

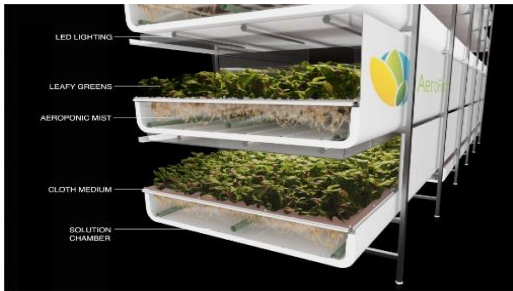


# AeroFarms: The Case for Collaboration in Education



## COMPANY PROFILE

- Totally controlled, indoor, urban farming since 2004
- Using 95% less water and yields 130X than traditional field farming
- Ensure local farming at commercial scale all-year round to nourish communities with safe, nutritious and delicious food



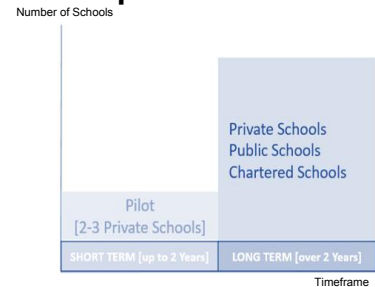
## How to acquire education customers and under what business model?

### METHODOLOGY

- Interviews with key stakeholders to determine DMU
- Desktop research
- Field site visits



### Proposed Timeframe



### KEY INSIGHTS AND IMPLICATIONS FOR AEROFARMS

- Schools must be in affluent communities
- Identify regions with endowments and PTO/Community grants
- Champion is critical to keep moving forward
- Possible sources: parents, teachers, administrators, committees

**Identify region**

**Incorporate a champion**

- Adapt the design and concept to avoid disruption and fit existing curricula
- Towers to be used for teaching through experimentation
- Develop modular, smaller grow towers
- Customizability will ensure the ease of assembly and disassembly

**Develop curricula**

**Redesign towers**



### RECOMMENDATION

- Develop technical curricula working with school admins and teachers and activate summer training program
- Measure nutritional and economic impact on school
- Allocate at least one AeroFarms staff member to develop the program