

1.2 VALUE PROPOSITION

Our project will be a website/ App through which local farmers sell their crops to customers who have them delivered to their home.

CONCEPT:

The main purpose is to benefit Valencian agriculture and increase the amount of crops Valencian habitants that consume local vegetables and fruits.

The customer will create an account. He will be able to place orders on the app. The ordered products will be provided by the closest farm in the region. Every farm will be allocated to a certain part of Valencia so that the transport will be cheaper and more eco-friendly.

3 of us working on the project won't have a workplace as we will work from home.

- We will work with a transport company which will do a special price for us showing support to to our sustainable project.
- The revenue: depending on season
 - greater variety of products
 - more income during spring & summer
- We will address individuals, companies, restaurants and hotels
- We will promote our website, communicate on social media & with the local press and create Newsletters.