

## **1. What I gained from the Industrial Talk**

I learned about I-Farm, a provider of fresh produce through e-commerce marketplaces, utilising in-house vertical farming technology.

Other than that, I gained insights about I-Farm's impact. For example, I-Farm preserves the environment through reduced energy consumption and efficient resource utilisation. I-Farm also ensures food security by offering reliable food sources.

Finally, I gained insights about I-Farm's business model. For example, I-Farm's value proposition, market segmentation, marketing strategy, etc.

## **2. Suggestions**

Providing hands-on experiences would be advantageous. For example, I-Farm could engage the audience in a simulation of placing orders for fresh produce. This would also highlight I-Farm's user-friendly platform.

Other than that, demonstrating the growing process in vertical farms would be beneficial. This demonstration could provide valuable insights into the utilisation of Internet of Things (IoT) and other technologies during the farming process.

## **3. Others**

In conclusion, from this talk, I gained a lot of information, insights and motivation. This allowed me to gain more knowledge about cutting-edge, innovative technologies used in agriculture. I have also been inspired to explore different and diverse entrepreneurship opportunities that contribute positively to the world.