



Verde Valley  
Eat Well, Live Well

# Founder's Mission/Vision

- Mission: To empower communities with fresh, local, and organic produce, fostering a healthier and more sustainable food system.  
Vision: To become the leading platform connecting urban consumers with local farms in the UAE, promoting healthy lifestyles and environmental responsibility. Core Values: Freshness: Delivering the highest quality, farm-fresh produce.
- Sustainability: Supporting local farms and promoting environmentally friendly practices.
- Convenience: Making healthy eating effortless with a user-friendly app and subscription options.
- Community: Building connections between consumers and local producers.

# Initial Problem & Persona

- Problem: Limited access to fresh, organic produce in urban areas of the UAE.
- Persona: Sarah, a busy professional living in Dubai. She cares about healthy eating but struggles to find fresh, high-quality fruits and vegetables at convenient supermarkets. Sarah often resorts to processed or takeout food due to time constraints and limited options.

# Interviews - Design

- Interview Design: Semi-structured interviews with 10 urban residents in the UAE.
- Questions focused on:
  - Grocery shopping habits.
  - Challenges in finding fresh produce.
  - Interest in locally sourced, organic options.
  - Willingness to use a subscription-based delivery service.
- Persons Interviewed: A mix of professionals, families, and young adults.

# Empathy Map

- **Says:** Wants fresh, healthy food options. Dislikes processed food and long grocery trips. Prefers local and sustainable practices. **Does:** Reads food labels, tries to cook healthy meals, shops at farmers markets (when available). Avoids processed foods, struggles to find time for grocery shopping. **Thinks:** Healthy eating is important, worries about the quality of supermarket produce. Believes in supporting local farmers, concerned about environmental impact of food production. **Feels:** Frustrated with limited fresh produce options. Guilty about unhealthy eating habits. Hopes for a convenient way to access healthy food. Pain Points: Difficulty finding fresh, organic produce.
- Lack of time for grocery shopping.
- Limited access to farmers markets.
- Frustration with poor quality supermarket options.

# Ideation and Solution

- **Business Idea:** Verda Valley is a mobile application that connects urban residents in the UAE with local farms, offering a subscription-based delivery service for fresh, organic produce.  
**Value Proposition:** Diverse selection of high-quality, local, and organic fruits, vegetables, and herbs.
- Convenient doorstep delivery with flexible scheduling options.
- Subscription plans to fit individual needs and preferences.
- Transparency about the source and origin of produce.
- Supporting local farms and promoting sustainable practices.

# Prototype & MVP (Minimum Viable Product)

## **Technology:**

- User-friendly mobile application for browsing produce, placing orders, managing subscriptions, and scheduling deliveries.
- Secure payment gateway for seamless transactions.
- GPS tracking for efficient delivery management.
- **Prototype:** The mockup showcases key functionalities like browsing produce categories, viewing product details, selecting quantities, choosing subscription options, and scheduling delivery slots.

# Cont...

**MVP Features:** Core functionalities for browsing, ordering, and managing subscriptions.

- Secure payment integration.
- User-friendly interface with clear navigation.
- Partnership with a limited number of local farms to ensure quality and variety.
- Delivery service within a defined geographical area.

**Benefits:** Convenient access to fresh produce.

- Time-saving alternative to traditional grocery shopping.
- Customization through subscription plans.
- Supporting local farmers and sustainable practices.

# Detailed Business Model Canvas

- **Customer Segments:** Urban residents in the UAE who prioritize healthy eating and convenience. **Value Propositions:** Fresh, local, and organic produce, diverse selection, convenient delivery, subscription plans, transparency about source. **Channels:** Mobile application, social media marketing, potential partnerships with health and wellness organizations. **Customer Relationships:** User-friendly app interface, responsive customer support, loyalty programs for subscription users. **Revenue Streams:** Subscription fees, potential premium options for specific produce or delivery slots. **Key Resources:** Mobile application, partnerships with local farms, delivery infrastructure, secure payment gateway. **Key Activities:** App development and maintenance, farm partnerships, order fulfillment, delivery logistics, customer support. **Key Partnerships:** Local farms, delivery service providers, potential marketing partners. **Cost Structure:** App development and maintenance, marketing and advertising, farm partnerships, delivery costs, customer support.

# Target Market

- Demographics: Urban residents in the UAE aged 25-50 with a mid-to-high income.
- Psychographics: Health-conscious individuals and families who prioritize fresh, organic food. Busy professionals with limited time for grocery shopping. Eco-conscious consumers interested in sustainability and supporting local farmers and reducing their environmental footprint.
- Geographic: Focus on major cities in the UAE like Dubai, Abu Dhabi, and Sharjah, with potential expansion to other Emirates.
- Behavioral: Users of mobile apps for grocery shopping and delivery services. Individuals interested in healthy living and convenient solutions.

# Surveys design and results → Testing & Iteration

- Survey Design: Online survey distributed through social media and email marketing lists.
- Questions focused on:
  - Awareness of local farm-to-table initiatives.
  - Interest in a subscription-based delivery service for fresh produce.
  - Preferred features and functionalities of a mobile app for produce delivery.
  - Willingness to pay for a subscription service.
- Survey Results: The survey highlighted a positive response to the concept of Verda Valley and a strong interest in convenient access to fresh, local produce.
- Testing & Iteration: Based on survey results and user feedback, we may iterate on the app's functionalities and features.
- A/B testing can be used to optimize user interface elements and subscription plans.

# Competitors

- Existing grocery delivery services in the UAE (e.g., Talabat, Deliveroo) may offer limited fresh produce options and may not prioritize local, organic sourcing. Niche farm-to-table initiatives might exist but may lack the convenience and scalability of a mobile app-based platform like Verda Valley. Competitive Advantage: Verda Valley focuses exclusively on fresh, local, and organic produce, catering to a specific health-conscious demographic.
- Our direct partnership with local farms ensures quality, variety, and transparency about the source of produce.
- The user-friendly mobile app provides a seamless and convenient ordering experience.

# Financing (sources of funding)

- Funding Sources: Bootstrapping: Utilize personal savings and investments from the founding team.
- Angel Investors: Seek funding from individuals interested in supporting innovative startups in the health and sustainability sectors.
- Crowdfunding Platforms: Consider crowdfunding platforms to raise capital from a broader audience interested in Verda Valley's mission.

# Conclusion

- Verda Valley offers a unique and convenient solution for health-conscious consumers in the UAE. We connect urban residents with fresh, local, and organic produce from local farms. Our user-friendly mobile app and subscription model provide a seamless way to access healthy food. Verda Valley promotes healthy eating habits, supports local farms, and contributes to a more sustainable food system. Call to Action: Visit our website or download the app to learn more and join the Verda Valley community.
- We are actively seeking partnerships with local