




INTERIM PRESENTATION

Mushroom farm project

Team 3



Presentation Outline

OUR DISCUSSION POINTS

- I. Introduction**
- II. State of the Art**
- III. Project Management**
- IV. Marketing Plan**
- V. Eco-efficiency measures for sustainability**
- VI. Ethical and Deontological concerns**
- VII. Project Development**
- VIII. Perspectives**

INTRODUCTION

Motivation

Problem

Objectives

Requirements

Functional Tests

Project Planning



State of Art



- ANALYSIS OF GROWING PROCEDURES/PROCESS
- ANALYSIS OF EXISTING SOLUTIONS
- WHAT ARE THE EXISTING MARKETS?

Investigate the feasibility of creating a business surrounding the idea of growing mushrooms using coffee waste.

Project management

- Defining the scope
- Agile management
- Quality control
- Task allocation
- Internal and external communication





Marketing Plan

- MARKET ANALYSIS
- POSITIONING
- MARKET SEGMENTATION
- BRAND IMAGE
- MARKETING MIX

Making healthy and sustainable food available for all

Eco efficiency measures for sustainability

- **REDUCE, REUSE, RECYCLE**
 - PROMOTING CIRCULAR ECONOMY
- REDUCING THE FOODS CARBON FOOTPRINT
- ENVIRONMENTALLY, ECONOMICALLY AND SOCIALLY SUSTAINABLE



Ethical and Deontological concerns

- **Product Development following ethical guidelines**
- **Promoting honest and fair marketing strategies**
- **Minimizing environmental impact**
- **Encouraging sustainable social practices**
- **Ensuring reliability of product and service**

“

Act only according to that maxim whereby you can at the same time will that it should become a universal law.

