



**Concordia University**

**ENCS 6042 Communication Techniques for Innovation Process**

**Individual Report**

**Organic Food Production and Farming - Cookfresh**

**Submitted to:**

**Professor Hussam Al Maleh**

**Submitted By:**

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As a student of Engineering, I always intend to make things better than they were yesterday. The Project of **CookFresh** came from the very same enthusiasm and hard work. As the world is facing a huge crisis of Climatic Change and world hunger. I have thought about the idea of developing food production and delivery in a sustainable and organic way. Our teammates came up with the finest ideas for the project and in the end, after analyzing all the outcomes and diversifying the background the **CookFresh** Idea presents, we finalized on this.

### **What are your contributions and innovations?**

To start with the contribution part, I was fortunate to convince my teammates to select this idea amongst several other ideas. Right from the very beginning, I was involved in this project along with my other teammates. We sat down after every class and discussed how we can bring the idea of Cookfresh to life. In doing so, we have divided the tasks among us and started working on the different segments.

#### **My personal contribution:**

- I was responsible for documenting all the reports and presentations along with my teammate Devanshi. We both collaborated on visualizing our ideas through presentation and Canva designs. Project Mandate, Presentation and Group Report falls under this.
- As I have been working in one of the food companies, I had the opportunity to understand how the organization works and where it can improve. I have taken the interview from my manager Christy Jasper(**Goodfood**) and met with HR (Human Resources) of **Lufa farms** and requested her to demonstrate how Rooftop Greenhouse operates.

#### **My Innovation:**

I have researched a lot amongst the existing food production companies and analyzed what their shortcomings are in each field. Thus, after understanding the whole picture, I came up with the idea of setting up our own Farming estate for producing the crops, vegetables, and fruits in an organic and sustainable way that we are very sure about the quality we are delivering to the customers without any worry. In the farming, I have introduced the idea of Drone technology for monitoring the crop as well as insecticides. It also includes the integration of technology by incorporating Enterprise Resource Planning in the Supply Chain as well as Visualizing Dashboards with customer-centric analytics. Setting up local Super Marche's for selling organic fruits, samplings, and vegetables in downtown.

#### **Ideas that came to my mind even if they are dropped.**

- Having our own Transportation (dropped because of initial capital risk)
- Incorporating the Soil Sensors for measuring the quality and its response to weather changes.
- Workshops for Farmers on how to inculcate Organic Farming in a sustainable way.

#### **Communication techniques that I have used:**

- Business Canvas Model (presented in the Final Group report)
- Value Proposition Canvas (presented in the Final Group report)
- Design Thinking Framework (presented in both Presentation and the Final Group report)

**Your feedback on different steps of the project:**

Our Team was focused on continuous improvements based on the feedback we received throughout the course of the project. My feedback was relevant to the prototype we prepared in the class. Also, during the documentation, I have gone through the output several times before getting feedback from our teammates. During the presentation, the feedback which I have given was the time constraint we have and presenting the complete idea in 10 mins, where we were able to finish it before 10 mins but during the last 2 mins, I had to rush with 6 slides to respect the time.

**Shortcomings we faced over the course of the project:**

As a team, we did not face many shortcomings or problems as we clearly maintained our timeline to finish our tasks even before the deadline. Whenever we faced issues of the ideas, there was always an alternative to support that idea. The main problem we faced as a team was during our final presentation and we had to rush the final slides to finish the presentation in the given timeframe.