

Collective **A**wareness **P**latformS for **E**nvironmentally- sound **L**and management based on data techno**L**ogies and **A**grobiodiversity

Solution Pitch



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myCoop Solution



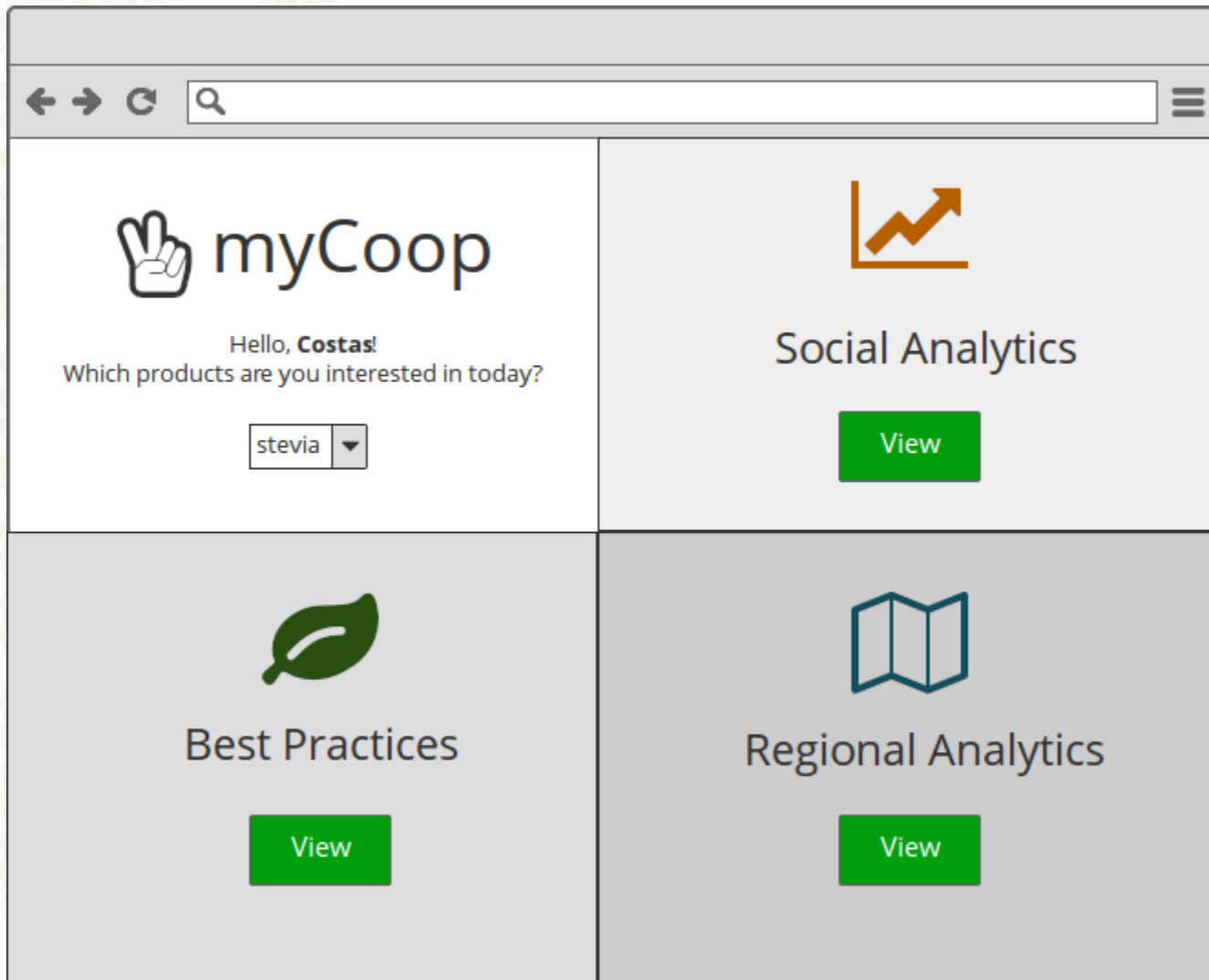
An online application for supporting agricultural cooperatives to

