

## TECH-DRIVEN INNOVATION

### Unleashing the Powers of Emerging Technologies for Business Growth in Urban Farming Solution (I-Farm)

#### SUMMARY

Dr Seah Choon Sen is the featuring keynote speaker of our industry talk 3. He obtained his Doctorate in IT from UTHM. Hence, he gave a talk about I-Farm. Moreover, he had developed fresh products E-commerce marketplace with Inhouse Vertical Farming technology by positioning plant workshops in each residential area. Hence, residents can get vegetables within their doorsteps.

#### Problem

People need to obey social distancing when purchasing groceries at the supermarket during the enforcement of EMCO.

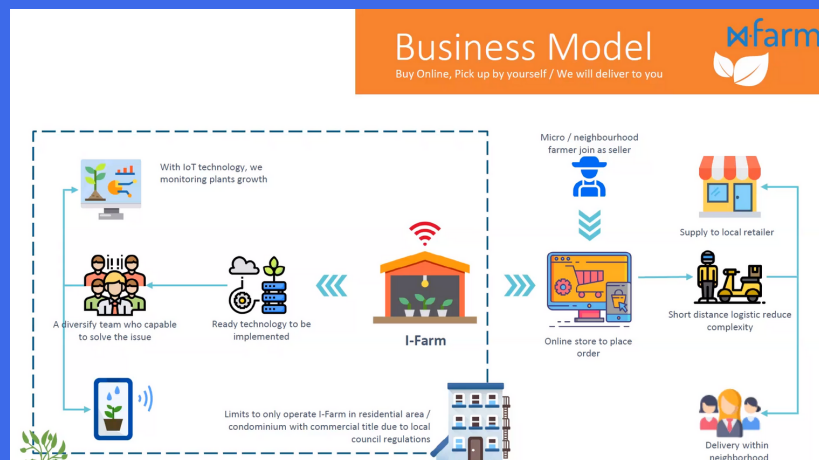
Shortage of fresh vegetables due to MCO.

Fresh products may not be adequately distributed to retailers due to the risk in interstate logistic

#### Solution

- 1) Easy to order from app and short distance delivery.
- 2) Highly maintain freshness of vegetables.
- 3) Radical transparency of the growing process.

#### Business model of I -Farm



Dr Seah.(2024)Technobizz Webinar : Tech-Driven Innovation Retrieved January 17, 2024, from <https://utm.webex.com/utm/ldr.php?RCID=be59ea71451e5fa88cfb0a69a85620cc>

#### Social Impact

- Unaffected by Adverse Weather Conditions
- Energy Consumption Reduction
- Environmentally Friendly



#### Environment



#### Social

- Achieve Food Security
- Reliable Food Source
- Sustainable Food Supply within City
- Reduction of Food Wastage

- Sustainable Consumption and Production Patterns
- Resilient Infrastructure
- Higher Productivity

#### Economics



Vegetables are fresh and harvested upon order

Easy ordering and selling in own platform

Various choices of fresh vegetables within wide coverage area

#### Value Proposition

Real time info with IoT solutions & Alibaba Cloud services

#### Market Segmentation & Validation

Willing to spend on quality products

Single/family household, age > 25 with stable income

Healthy lifestyle, Interested in cooking, Necessity

160/290 respondents **interested** to purchase from **micro-farm**

220/290 respondents care more about **quality** then **price**

Hard to get high quality vegetables due to limited stock

#### Value Proposition

Residential/Condominium area will be first tier customers



Same day delivery ( self pickup/Flexible delivery hours)

Study customer's preference through **big data analysis**

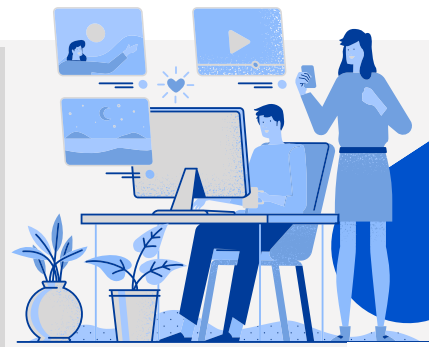


## ISSUES

People need to obey social distancing when purchasing groceries at the supermarket during the enforcement of EMCO. Social distancing is a preventive measure to reduce the spread of infectious diseases by maintaining a safe distance from others. The context of the Enhanced Movement Control Order (EMCO) suggests that during this period of heightened control measures

