Fresh-2-U

Get groceries directly

from the farm!

FRESH-2-U

Get groceries directly from the farm!

**Executive Summary**

Fresh-2-U is an AI-enabled e-commerce (retail assistance online) platform that aims to connect fresh grocery farmers to consumers directly. The platform will be hosted on the website and have a mobile phone application. Due to the changes in shopping trends from traditional to online trends, the platform aims to compete with other giant’s online retail platforms. As online retail grows in essentially every sector, the direct retailing of the highly demanded freshly farmed groceries sector has been left to be a by-the-way item that is just added to the trolley. However, Fresh-2-U is here to ensure freshly farmed groceries are brought to your doorstep directly from the farm, with fair prices, customized, fresher, faster, and better quality. The platform will partner with farmers to create a grocery source database, movers to facilitate delivery services, and mobile payment platforms to enable transactions.

Fresh-2-U platform will support the digital marketing properties embedding social media, search engines, localized directory features, GPS farm locators, and mobile compatibility. The platform uses AI tools such as machine learning and natural language processes to optimize the suggestion of platform visibility to potential customers based on their social media and search engine activities, location, and other online platform shopping trends. The data of potential customers from search engines, popular social media platforms, and other digital marketing platforms will be analyzed. The analytics found will be used to determine predictive actions of their grocery shopping trends, and Fresh-2-U will initiate suggestions for our platform based on what we offer. Farmers and movers who sign up for the platform enjoy the privilege of earning from a specified percentage of revenue generated. On the other hand, customers who shop via the platform enjoy much from the enhanced local exposure through convenience, better prices, and fresher groceries of their own choice. Regardless of their live location, the customers will have access to Fresh-2-U and instantly access to a variety of farmers ranked using location, followed by type of grocery searched and other details.

Fresh-2-U, through its founder, is in the proposal stage. The next stage is to seek funding for platform development, marketing, unveiling to farmers and customers, and final launching. Thus, for any questions, clarification, or investment opportunities for the Fresh-2-U platform, kindly contact its founder, Stephen Muchanga Your time, interest, and support is highly appreciated!