- *maximise the yield/ minimise the cost of production*
- *create awareness of the product and market size*
- *decide how to position themselves within the market*

Based on Open Data sources

Twitter posts and media RSS Feeds as an input for social generated content

International agricultural research (mostly from AGRIS of FAO)



Home screen (Dashboard)

← → ↻ 🔍

myCoop Best Practices
for my: products

🔍 search

Geographical focus	Pharmacognostic study of stevia
Greece	Stevia possesses the scientific name <i>Stevia rebaudiana</i> Bertoni, family Compositae. It was introduced to Thailand since 1977...
Spain	
Italy	Productivity of two stevia varieties under reduced irrigation and fertilization inputs
Vietnam	A 3-year field study was conducted in central Greece to determine the productivity of two stevia varieties ('Morita' and 'Candy-stevia')
Paraguay	

Subject	Antioxidant Activity of Stevia Leaf Extracts Prepared by Various Extraction Methods
technology & tools	This study was carried out to evaluate the antioxidant activity of stevia extracts from <i>Stevia rebaudiana</i> Bertoni leaves.
health	
varieties	
market analyses	Mechanized harvester for stevia production At present, harvesting of stevia is conducted manually. This paper reviews the design concept of the small scale stevia harvester...

Best practices screen

← → ↻ 🔍


 **myCoop**

 Social Analytics
for my: products

Tweets for #stevia

Top | Latest | Accounts | Photos | Videos | More options ▾

 **Pink Girl Notes** (@PinkGirlNotes · Mar 9)
Dessert? I'll leave two!
Guilt free pleasures today thanks to sweetstevia 🍫🍌🍩🍪
Astevia... [instagram.com/p/9Cu5XBViKrnDf](#)

 **Martha Vlastos** (@mavlastos · Jun 8)
Best chocolate ever 🍫❤️👍👍👍 #chocolate #best #mama! #green #red
Astevia //glutenfree //healthy... [instagram.com/p/BASrZKBRmcXf](#)

 **katerina manta** (@katerinamanta · 31 Jul 2014)
The #sweetstowel found the perfect place to be!!!! Thank u #sweetstowel
Astevia //instasummer... [instagram.com/p/HnGLOOC5A/](#)

 **Makis Papadopoulos** follows
Κορλιττο (@korlita71com · Aug 20)
A greencola Astevia //greencocola manufactured in Greece @ Παπαλία ΧρΑκΚλαγ [instagram.com/p/HJWQaoDXgF/](#)

