

FarmLink Business

Description: What is it?

FarmLink is a digital marketplace connecting restaurants with local farmers supplying produce.

Problem: What problem is this solving?

Restaurants cannot source local produce affordably and conveniently, but their customers are drawn to farm-to-table food.

Why: How do we know this is a real problem and worth solving?

FarmLink has validated this problem through interviews with restaurant owners, revealing challenges in sourcing affordable, fresh, and local produce consistently. Additionally, consumer trends increasingly favor restaurants that prioritize sustainability and transparency in sourcing, with 75% of diners preferring farm-to-table options. Competitors like Sysco and US Foods dominate the bulk-supply market but fail to adequately cater to the rising demand for local and sustainable produce, highlighting a gap that FarmLink is uniquely positioned to fill.

FarmLink addresses this gap by allowing restaurant owners to make eco-conscious and health-conscious choices, creating a sustainability and transparency-focused marketplace that connects farmers to restaurants. The platform offers restaurants a unique combination of sustainability-focused sourcing, transparency, and customization to distinguish it from other suppliers. FarmLink's detailed sourcing and sustainability metrics allow for more effective marketing by restaurants towards eco-conscious and health-conscious customers, improving their brand appeal. By empowering restaurants with greater control over their produce sourcing and relevant information for marketing, produce traceability, and quality control, FarmLink offers a tailored experience that enables them to build stronger, community-focused brands that resonate with customers who value sustainability and local connections.

Success: How do we know if we've solved this problem?

Success will be measured by achieving strong adoption rates among restaurants, retaining 75% of clients annually, and seeing a significant increase in orders for local produce. Additionally, metrics like repeat purchasing behavior, restaurant satisfaction scores, and testimonials

showcasing customer menu differentiation through FarmLink's produce will confirm that the problem is effectively addressed.

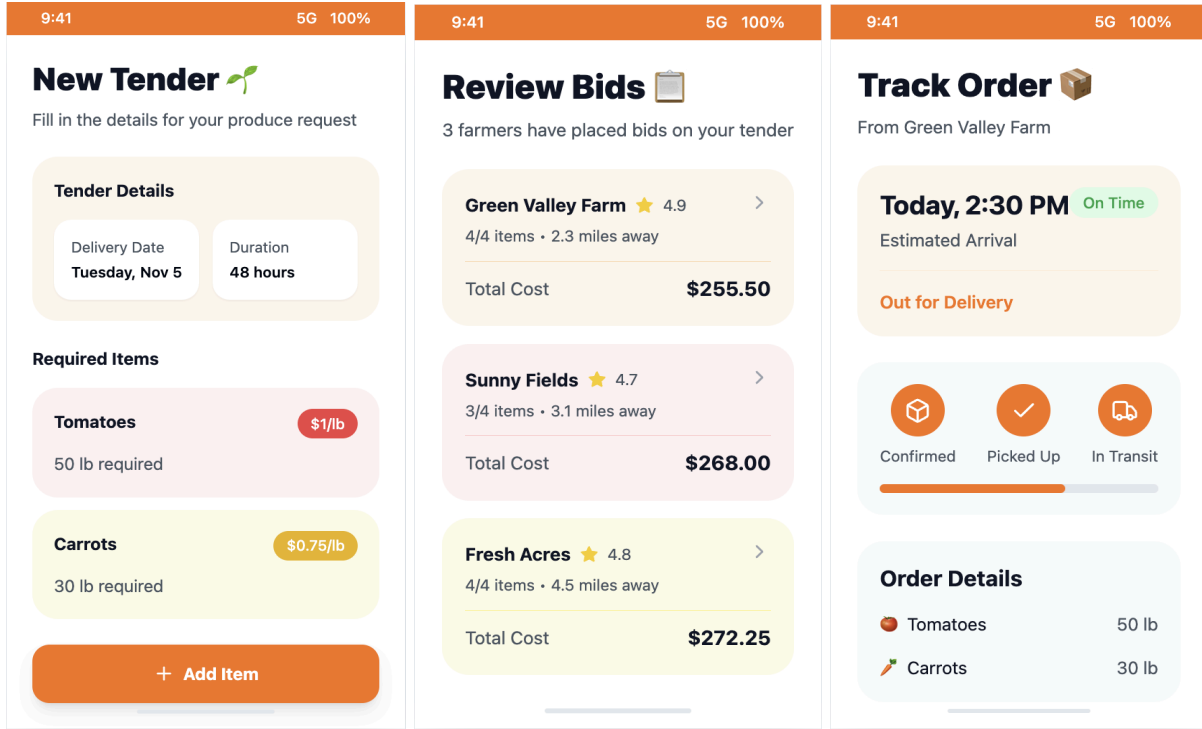
Audience: Who are we building for?

FarmLink Business is designed for restaurant owners and chefs who value fresh, local, and seasonal ingredients and are passionate about building real connections with their farmers. It caters specifically to mid-sized and high-end establishments aiming to meet the demands of eco-conscious diners and differentiate themselves in a competitive food market through transparency and sustainable sourcing. Specifically, we're looking for restaurants who currently have/are looking to have a farm to table systems in place but are looking for more affordable and scalable options.

What: Roughly, what does this look like in the product?

