NEWSLETTER

24 JAN 2024

Tech-Driven Innovation

SUMMARY

The I-farm technology delivers farm-fresh vegetables right to your doorstep hassle-free. Created by harnessing the advantage of IoT, I-farm assists numerous farmers from monitoring the growth of the crops to the delivery of fresh produce to the customers, and thus boosting the economy of this industry. Born in the year where the Covid-19 plague had struck fear into the hearts of many, whether it be customers looking to find vegetable ingredients or grocers and retailers that didn't have the means to deliver the vegetables to the customer, I-farm has risen up to the occasion to help farmers and customers. With its strategical business model, buying locally-grown vegetables is as easy as ABC.

For small-scale urban farmers, the professional I-farm team is there to back them up by offering multiple services. Besides monitoring the condition of the crops, the team can also notify the farmer for harvest, as well as helping them in setting up shops in the I-farm platform and the logistics of goods.

The I-farm leaves multiple significant impacts whether it be environmental, social or economic. From environmental standpoint, the I-farm technology promotes environmentally friendly method to cultivate crops and deals less damage to the surrounding compared to traditional farming methods. It also ignores the weather conditions that might dwindle the yield.

SUMMARY

Social wise, the I-farm aligns with the United Nations goals for sustainable development where it is able to further accelerate the production of food sources and achieve food security, which is crucial for the population that is ever increasing. I-farm also ascertains the sustainability of food supplies among urban areas and continuously churns out fresh vegetables, acting as a reliable food source whilst at the same time reduces food waste.

Economically speaking, the cultivation of crops necessitates an arid and open space. But contrary to conventional farming, modern cultivation now requires less space, even with an empty space in a condominium. I-farm can provide infrastructures that are resilient and achieve a higher productivity by utilizing vertical method of cultivation. Since every demand is based on the market, the production pattern of crops and consumption through I-farm can be regarded as sustainable. But what makes the I-farm stands out from other competitors? The answer lies in the use of data analytics, IoT info and also Alibaba Cloud Services. All of these technology have contributed in spurring the sales of vegetables. I-farm knows exactly what market segmentation or factors at play that affects the sales of the vegetables including behavioral, psychographic, geographic or demographic factor that categorizes consumers. The team also had done surveys to validate their findings in the market. Overall, the findings show that many of the respondents is intrigued in purchasing vegetables from neighborhood micro-farm.

To conclude, I-farm starts gradually becoming more and more relevant in the current era due to its competitive edge in food retailing. Its proficient use modern technology coupled with matured business model, I-farm sets up quite an example to envision what modern crop cultivation can potentially achieve in surpassing all physical constraints to ensure the stability of food source.

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ISSUES

focus area is farming where introduce solution for modern farming and how to integrate between data analytics and IOT and then come out with these kind of solution.we aim to convert initial idea into bussiness.these idea offer deliver fresh vegetable next to your doorstep.Back in 2020 where we had to go through pandemic covid-19 situation, therefore citizen cannot travel across states and the shortage of fresh vegatble happen due to the low supply of vegetables.On top of that, the price of these vegetables increse, those vegetables in the farmer's farm had over suply in that area and during that time a lot people faces difficulty in getting their fresh vegetables. These are the things that critical sosial problem because not only happen in Malaysia but it is global problem. So they see that difficulty on how people travel across to getting the fresh vegetable and then there a lot people in mall looking for the limited fresh vegetable

TECHNOLOGIES

- **Hydroponic farming**

-which is revolutionizing agriculture, is one of the technologies used. It submerges the plant roots in a nutrient-rich water solution, upending conventional soil-based farming. Plant growth will be optimized in a controlled setting through hydroponic farming.But because of its increased electricity usage, a sustainable and well-balanced solution is required.

- **Internet of Things Devices**

- IoT devices in agriculture enable real-time monitoring of parameters like temperature and fertilizer levels, which helps with well-informed decision-making. However, questions are raised regarding farming systems' ability to withstand cyberattacks or other technical difficulties.

- **Online platforms**

-A website that allows users to actively manage and keep an eye on the plants. The user has the option to select the plant region, view the species of the plans that are grown there, and decide if they want to grow their own veggies or buy plants that are ready to go. Additionally, it includes digital farm-to-table, which can bridge the gap between farmers and consumers by enabling residents to purchase desired plants or vegetables online or in stores.It gives the locals access to fresh vegetables.It is imperative that we address the issue of digital inclusiveness in rural areas even as we promote convenience.

REFLECTION

Using smart tech like computers and sensors in farming can help solve the global problem of not having enough fresh veggies, especially during COVID-19. This idea makes farming better by using these technologies to grow and distribute veggies efficiently. Also, delivering fresh veggies to homes tackles problems during the pandemic and the bigger issue of not having easy access to fresh produce.To turn this idea into a business, it's important to set up a strong system that uses smart technology to make farming decisions and monitors crops in real-time. This teamwork boosts productivity, reduces waste, and makes the supply chain more reliable and sustainable.It's like making sure you always have access to good, healthy vegetables without having to worry about shortages or high prices. it's a way to solve a big problem worldwide. It helps farmers deal with too much produce and ensures that everyone can easily get the fresh veggies they need, even if they can't go to the store.

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