

I-FARM

Unleashing The Power of Emerging Technologies for Business Growth in Urban Farming Solution



TECHNOLOGIES USED

INTERNET OF THINGS (IOT)

- Integration of data analytics with IoT for monitoring plant growth remotely.
- Real-time information and transparency of the growing process through IoT solutions.

E-COMMERCE PLATFORM

- Online marketplace for selling fresh vegetables.
- Easy ordering and selling processes via their platform.

SHORT-DISTANCE LOGISTICS

- Adoption of short-distance logistics for the delivery of fresh vegetables, enhancing convenience for consumers and reducing carbon footprint.

CLOUD SERVICES (ALIBABA CLOUD)

- Utilization of cloud services, potentially Alibaba Cloud, for storing and processing real-time information about the crops.

VERTICAL FARMING TECHNOLOGY

- In-house vertical farming technology for efficient space utilization.
- Climate-controlled environment for year-round production.

TALK SUMMARY

In this talk, **Dr Seah Choon Sen** has introduced us to **I-Farm**, an emerging technology that aims at business growth in urban farming solutions. He shared with us the process of turning his idea to integrate data analytics with IoT into an official business that is capable of offering quality service and generating income.

I-Farm is a fresh products e-commerce marketplace that integrates urban farms in the residential area where residents can purchase the vegetables conveniently.

With a diversified team capable of solving issues and implementation of IoT technology, I-Farm started operating within different residential areas. Buyers can shop for vegetables online in I-Farm's online store site, at the same time able to monitor the plants growth remotely. Micro farmers are welcomed to join in this business as sellers. The delivery of fresh vegetables can be done by short distance logistics with riders from your own residential area or supplied to local retailers.



ISSUE DISCUSSED

The **shortage of fresh vegetables during the Movement Control Order (MCO)** stems from a combination of factors affecting both consumers and traders. This not only inconveniences consumers but also creates bottlenecks in the distribution of fresh produce. The restriction on movement and the need for social distancing may make it **difficult for traders to carry heavy crates of vegetables** on their own.

Addressing the shortage of fresh vegetables during the MCO requires a comprehensive strategy that considers not only the immediate logistical challenges faced by traders but also the broader issues related to labor shortages in the agricultural sector. This may involve implementing alternative distribution methods, exploring technology solutions, and devising policies to ensure a resilient and sustainable vegetable supply chain amid ongoing public health measures.

THANG WEI JIE

In my opinion, Dr Seah's talk was very interesting and informative as it took a unique approach to agricultural activities, combining the newest technology to further improve the efficiency of farmers. This was a great example on how traditional economic activities can be further improved by implementing modern technology. Other than that, the technology itself they used was also very interesting. For example, the use of Internet of Things in farming was very innovative, and I am also able to visualise better how IoT is applied in practical problems.

**JABAR ARYA LOKANANTA**

Dr Sean Choon sen Dr. Sean really has a positive impact on this topic, especially for students like me who are still in the process. Of course, his ideas in developing his star up really inspired all groups, especially in developing his company he did not abandon environmentally friendly values. The efficiency and distribution of goods on i-fram is very useful for modern society. This can certainly increase people's purchasing power. I was very impressed with the idea he brought, it looked simple but right on target according to current market needs.

**OW YEE HAO**

Dr. Seah Choon Sen's talk on I-Farm was truly eye-opening. Witnessing the transformation of a concept, integrating data analytics with IoT for urban farming, into a thriving business was inspiring. The practical solution to address the fresh vegetable shortage during the Movement Control Order showcased the immediate impact technology can have on real-world issues. I-Farm's focus on sustainability, reduced environmental impact, and social benefits reinforced the importance of responsible business practices. This talk motivated me to explore innovative intersections between technology and agriculture, highlighting the potential for such solutions to positively impact society and contribute to a sustainable future.

**LEE LAI QUEEN**

Dr Sean Choon Sen's talk truly inspired me in many different ways. This new innovation of I-Farm has opened up new possibilities for the agriculture field and provided new ways for people to obtain their green groceries. In my opinion, I think I-Farm has made the whole process of adapting to the new norm of reduced outdoor pursuit more convenient with its service. His insights had motivated me to notice real-life issues that can be transformed into a new business opportunities. This talk made me realize the infinite possibilities to incorporate IT technologies and business to create new value to the world.