

**TECH-DRIVEN INNOVATION:  
UNLEASHING THE POWERS OF EMERGING TECHNOLOGIES FOR BUSINESS GROWTH**

# I-FARM: AN URBAN FARMING SOLUTION

## The Problem

Consumers have been facing challenges such as **limited options** and **substandard quality**. The root of the issue lies in the **inadequate distribution of fresh produce**, a consequence of the risks associated with interstate logistics. Other than that, consumers have been urged to **mitigate crowding and congestion** at various locations.

## The Impact

### Environmental

I-Farm prioritizes sustainability through **reduced energy consumption** and **efficient resource utilization**. Their environmentally friendly approach also results in a **reduced carbon footprint** from transportation. Other than that, their agricultural model requires **less space**.

### Social

I-Farm ensures **food security** by offering fresh, pesticide-free and reliable produce. Other than that, their sustainable approach also promotes **self-sufficient food production** within the city, contributing to the **reduction of food waste**.

### Economic

I-Farm embraces sustainable consumption, **aligning their production with the market demand**. Other than that, they **maximize productivity** through vertical farms in **repurposed spaces**, yielding more crops compared to traditional agriculture fields

## The Solution

To address these challenges, **I-Farm** provides a diverse range of fresh produce through their e-commerce marketplace, utilizing in-house vertical farming technology.



Credit: The Independent

### Group 03 Members:

Baraah Alawi Ahmed Mekyash (A20EC4063)  
Cheng Jia Yi (A23CS0215)  
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Credit: Eden Green

## **"Startup of the Year" and "Best Newcomer"**

I-Farm was nominated as a finalist for both categories in the ASEAN Startup Awards

### **Value proposition**

I-Farm ensures **freshness** by harvesting vegetables upon order, maintaining transparency in the growing process. Their user-friendly platform also facilitates **easy ordering, selling, and delivery**. Utilizing IoT solutions and Alibaba Cloud services, they provide **real-time information** for a seamless experience. Other than that, they offer a variety of produce within their **extensive coverage area**.

### **Market**

#### **Segmentation**

I-Farm's target audience is **willing to invest in quality products**. Demographically, they cater to **single or family households**, aged 25 and above with stable incomes. Psychographically, their audience values a **healthy lifestyle** and has an interest in **cooking**. Geographically, their audience resides in **city or urban areas**.

#### **Strategy**

To compete with AEON, NSK Trade City and Jaya Grocer, I-Farm will **target consumers in residential areas and condominiums**. They will also offer **flexible delivery options**. Other than that, they will **study customers preferences**, leveraging big data analysis.

### **Business Performance**

I-Farm collaborated with **CREST** in Penang, obtaining a sponsorship of 3 racks. They also collaborated with **Pasaran KH** in Kulim to organize an online market in 2020.

### **Future Plans**

- Leading Food Supply Solutions in Asia
- 30 Million Users
- 10 Million Sales Annually
- 10,000 Micro Farmers
- 200 I-Farms In Five Countries

### **Reflection**

Through the talk, group members gained motivation to **explore entrepreneurship opportunities** that **benefit the consumers** and bring environmental, social & economic impacts.

From a **health and wellness** aspect, I-Farm helps consumers by providing fresh, pesticide-free and reliable produce. From a **convenience aspect**, I-Farm helps consumers by providing flexible delivery options, saving time and effort. From an **environmental impact aspect**, I-Farm helps to reduce consumer carbon footprints and minimize consumer ecological impact.

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