



MYC event 11 April

Business Proposition FarmUp

Although we produce enough food to feed 10 Billion people, we have more than 1 Billion people who are undernourished/malnourished. By creating an online platform where producers meet consumers, FarmUp will encourage home owners to grow sustainably food in their backyards, gardens, or even indoors (vertical farming and controlled environment).

Growing Need for Urban Farming

The increasing challenges for mass food production like scarce arable land or water, will leave more and more people suffering. This is why there is a growing need for urban farming.

Online platform

To make urban farming as efficient as possible, FarmUp developed an online (website/app) platform where producers meet consumers. She will encourage home owners to grow sustainably food in their backyards, gardens, or even indoors (vertical farming and controlled environment).

By creating the space for consumers and producers to meet, excess home grown food productions wastes will be minimized. Consumers will have access to cheaper organic food, and producers will generate excess income for their household.

Producers would be compelled to use it as it will bring them some income. It is also an important platform to promote healthy eating habits, sustainable urban farming, and raise awareness about food waste.

Co-founders needed for the next steps

UrbanFarm would like to get in touch with co-founders like a CTO who understands the ins and outs of e-commerce and who is updated with the latest market trends and industry innovations. FarmUp also needs an expert in agro-business to guide them in the early stages of setting up a business.

Interested in joining FarmUP?

You have the opportunity to meet the people behind FarmUp during the MYC event on 11 April at UtrechtInc/Climate-KIC in Utrecht. This event is special for climate inventors and start-ups who are looking for co-founders to accelerate their business proposition.

If you have not registered yet for this event, please do via the [registration form](#). Visit our [website](#) for more information about this event.

MYC event, 11 April 2017

In co-production with UtrechtInc

Venue:

Climate-KIC/UtrechtInc, Padualaan 8, 3584 CH Utrecht
www.climate-kic.org