Shortage of fresh vegetables due to MCO. The MCO is a set of restrictive measures imposed by authorities to control the movement of people during emergencies or public health crises

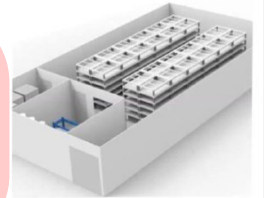
Fresh products may not be adequately distributed to retailers due to the risk in interstate logistics. This could mean that transportation and logistics services between different states or regions are facing challenges, possibly due to the enforcement of control measures or other factors related to safety and health risks



### I-FARM:

#### REVENUE STREAM

- 1 72 Racks -with 6 layers that can plant
- 2 100g-each plant with 0.1kg, boost production
- 3 95% control production

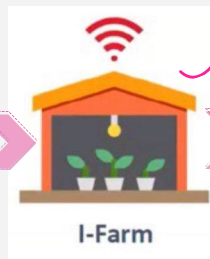


## TECHONLOGY: I-FARM

IoT technology allows them to track and notify the growth of plants.

Diversify team notice and deal with the problem.

Technology ready to be used



Using online store to place order. Farmer can join as seller through this



Supply to local retailer



Delivery to people

## REFLECTION

What is the motivation/ insights/information did you gain from this talk and how the innovation helps human life in particular aspect?

### MELODY

By developing technology in human life, it will not only enhance the overall well-being and quality of life for individuals but also contributing towards the economic growth of our country. For example, I-Farm. This talk had motivated me that no matter how little our power is, as long as we take action, we will definitely bring changes to our lives. Next, innovation in various sectors, especially the environmental. It is because it can minimize the environmental footprint compared to traditional agriculture. Consequently, it can collectively contribute to a more sustainable, resilient, and consumer-friendly approach in order to providing fresh products, positively impacting human life in terms of health, convenience, and environmental sustainability.

### AZIIDAN

By enhancing technology for everyday use not only improves people's health and quality of life but also contributes to the growth of our nation's economy. Consider I-Farm as an example. This talk made me realize that, despite our limited resources, we can still make a difference in our lives if we want. Furthermore, compared to traditional agriculture, advancements in a variety of fields, most notably the environment, might lessen their negative effects on the environment. This in turn may help to make the process of supplying fresh items more cost effective, sustainable, and consumer-friendly. The health, convenience, and sustainability of the environment all benefit from this for human life.

### ZAFRIL

I gained insight into how much technology can affect our lives after listening to this speak. I-Farm served as an example of how, despite having less resources, we can still have a beneficial impact. It improves the efficiency and environmental friendliness of fresh food delivery while improving human well-being in terms of sustainability, convenience, and health. I was motivated by the discussion to see how some aspects of human life could benefit from technological improvements.

### ANIQ

These days, technology advancement for other sector is crucial to boost production. From my view, with the population that increased, technology played the main role to control the sector to serve the community. I gained valuable insight from this talk that I-Farm is good way and give beneficial impact to community and sellers. Traditional agriculture might good for right now but in future we need to be prepared for population increased of humanity. I-Farm has provided me with excellent exposure to the ways in which technological advancements potentially enhance certain aspects of human existence.

### Raziq

After learning about the advancement of technology, it is clear to me that the integration of technology into human life not only improves individual well-being but also plays a crucial role in increasing economic growth. The discussion highlights the implications of technological innovation especially within environmental sectors, where it minimizes ecological footprints and promotes a future that is more robust and sustainable. I-Farm is an example of how technology can completely transform conventional methods by providing a more economical, ecologically sustainable, and consumer-friendly solution.

**I -Farm will become one of the Malaysia local brand in the future.**

**Thank you for reading our newsletter.**