IMMANUEL KANT

Project Development



**Define and design
concept**

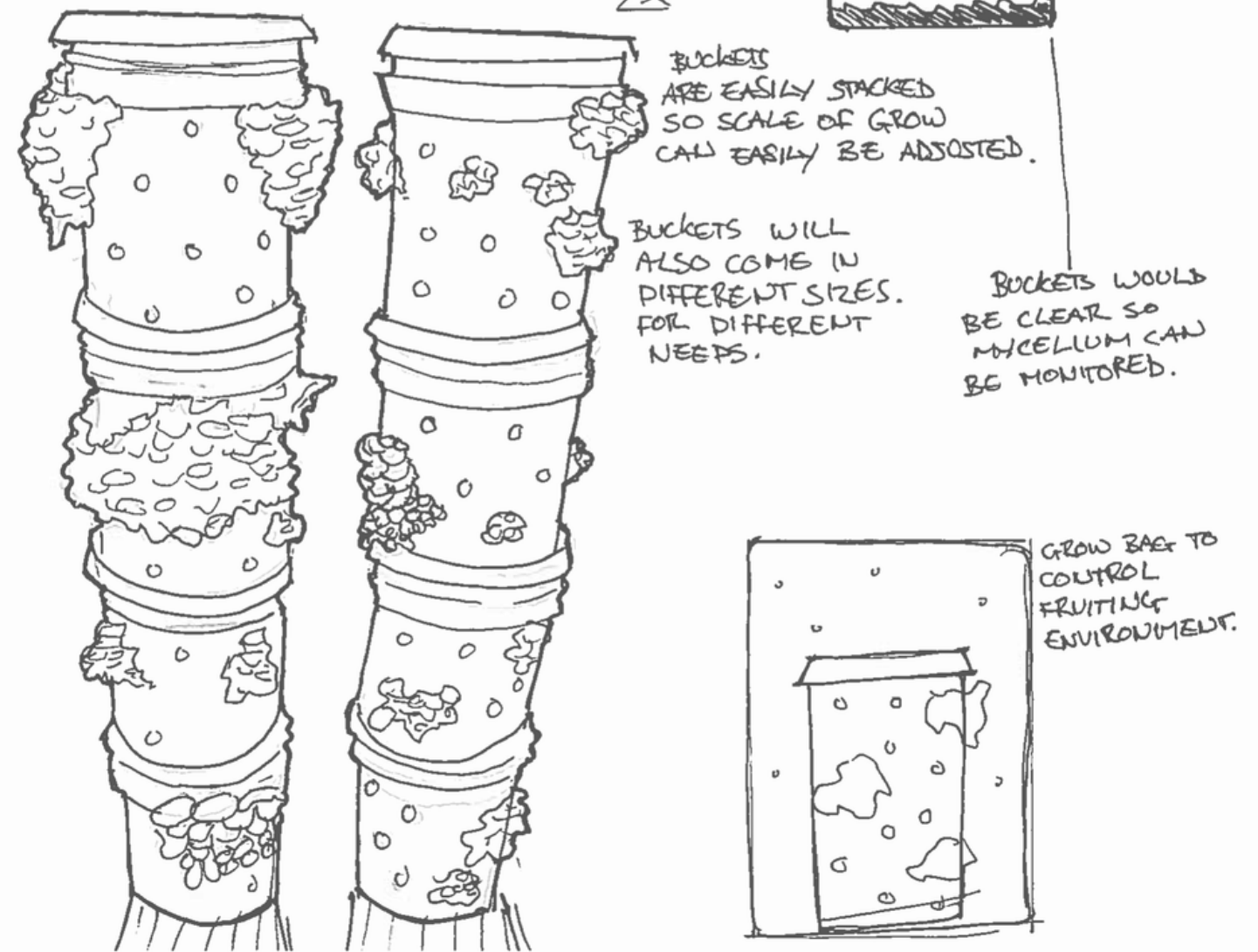
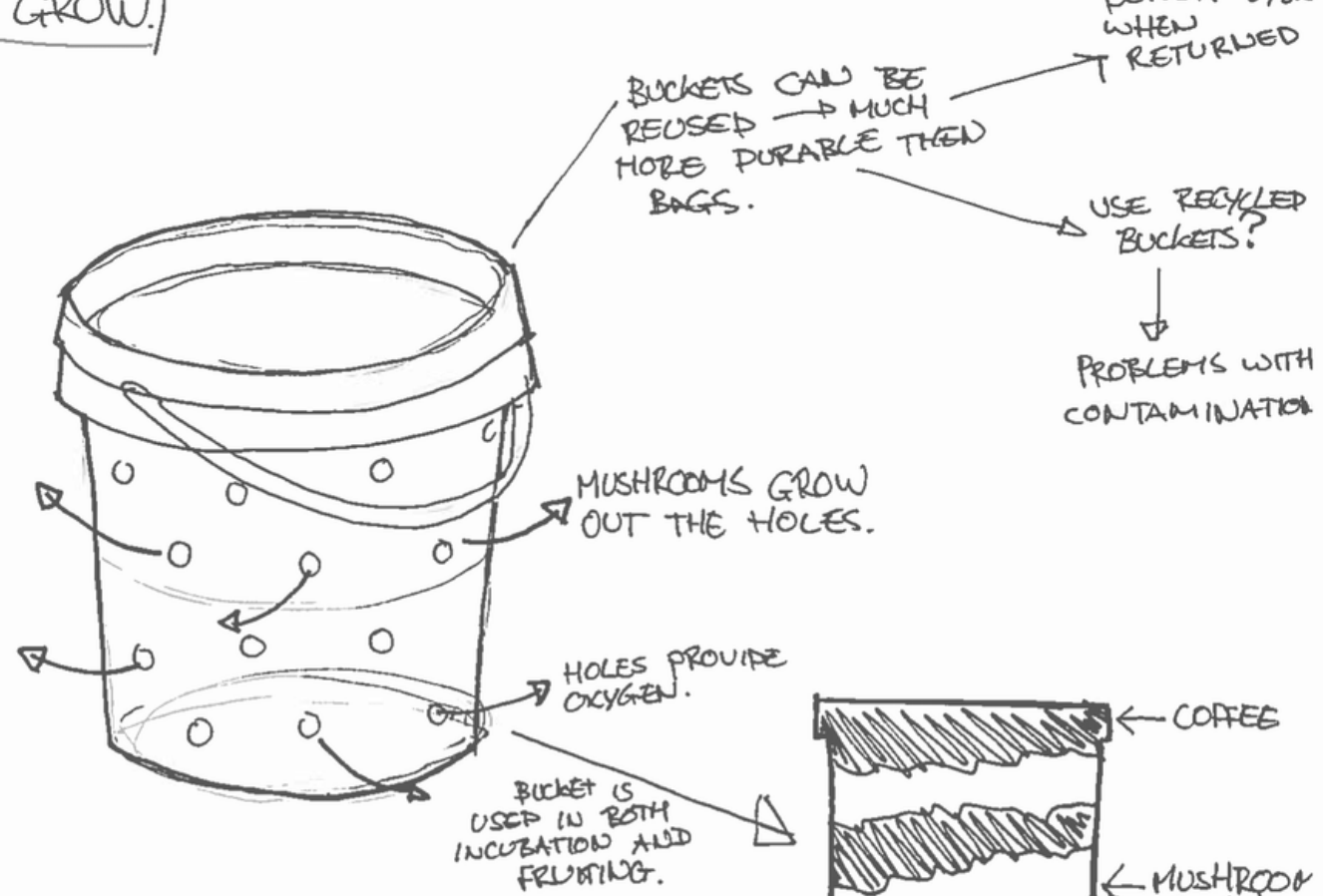


