

## Climate-KIC journey summer school 2017 – Ammar Babar, MSc in Food Science and Technology

---

Europe's largest summer school for climate innovation and entrepreneurship offers a unique combination of climate knowledge and hands-on business experience. The activities of the summer school was distributed as follows:

University of Bologna, Italy - Team building, Idea generation and iteration (2 weeks)

Technical University of Munich, Germany - Prototyping, Business model canvas, life cycle assessment analysis, Marketing and Finance (2 weeks)

Aalto University, Finland - Pitch training (1 week).

A team of five highly skilled young professionals in the fields of Food Science, Environmental Economics and Policy, Environmental Engineering, and Software Engineering was formed based on the common interest of providing solution to increase local food consumption. In our market research, we identified new trends in providing food to companies, as well as identifying a need for fresh salads available at demand in an office environment. We proposed fresh salads on a subscription model, which is accessible at a highly competitive price, making us a competitive player on the medium and large sized company catering market, while providing a fair margin to local farmers.

The team wanted to help companies supply local, fresh and healthy food to their employees, by providing a solution in which we provide fresh salads to the companies on regular basis. We proposed to install our fridge in the company's office and then stock it with fresh local salads that are made by us, twice a week. Our clients are provided with relatively cheap and healthy meals for their employees, whose productivity increases due to healthier meals and reduced time loss for getting food.

We are targeting Europe's medium and big companies, and especially those who are interested in sustainability and ethical responsibility, as these companies often supply their employees with food and are keen to improve their sustainability profile. The number of companies in Europe fitting our current assumed customer base mounts to 170 000, which would translate into a market value of €5.4 billion, assuming a monthly subscription fee of €2 640.

Also we planned to source food from local farmers (within a radius of 100 km from the city), distribute the food to a processing facility where the salads are prepared, and then distribute the salads to our fridges. We will manage the whole process of ordering food, processing and delivering by outsourcing this functions.

To set up our business, we need to setup the business processes, explore our beachhead market of Catalonia, Spain, and reach the point where we generate profit, which will be in the second year according to our forecast. We will have a positive environmental impact, cutting the food distribution chain short, encouraging less carbon intensive food choices and reducing food waste.

The idea was well received by the judges and the startups we interacted with during the summer course.