 **Limperopoulos Petros** (@korlita71 · Jan 21)
Εξαιρετικη υπαλλησια κ υπηρεσια που βοηθησε την παρα παραπολη

Demographics

Gender

33%	67%
Male	Female

Generation

10%	59%	23%	
Gen-Z	Millennial	Gen-X	BabyBoomer

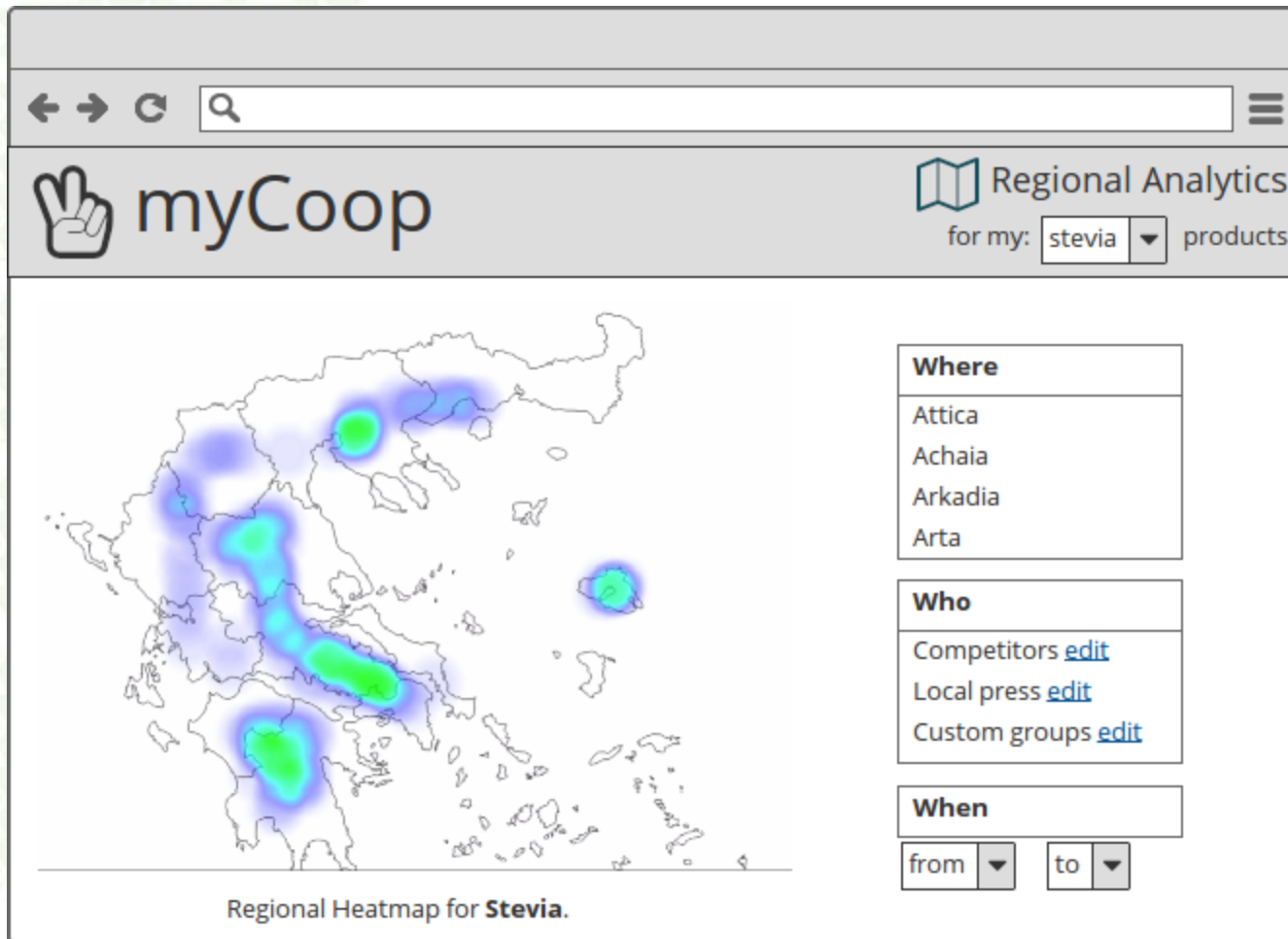
Ethnicity

63%	12%	22%		
White	Black	Asian	Hispanic	Other

Based on Sample, US, Census and GlobalWebIndex data.

Filter by sentiment:

Social Analytics



Regional Analytics

What is so special about our solution?

Our 'magic' (originality):

- Connection to large agricultural research database (e.g. AGRIS with ~8M resources)
- Provide information for every possible agricultural product in Greece

Unfair advantage over our competition:

- Per-product real-time analysis
- Application that shows market and regional trends
- Understanding the consumers buying behaviours

Our revenue model & market

Our revenue

- Application will be provided based on the SaaS model
- Pricing per product

Market segment and size

- Total market segment: 133 agricultural cooperatives in Greece.
- Target segment : Region Thessaly(25) , Creta(23), Attica(15)

(Source: <http://www.minagric.gr/index.php/el/for-farmer-2/agrotourism/agricultural-association>)