**Development of
structural drawing
and detailed
schematics**



**Component and
material analysis**

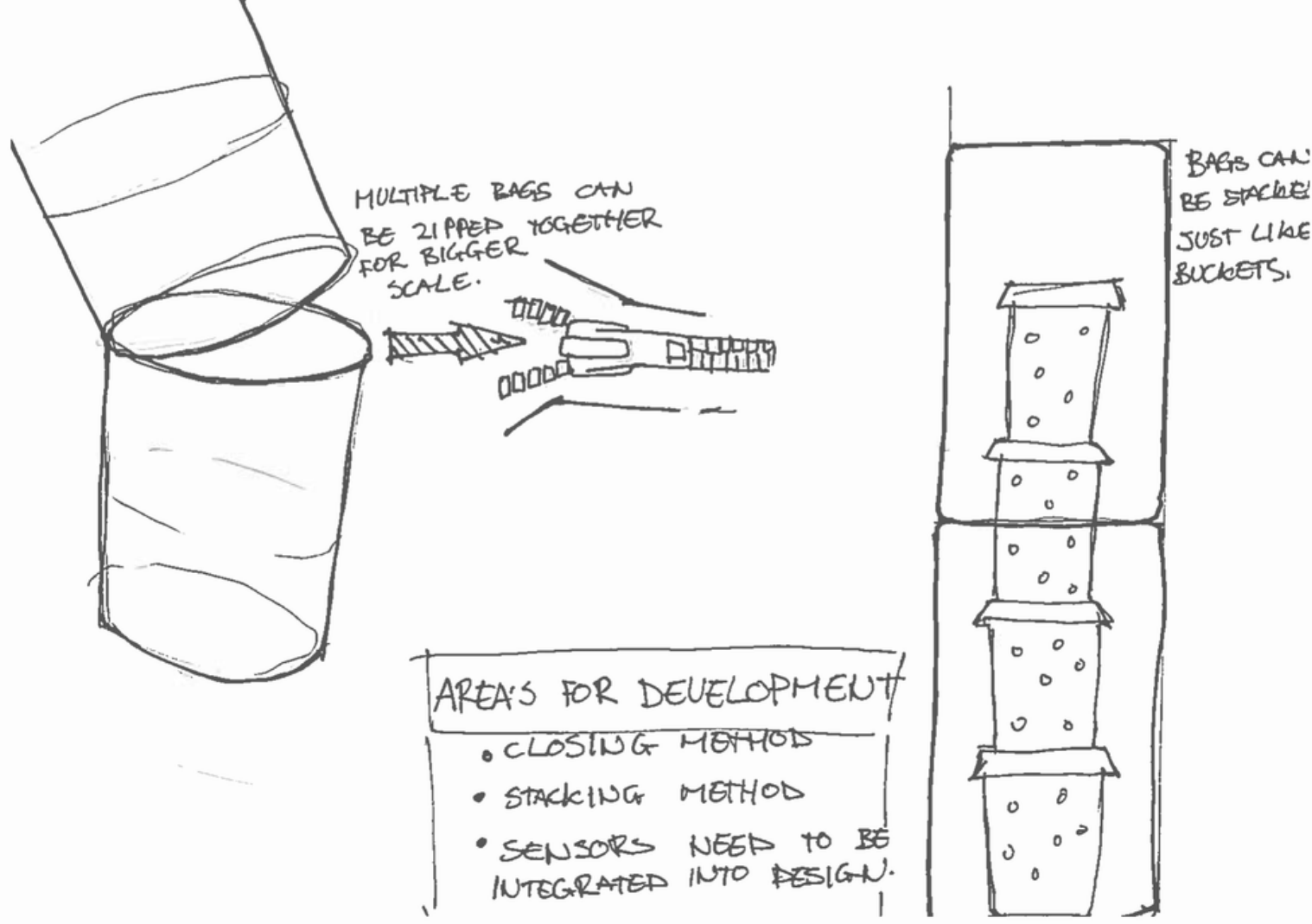
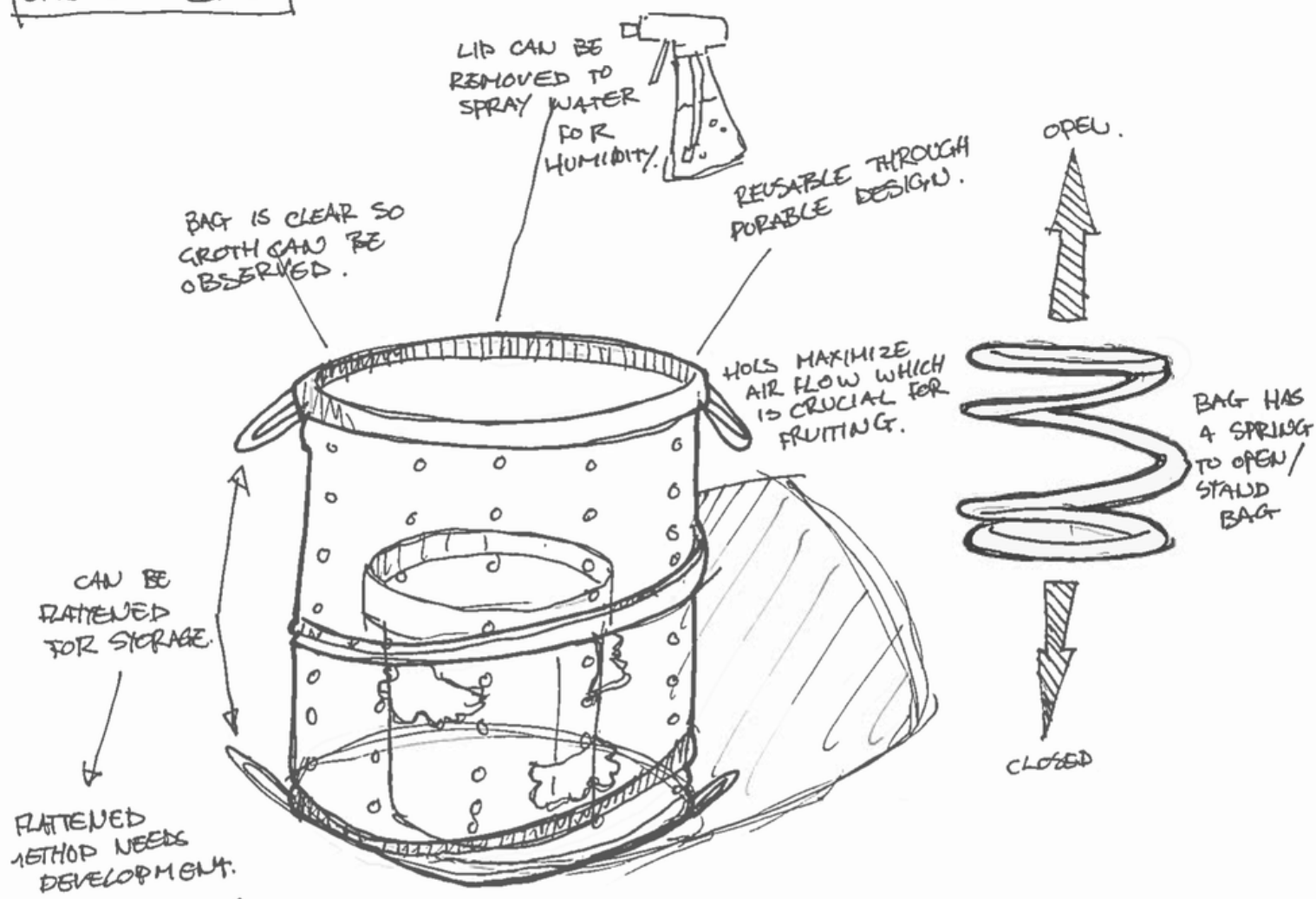
BUCKET GROW.



