Mission Model Canvas

Project title:	Created by:	Date:
Smart solar modules for enhanced crops' growth	Voltiris SA	27/07/2023

Key Partners

Which persons and organizations can support your project and act as intermediaries?

Growers: pilot and implement agrivoltaic solutions and gather real-world feedback.

Agricultural Associations: gain insights into the needs and challenges of growers and develop tailored solutions.

Agricultural Research Institutions: Access expertise in agronomy, crop optimization, and farming practices.

Energy Suppliers: Get support in the scale up and implementation of the solution.

Greenhouse Manufacturers: Directly integrate solar modules into their structures and promote the adoption of agrivoltaic solutions.

Government Agencies: explore incentives, grants, and policy support for renewable energy and sustainable agriculture initiatives.

Technical Experts and Consultants: Enhance credibility of the solution with independent consulting and expertise.

Key Activities

What are the three main activities needed to create/realize your project?

R&D: Optimize agrivoltaic technology for enhanced crop yields and energy generation.

Scale up: Test and validate the solution through bigger (0.5ha) greenhouse projects.

Industrialization: Create at large scale a product seamlessly integrating into the greenhouse operations with proper costs reliability.

Key Resources

Which three skills and resources are central to the implementation of your idea?

Agricultural Knowledge: Ensures sustainable and tailored solutions.

Renewable Energy Expertise: Essential for efficient agrivoltaic integration.

Engineering and Innovation: Drives cutting-edge technology development.

Value Propositions

How do you explain your project to a stranger in 1 minute?

Voltiris is dedicated to transforming the greenhouse and energy sector in Switzerland.

We offer the first of its kind crop compatible solar module compatible with greenhouses, enabling sustainable farming, not only reducing carbon emissions but most importantly improving food resilience.

By filtering the solar spectrum, we aim to revolutionize food production with increased crop yields, sustainable energy, and decreased costs.

Through strategic partnerships with local growers and agricultural experts, we're creating a network of climate-resilient greenhouses powered by our renewable solutions.

We want to demonstrate the viability and scalability of our solution, inspiring widespread adoption across the greenhouse industry and beyond.

Agriculture will become a powerful force, combating climate change, and securing a sustainable food supply for generations to come.

Customer Relationships

How do you actively involve your community in your project (beyond just looking/listening)?

Community Partnerships: engage with local organizations, associations, and authorities to understand the needs of each party and build a solution serving more than one customer.

Demonstrations and Field Days: We hold on-site demonstrations, inviting partners to see our solution in action. This helps build trust and understanding while encouraging open dialogue.

Channels

What channels will you use to reach your community? How will the target group find out about your project?

Community engagement: Participating in fairs, conferences, webinars to reach out to our customers through known events for the industry.

Leveraging partnerships: Building strong connections to industry thought leaders, equipment manufactures and service providers.

Customer Segments

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Large-Scale Greenhouse Growers and Cooperatives: These are involved in greenhouse crop production and seek sustainable solutions to reduce carbon emissions and optimize operations while increasing crop yields.

Voltiris' agrivoltaic solution enables them to integrate renewable energy production within their greenhouse operations, leading to a lower carbon footprint, improved efficiency both from the crop and energy perspective.

Energy Providers: Voltiris collaborates with energy providers to establish climate-resilient large scale renewable projects.

By integrating photovoltaic systems into greenhouse structures, energy providers can offer sustainable large scale energy solutions to not only to growers but to the society at large

Cost Structure

What costs do you expect to incur to realize your idea?
What are the costs?

R&D: Innovating agrivoltaic solutions for climate-positive farming.

Manufacturing & Installation: Implementing & maintaining Voltiris' Solution in greenhouses.

Compliance and regulations: Adhering to legal and environmental regulations.

Partnerships: Collaborating with growers, associations, industry leaders. and energy providers.

Revenue Streams

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

Impact: we reduce greenhouse gas emissions in the greenhouse sector through integrated photovoltaic systems, promoting sustainable farming practices and decarbonization. Verified by independent auditors, it quantifiably lowers the carbon footprint of agriculture.

Scaling/Expansion: To boost impact, Voltiris will scale its solutions not only to glass greenhouses but to other types of agriculture. Strategic partnerships and international expansion will amplify our positive climate impact. Continuous innovation and optimization will drive further growth.