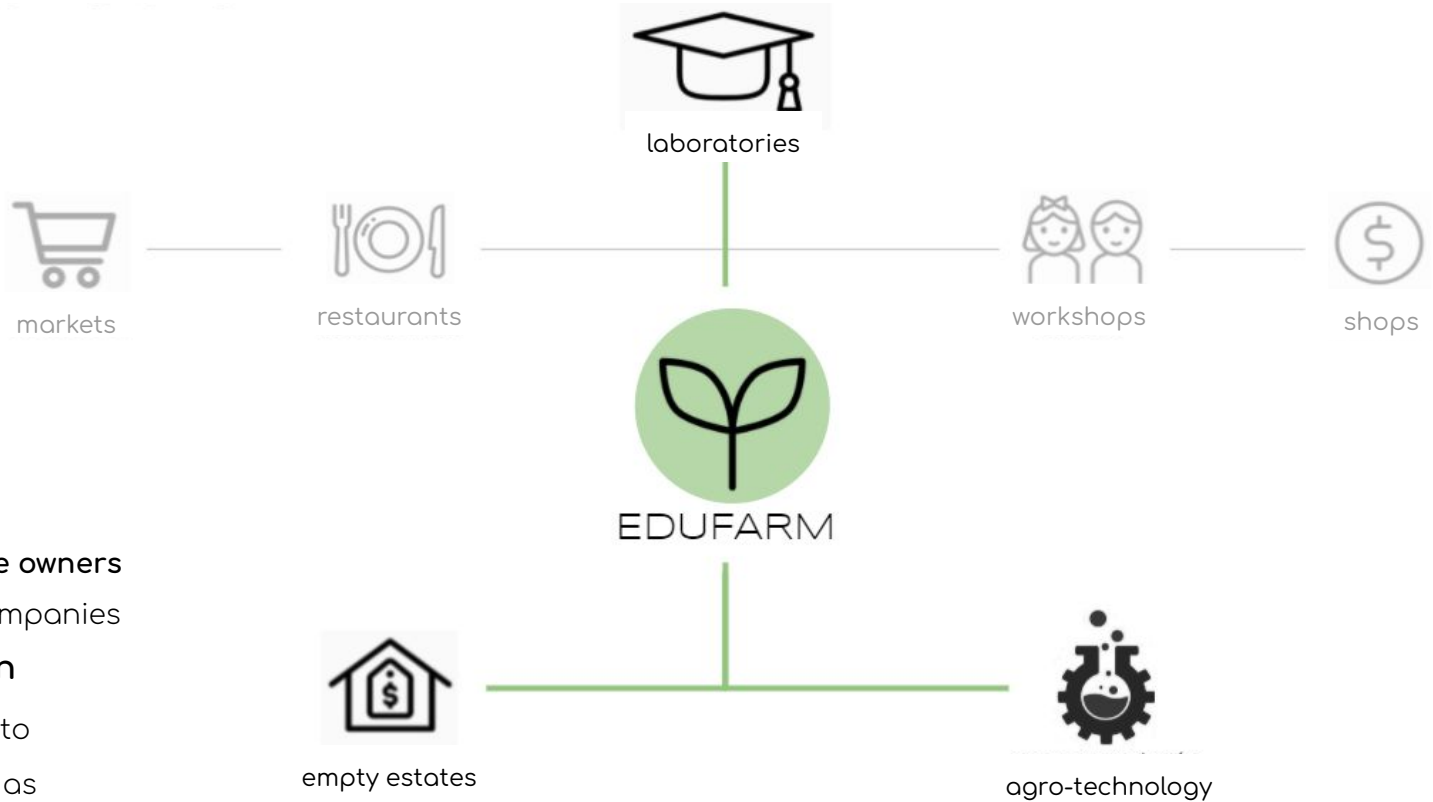
EMPTY



PRODUCTIVE



# PRODUCT



We connect **empty estate owners** and agro-technology companies in order to create **urban techno-farms** offered to educational **institutions** as laboratories for research and development.

