

Project title:

Created by:

Date:

<p><b>Key Partners</b> 🤝</p> <p>Which persons and organizations can support your project and act as intermediaries?</p> <p>Partner:</p> <ul style="list-style-type: none"> <li>- Wholesalers</li> <li>- Food producers</li> <li>- Existing label Organisations (IP Suisse, Bio Suisse)</li> <li>- Local farmer networks (e.g. AgroCO2cept)</li> <li>- Banks</li> </ul> <p>Support:</p> <ul style="list-style-type: none"> <li>- Climate protection organisations (WWF)</li> <li>- BAFU/ BLW</li> <li>- Agricultural Advice, FiBL</li> </ul>	<p><b>Key Activities</b> 🛠️</p> <p>What are the three main activities needed to create/realize your project?</p> <ul style="list-style-type: none"> <li>- Attracting further Farmers</li> <li>- On-Board agricultural consultants to Train the trainers</li> <li>- Pilot carbon compensation model with major distributors, food producers and banks in 5 regions</li> <li>- Process automation of the measurement process</li> </ul>	<p><b>Value Propositions</b> 📦</p> <p>How do you explain your project to a stranger in 1 minute?</p> <p>Farmers:</p> <p>Assistance and measurable insights for the production of climate-friendly food.</p> <p>Financial incentive for C stored in the soil.</p> <p>Higher soil fertility through the promotion regenerative agriculture.</p>	<p><b>Customer Relationships</b> ❤️</p> <p>How do you actively involve your community in your project (beyond just looking/listening)?</p> <p>Own farmer network for peer-to-peer advice and exchange</p> <p>Automated data exchange via public interface for the sequestration certificate.</p> <p>Customer support (e-mail &amp; telephone)</p>	<p><b>Customer Segments</b> 👥</p> <p>Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.</p> <p>Farmers:</p> <ul style="list-style-type: none"> <li>- Farms with farm shops</li> <li>- Farms with distribution to Wholesalers with sustainability programs</li> </ul> <p>Food producers:</p> <ul style="list-style-type: none"> <li>- Large producers who manage many farmers</li> <li>- Wholesale distributors with direct purchase and own products</li> <li>- Producers of Food with high sensitivity with regard to sustainability (e.g. Baby food)</li> </ul> <p>Consultants in Agriculture</p> <ul style="list-style-type: none"> <li>- Consultants in sustainable programs</li> <li>- Consultants with holistic approach</li> <li>- Consultants in Regen AG</li> </ul>
<p><b>Cost Structure</b> 📄</p> <p>What costs do you expect to incur to realize your idea? What are the costs?</p> <p>Annual operating costs (for 1,000 farmers - CHF 650k):</p> <ul style="list-style-type: none"> <li>- Own staff (CHF 500k)</li> <li>- IT infrastructure, software and services (CHF 50k)</li> <li>- Marketing/ Events (CHF 100k)</li> </ul> <p>- average cost for carbon monitoring per farmer (3 year crop cycle period) CHF 3.6k</p>		<p><b>Revenue Streams</b> 🌱</p> <ol style="list-style-type: none"> <li><b>Impact:</b> What does your idea do for the climate? How do you measure/verify the impact?</li> <li><b>Scaling/Expansion/Unfolding:</b> How to increase the impact of your project?</li> </ol> <p>Target:</p> <ul style="list-style-type: none"> <li>- With 1,000 farmers, we aim to store 200'000 tCO2 in our soils within the next 3 years</li> </ul> <p>We offer the data on the fields that the farmer can use beyond this project to asses his whole Farm. Using our easy satellite assesment and precision sampling we can help farmers everywhere in the transition to more regenerative practices. Our Sampling comes at a reduced cost of up to 60% compared to other assesments.</p>		