Digital Finance

Farmhopper

Farmer Markets in the Digital Age

“Tell me what you eat and I will tell you what you are” (Brillat-Savarin) - Eat with your heart

The demand for healthy and local food is rising, the technology to serve this demand is largely missing. The Farmhopper project delivers the platform for local farmers and consumers to find each other. While maintaining personal contacts, it automates the order management and payment processes.

The project develops and operates the software platform for the whole agricultural value chain (onboarding, creating and maintaining marketplaces, order management, payments and billing).

The concept of existing farmers’ markets extended to the digital domain: building on the power of local communities, customers can buy/book products with a convenient user interface.

Support for peer-to-peer communication, with community hosts to provide a level of trust. Creates a versatile software platform that can be adapted to other domains/ sectors as well.

Competitive Advantages

- Full automation (mobile and web-based applications) and convenience
- Integrated payment and billing management
- Provides tools for existing and newly formed communities
- Community hosts to manage the operation and mitigate issues
- Incentive to grow – sustainable business model

Target Markets

- We identified the following target groups by a detailed market research:
- Small farmers/hobby gardeners: selling moderate quantity of locally produced seasonal goods
- Consumers: with digital affinity, looking for local food
- Community hosts: organising the marketplace part-time (existing communities or new ones)
- This 3-tiered approach provides potential for quick growth and sustainability
- The Farmhopper product launches in Hungary, with later international scaling-up

Status/ Traction

- E-Group (Hungary) – business champion and main software development/ integration partner
- KTH (Sweden) – blockchain expertise
- OTP Bank (Hungary) – domain expertise, payment processing

Road Map

- Go-to-market roadmap is implemented as "from local to European-level" penetration, exploiting different sales channels in three phases (Pilot, Startup, Scale-up) over 3 years

2019:

- Pilot and product launch in Hungary

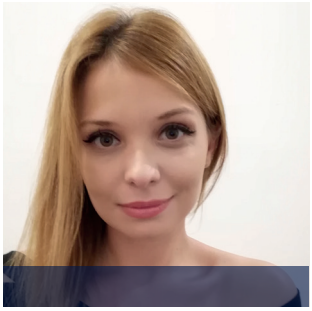
2020:

- Market stabitisation in Hungary, including additional feature development

2021:

- International scale-up

Connect



Viktória Názár,
Business Champion
e: viktoria.nazar@egroup.hu
t: +36 20 243 3332

Location

c/o
Kacsa u. 11.
H-1027
Budapest
HUNGARY

Farmhopper is an Innovation Activity proudly supported by EIT Digital

EIT Digital supports entrepreneurial teams from research and business organisations in launching new startups and new products in agile 12-month projects called innovation activities. These activities are embedded in EIT Digital's European ecosystem and receive a financial co-investment to package their technology, sign up customers and attract investors.