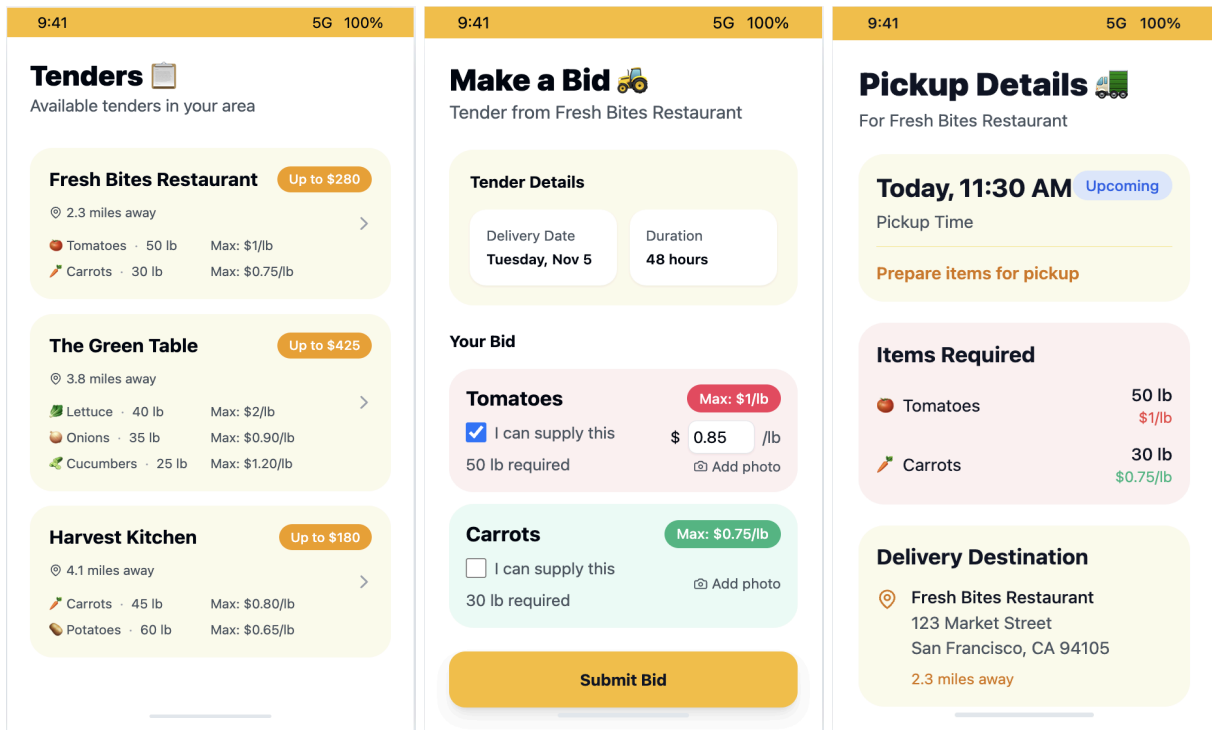
FarmLink B2B will feature an intuitive digital platform where restaurants can browse local produce options, customize weekly orders, and view detailed sourcing information for every item. With real-time availability updates, chefs can reduce order errors and food waste, potentially saving up to 10% on procurement costs. Sustainability impact metrics empower restaurants to showcase their eco-conscious sourcing, which studies suggest can increase customer loyalty by up to 20%. Flexible delivery scheduling ensures that produce arrives at peak freshness, projected to improve operational efficiency and food quality ratings, aligning with the 75% of diners who prefer farm-to-table options.

Mockups: Restaurant-side App



Create a tender, review and choose farmers' bids, FarmLink delivers

Mockups: Farmer-side App



View available tenders, bid on tenders, FarmLink picks up

How: What is the experiment plan?

In our launch location, we will onboard farmers first to bring in supply to the marketplace. We will focus on larger farms that can fulfill whole tenders. Then, we will onboard *new* restaurants that are focused on organic food. We will measure the %age of procurement these restaurants do via FarmLink and aim to maximize this.

Data on order frequency, restaurant retention, and operational efficiency will guide iterative improvements before scaling to broader markets.

When: When does it ship and what are the milestones?

FarmLink is set to progress through a series of key milestones over the next year, with a focus on scaling and refining the platform to better connect farmers and restaurants.

Q1: Initial Launch and Testing

- Milestone: Launch the Minimum Viable Product (MVP) to a select group of key users.
- Activities: Secure initial farmer partnerships, conduct testing, and refine user experience based on feedback.

Q2: Mobile Development and Partnerships Expansion

- Milestone: Develop and beta test a mobile app version for increased accessibility.
- Activities: Establish bulk purchase agreements with suppliers and launch targeted awareness campaigns to attract more restaurants.

Q3: Public Launch and Analytics Integration

- Milestone: Publicly launch the platform, fully integrate analytics, and expand marketing efforts.
- Activities: Roll out targeted ads, expand influencer partnerships, and implement quality control measures.

Q4: Feature Enhancements and Regional Planning

- Milestone: Add payment features, optimize UX/UI, and plan for multi-region rollout.
- Activities: Conduct seasonal marketing promotions, iterate based on user feedback, and strategize for expansion in 2025. FarmLink aims to steadily grow, meet the needs of its users, and scale responsibly to support a broader network of farmers and restaurants.