

A person in a dark hoodie and pants stands in a vast field of tall, green and yellow grass, looking towards a dramatic sky at sunset or sunrise. The sky is filled with wispy clouds in shades of blue, orange, and pink. The horizon is marked by a line of trees.

Time to think ahead

Grigoris Chatzikostas

FoodScale Hub



RESILIENT AND SUSTAINABLE FOOD SYSTEMS



The long read

'We can't go back to normal': how will coronavirus change the world?

▲ Illustration: Nathalie
Lees/The Guardian

True food costs are not reflected in current food prices

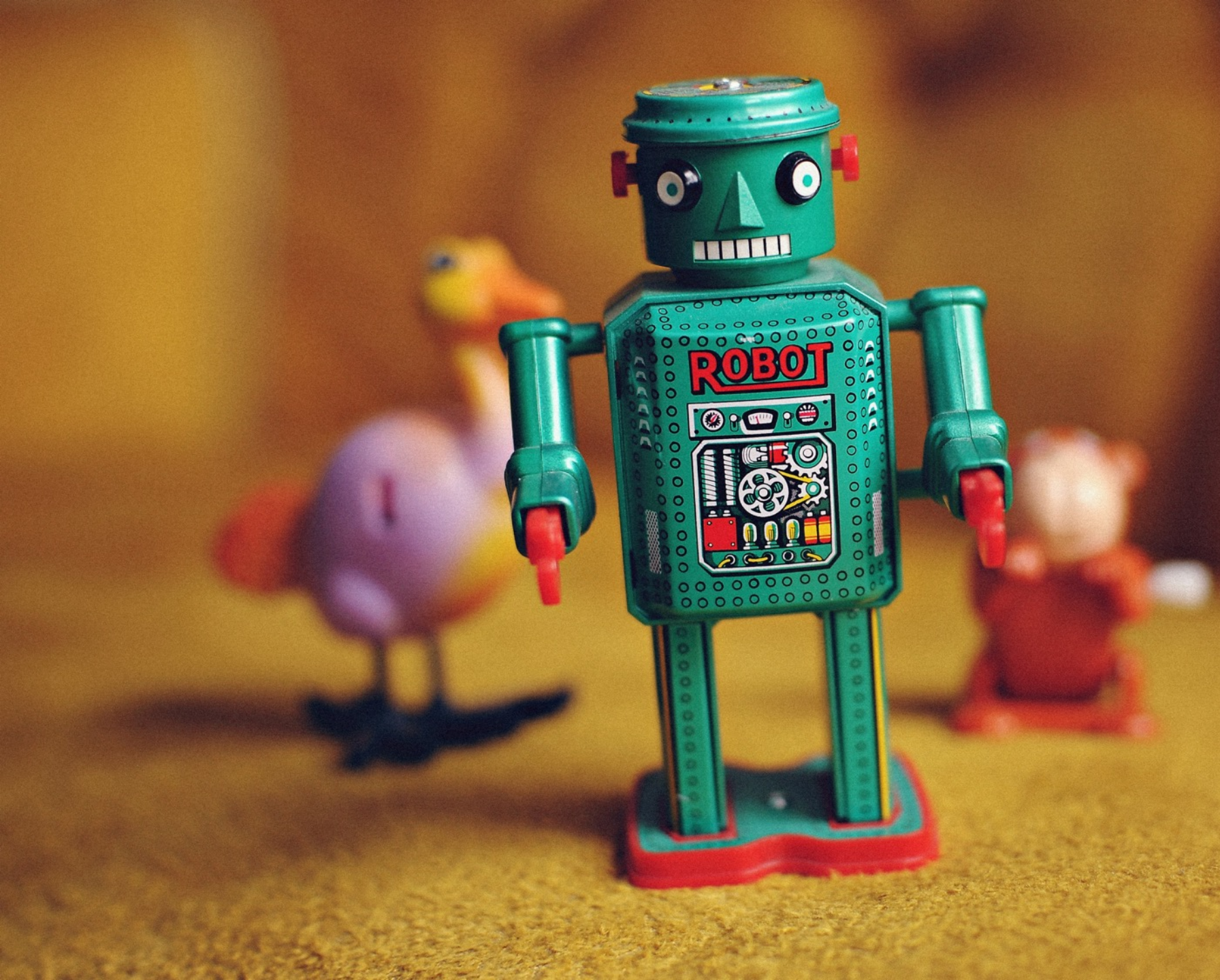


Farmers cannot afford to be sustainable



The system cannot guarantee safe and adequate food for all





Robots can help



Some sectors are more automated than others



Robotic fruit pickers are not ready yet



Most farmers cannot afford robots



We need new business models (RaaS)



