

Edencité

A Collaborative Platform for Urban Agriculture Innovators

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The Urban Agriculture Challenge & Our Solution

Key Challenges:

- Resource scarcity and high costs
- Knowledge gaps for new farmers
- Limited funding opportunities
- Fragmented food distribution
- Lack of formal skills recognition

**72% of French consumers
prioritize local food**

Edencité Solution:

Core Principles

- Resource sharing
- Data-driven intelligence
- Community funding
- Skills certification
- Food system integration

Integrated Platform Features

① Resource Sharing Marketplace

- Equipment exchange, mentor connections, space matching

② Data-Driven Growing Intelligence

- Microclimate mapping, crop database, AI recommendations

③ Community Funding Hub

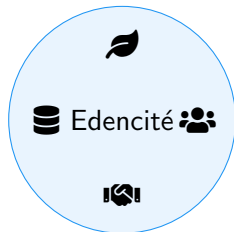
- Microgrants, CSA tools, impact investment

④ Urban Agriculture Certification

- Tiered certification, skills assessment, food safety

⑤ Local Food System Integration

- Direct sales, logistics, waste recovery



Business Model & Growth Strategy

Revenue Streams

- Transaction fees (10-15%)
- Subscription tiers:
 - Basic: Free (limited)
 - Pro: 10 EUR/month
 - Institutional: 50-200 EUR/month

Cost Structure

Platform dev (35%), User acquisition (30%), Certification (15%), Data analytics (10%), Legal (10%)

Phased Expansion

- Pilot (0-6 months): 3 cities
- Expansion (6-18 months): +10 cities
- Scaling (18+ months): Nationwide

Metric	Y1	Y2	Y3
Cities	10	25	50
Users	5K	20K	50K
Revenue	€250K	€1M	€2.5M

Market Potential & Competitive Landscape

French Urban Agriculture Market

- Current value: €1.2 billion (2023)
- Growth: 8.5% CAGR through 2030
- Key demographic: Ages 25-44

Competitive Landscape

Competitor	Edencité's Edge
La Ruche Qui Dit Oui	Ecosystem integration
Comerso	Complete farming support
Mon Potager	Community resources
Incroyables Comestibles	AI insights & funding

Key Differentiator: Edencité uniquely integrates **all aspects** of urban agriculture

Regulatory Strategy & Ethical Framework

Regulatory Challenges & Solutions

Challenges:

- Zoning restrictions (40% of cities)
- HACCP food safety compliance
- Complex permitting processes

Solutions:

- Automated zoning compliance maps
- AB certification alignment
- Policy advocacy with France Urbaine

Ethical Framework

Key Ethical Pillars:

- Fair Labor Practices
- Data Protection
- Environmental Sustainability
- Inclusive Access

Governance Structure:

- Algorithmic Accountability
- Community Governance
- Transparency Reporting

Paris Pilot Results & Long-Term Impact

Paris Pilot Outcomes

- 1,000+ users within first 6 months
- 30% reduction in permit approval times
- 25% reduction in food waste
- Subsidized tool rentals through Paris&Co
- 15% of Parisians engage in urban farming

Triple Bottom Line Impact

Economic:

- New entrepreneur opportunities
- Reduced startup costs

Social:

- Stronger local food systems
- Enhanced food security

Environmental:

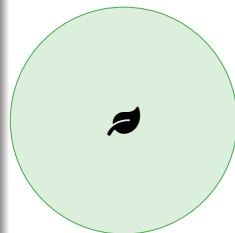
- Lower carbon footprint
- Reduced food waste

Edencité offers a scalable model for urban food system transformation, promoting economic inclusivity, sustainability, and urban resilience.

Key Takeaways

What Sets Edencité Apart

- 1 **Comprehensive Integration** - The only platform connecting all urban agriculture stakeholders
- 2 **Data-Driven Approach** - Leveraging collective intelligence for better growing outcomes
- 3 **Democratized Access** - Breaking down barriers to entry for new urban farmers
- 4 **Ethical Foundation** - Built on principles of fairness, sustainability, and inclusion
- 5 **Proven Results** - Successful Paris pilot demonstrates immediate positive impact



Creating a more sustainable future

Thank You

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