# CUSTOMER DISCOVER

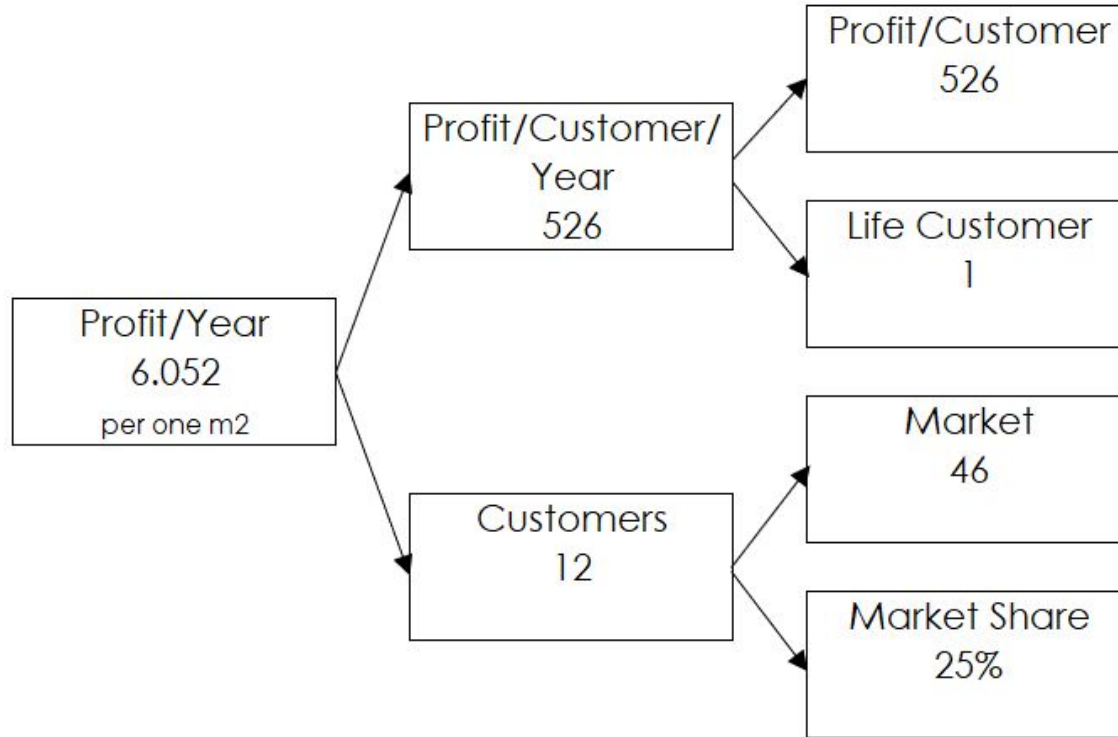


Interviewing **30 university authorities**, students and researchers focused on agriculture and technology.

## KEY QUESTIONS

1. Do your facilities have **sufficient space** for research and development of projects focused on agriculture?
2. From 1 to 10, how would you assess the **level of technology** that you offer in your labs?
3. What technology would you like **to experiment** with?
4. Currently, where do your students focused on agro-technology carry out their **university practices and internships**?

# FINANCES



Key Drivers:

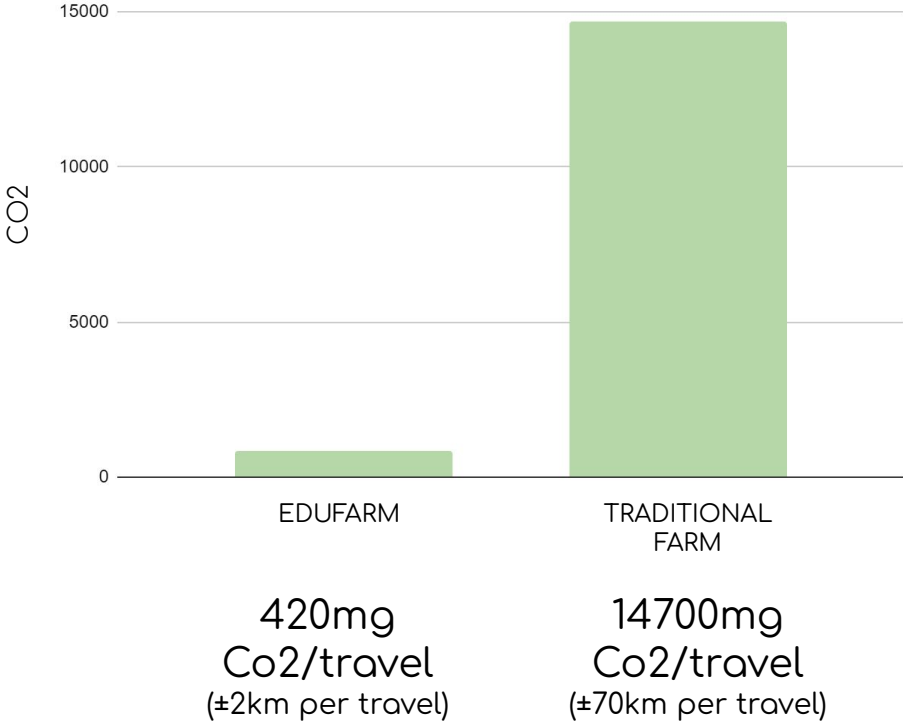
52 €/m2 per month  
12 clients  
42 €/m2 per month

# CLIMATE IMPACT

Co2 emissions in transportation to a **traditional farm**

**VS**

Co2 emissions in transportation to **EDUFARM**





# TEAM AND DREAMS



MICHELLE RODRIGUEZ  
CO-FOUNDER  
ARCHITECT SPECIALIST IN CITY & TECHNOLOGY



REBECA PINTO  
CO-FOUNDER  
ARCHITECT

WE DREAM...

of seeing that the practice of agriculture is a protagonist in education in cities.

with an income of 7.5 million euros by the year 2032.

to create alliances within the field of gastronomy, recreation and primary education so that everyone can enjoy agriculture.