

Reflection from the Industrial Talk

1. What I learned from I-Farm industrial talk

The presentation gave a detailed look into I-Farm, an e-commerce distributor of fresh food that uses patented vertical farming technology. Key takeaways were I-Farm's environmental activities, such as reduced energy consumption and efficient resource management, as well as their role in maintaining food security through consistent food sources. Furthermore, the discussion shed light on I-Farm's business strategy, which included their value proposition, market segmentation, and marketing methods.

2. Suggestions for Enhancement

Offering engaging experiences may prove advantageous. For example, I-Farm might engage participants by recreating the process of ordering fresh vegetables, demonstrating how easy it is to use their platform. A demonstration of the vertical farming process, showcasing the usage of Internet of Things (IoT) and other technologies, would also provide significant insights.

3. Conclusion and Future Aspirations

In conclusion, the presentation provided a wealth of information, providing both inspiration and perspective. It expanded my awareness of sophisticated agricultural technologies and pushed me to pursue several entrepreneurial initiatives with a beneficial global impact.