#### CORPORATE ENTREPRENEURSHIP & DESIGN

**A**?

## HARVESTING DESIGN STRATEGIES

Anna - Anniina - Rohan - Tomi - Tuukka





## STATE OF HORTICULTURE TODAY

**Challenge:** 

How to feed people within the bounds of our planetary resources?

**Global trends:** Population growth and urbanization Climate change and land degradation

Current solutions: Data-driven and autonomous farming environments Vertical farming

### **HOOGENDOORN** in a nutshell



Founded in **1967** 

First to introduce a digital horticultural computer



Offers modular solutions for data-driven, sustainable and autonomous farming



Five branches in five continents

80 local partners globally

## **iFARM** in a nutshell



Provides plug&play, year-round automated vertical farms and data-driven software.

Founded in **2017**.



iFarm started by Siberian Entrepreneur wanted grow local food independent of the climate and environment.



Products include automated **vertical farms,** growth management software and individual farming units.



## **EFFECTUATION**

### **EFFECTUATION - BIRD IN HAND**

"You have to create solutions with the resources available here and now."

# Backed up by Dutch agricultural ecosystem

Resources of the parent company Batenburg

Company vision emerged from a **solution** for Siberian needs of **locally grown food.** 



### EFFECTUATION - AFFORDABLE LOSS

"You should only invest as much as you are willing to lose."



2 years of field testing and development before launch.

Having multiple directions at the same time. **One solution** - multiple purposes.

Experimenting with multiple customer segments.





### EFFECTUATION - LEMONADE

"When life gives you lemons make lemonade"



Loss of revenue due to Covid-19 but they recovered quickly by relying on their partnerships

#### Covid-19 increased the demand for

home growing systems and sprouted new business ideas

Megatrends of **locally and sustainably** produced food



### EFFECTUATION - CRAZY QUILT

"Entering into new partnerships can bring the project new funds and new directions."



Business model **relies** on **partnerships**. Through their partners they can expand their own business to new countries Considering **competitors** as **potential collaboration** 

Actively acquiring partnerships **across industries** - Moomin collaboration in package design



### EFFECTUATION - PILOT IN THE PLANE

"you really cannot predict the future but you can work to make it happen."

Same future direction as the industry in general: adding **latest** technology for increased quantity and less labor.

Attempting to **create the future of urban farming** by enabling farming for **everyone**, **anywhere**.

## **ROLE OF DESIGN**

## HOOGENDOORN

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Development of the Process Computer









SOFTWARE

ΙΙνο

#### DANISH DESIGN LADDER HOOGENDOORN

STEP 4: DESIGN AS STRATEGY







#### Greenhouse Concept



Small scale vertical farming units









Vertical farms in shipping containers



iFarm Cropper

Industrial scale vertical farm

# DANISH DESIGN LADDER



STEP 4: DESIGN AS STRATEGY

STEP 2. DESIGN AS FORM-GIVING

STEP 1. NON-DESIGN



## **NEXT STEPS**

### Next Steps for Hoogendorn







Utilize the global partner network in open innovation

Transparency & Openness (not operating in a stealth capacity) Create an ecosystem for farmers and an API for the software users



## Next Steps for iFarm



Potential in strengthening the platform and adopt design on the more strategic level and in sales. Further develop the container unit solution for disaster mitigation & local food security



Explore financing option eg. leasing or customer facing SaaS-model



#### **THANK YOU!**

#### Team 1

Anna - Anniina - Rohan - Tomi - Tuukka