9.7% decrease in global trade

75 million jobs and \$2.1 trillion in revenue

LOST in global travel industry

If people around the food value chain stop exchanging resources and knowledge at global level, the capacity of the system to produce safe and adequate food at affordable prices will be seriously undermined



Urban food value chains:

Business models rely on

people coming together





“Heroes in my hometown are the delivery boys”

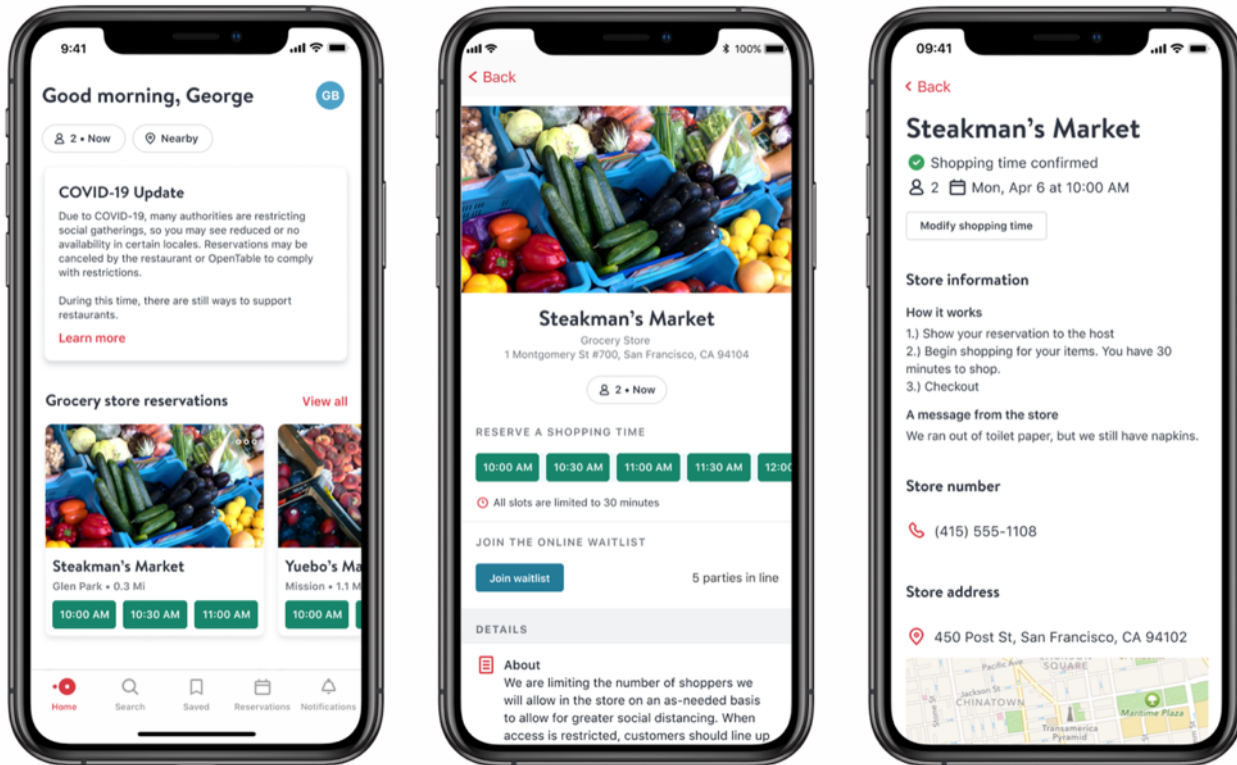
*TZAMAL,
Greek hip-hop artist*

OpenTable will allow people to reserve shopping times at supermarkets

The feature would work much like restaurant reservations

By Taylor Lyles | @TayNixster | Mar 30, 2020, 4:26pm EDT

f   SHARE



Ensuring fresh food safety along the supply chain

@

Making surplus food available to the poor and people in need

@

Strategies to apply personal distancing along the supply chain from farm to fork

@

Optimising shelf-life of food

FAIR PAY FOR FAIR PLAY

IoT

Satellite

Blockchain

Artificial Intelligence





Community Supported Agriculture

CATALOG

ABOUT US

ABOUT OUR FOOD



On-line
sales

Trust

FOOD FROM THE PASTURE

Groce Family Farm

SHOP NOW →

GROCE FAMILY FARM





*Should we
blame factory
farming?*



HOW WE MAKE MEAT FROM PLANTS



[Home](#) > [Our company](#) > [Blog](#) > [Innovation](#) > **Vertical Farming, a sustainable innovation**