DESIGN



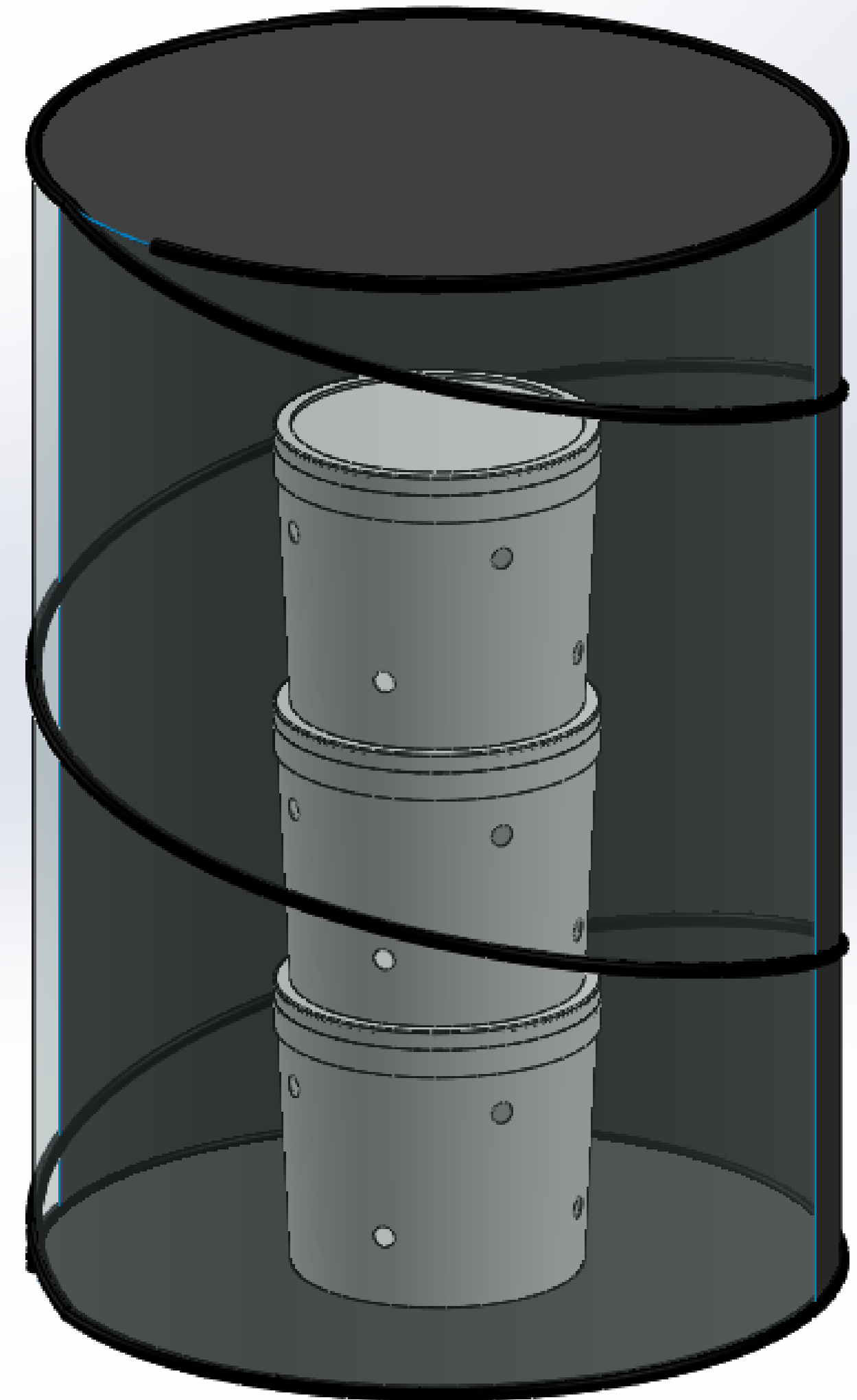
GROW BAG.



Prospectives

FURTHER STEPS

- Prototyping
- Functional testing
- Cooperation with sponsors
- Consolidate and validate marketing plan





“

“All things are created twice; first mentally; then physically. The key to creativity is to begin with the end in mind, with a vision and a blue print of the desired result.”

STEPHEN COVEY