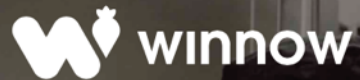


Feedback

Vertical Farming, a sustainable innovation

September 10, 2019

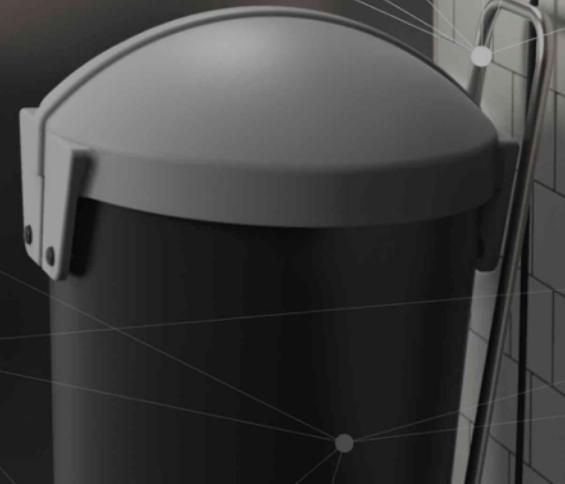
Could new innovative light recipes in indoor farms hold the key to feeding the world's growing population?



Save time and money. Capture, track and manage your food waste with ease

Introducing Winnow Vision, the most advanced food waste technology on the market. Enabled with AI to maximise operational efficiency and data accuracy, reducing food waste with Winnow Vision is effortless. Join hundreds of kitchens across the globe cutting their costs by up to 8% a year.

[Watch IKEA's story](#)





Decentralize it!

...and they will advertise it

GROWN
IN YOUR
NEIGHBORHOOD

We're
the **INFARMERS**
and your
NEIGHBOURHOOD
is our **FARM**



beeing

Your bees, your honey.
Innovative tools and big data to
protect bees and help urban and
professional beekeepers.

buy on INDIEGOGO

NOW LIVE ON  **INDIEGOGO**





Startup

=

innovation pressure-
cooker

*If executed the right way,
they can yield
exponential returns
including non-fiscal
returns of investment like
education and impact.*

Unicorns
> \$ 1billion



*Fast growth at
all costs*



*“Move fast
break things”*



HOME > TECH

The WeWork fiasco of 2019, explained in 30 seconds

Rebecca Aydin Oct 22, 2019, 6:12 PM



WeWork cofounder Adam Neumann. WeWork; Jackal Pan/Getty images; Samantha Lee/Business Insider

From \$47 billion
to \$10 billion in
one month

- **WeWork** has been in turmoil since it filed its public-offering paperwork in August.

The overpriced juice machine that raised \$120 million in funding, only to be publicly humiliated when people found out the juice could be pressed by simply squeezing the pack with their hands.



The Genius of Juicero: What Really Happened

Interana Insights





The Zebra Manifesto

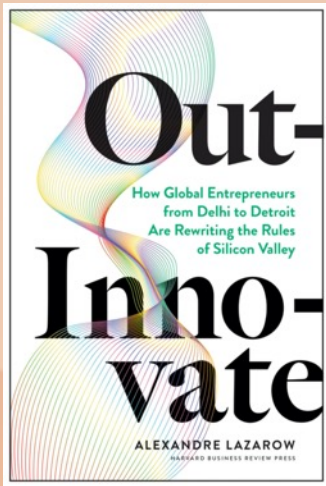
Jennifer Brandel

“Zebra companies are both black and white: they are profitable and improve society. They won’t sacrifice one for the other.”

**sustainable profits
at reasonable speed**

Startup Genome: 41% of global startups
have less than 3 months of cash





Camels are startups that can capitalize on opportunity but can also survive in a drought.

Scalable successful businesses, without the cushion of easy venture money.





Grafting rural communities

with hacker ethos

Wavy line graphic
**The
New
Farm**

Think Vertical

Our story

The New Farm building was constructed in the late 1950s for electronics giant Philips, which sold the structure to the City of The Hague in the 1980s. In 2013, Urban Farmers set up business on the roof and top floor. Since then, the building has blossomed into an international hotspot for vertical urban farming and sustainable food production.

Cities as Digital Innovation Hubs

Reclaim Food





“What are you building? What are you building directly, or helping other people to build, or teaching other people to build, or taking care of people who are building?”

Marc Andreessen, co-founder and general partner of Andreessen Horowitz



Thank you for your attention!



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