

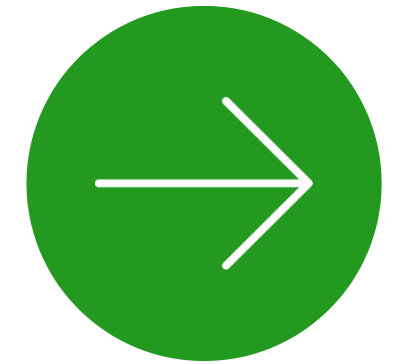


GREEN



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ENTREPRENEURSHIP IDEAS



 **aspaym**
castilla y león



 UNIVERSIDAD
AMERICANA

 **salesianos**
VILLAMURIEL DE CERRATO



Eco Harvests

INTRODUCTION

Eco Cosechas is a digital platform that connects urban consumers to local organic agricultural producers, facilitating access to fresh, seasonal food while supporting small and medium-sized farmers.

PROBLEM

Limited access to fresh organic food, seasonal organic food and the lack of direct connection between local agricultural producers and urban consumers are common challenges facing people today.

SOLUTION

Eco Cosechas allows farmers to offer their products directly to interested consumers, promoting healthy food consumption and supporting local producers in a simple and transparent way.

ENTREPRENEURSHIP

'Eco Cosechas' was born out of the need to provide a practical and accessible solution to connect urban consumers with local organic agricultural producers through a digital platform.



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HOW DOES ENTREPRENEURSHIP ARISE?

1

WHAT PROBLEMS AROSE?

Currently, peasant producers face many challenges in being able to sell their products directly to consumers, due to the lack of effective marketing channels and competition from large agribusinesses.

WHY DID WE CHOOSE TO WORK ON A PLATFORM?

By directly connecting urban consumers with local agricultural producers, through the platform we can facilitate access to fresh, seasonal food, while supporting producers.

2



3

WHAT SOLUTIONS DO WE VALUE?

The platform aims to be a virtual space where product transparency is encouraged, providing a convenient and reliable shopping experience for consumers and producers.

WHY DID WE CHOOSE THIS SOLUTION?

Because it comprehensively addresses current challenges by facilitating access to fresh organic food, supporting local producers, promoting sustainability and encouraging healthy lifestyles.

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TOOLS USED

Brainstorming, PPT and Canva presentations, summaries.



TIME SPENT

Virtual meetings via Google Meets with teachers and classmates, as well as face-to-face meetings.



CHALLENGES OR OBSTACLES

To find the problems with this business idea and how it can help the community in a social, green and digital way.



ACHIEVEMENTS

We were able to gain more knowledge on how to create a website with AI.

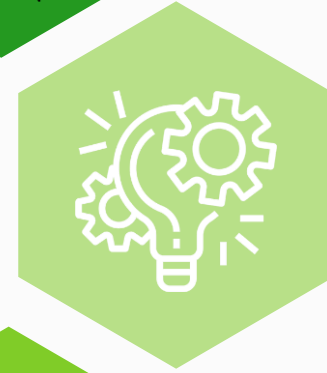
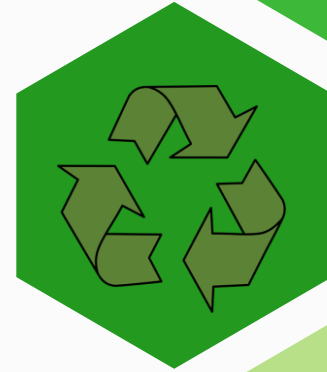




ENTREPRENEURSHIP

DESCRIPTION:

Eco Cosechas is a digital platform that connects urban consumers with local organic agricultural producers. Its mission is to facilitate access to fresh, seasonal organic food, which is healthy and sustainable. It and



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OBJECTIVE

Promote the consumption of organic food through an accessible platform for small and medium-sized producers.

SOCIAL IMPACT

By facilitating access to organic food and supporting local producers, 'Ecocosechas' will contribute to improving the quality of life of communities, promoting healthy eating and fostering economic development.

ENVIRONMENTAL IMPACT

By promoting organic agriculture 'Eco Cosechas' will have a positive impact on the preservation of the environment and the promotion of sustainable agricultural practices.

TECHNOLOGY

'Eco Cosechas' will take advantage of the most advanced digital technologies, having a web platform, to provide an intuitive and accessible user experience.

SUSTAINABILITY

'Eco Cosechas' will strive to minimise environmental impact, promote environmentally friendly practices and foster a circular economy in the food supply chain.



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THE TEAM

Our team is made up of 6 passionate and committed team members who are committed to promoting a healthy and sustainable lifestyle and have extensive experience in marketing, administration and finance.

- Dean Katherin Arrua
- Professor Eduardo Becker
- Marketing assistant: Yamil Chajud
- Marketing manager: Veronica Acosta
- Finance area: Isabella Núñez
- Project manager: Abigail Riveros



CONCLUSIONS

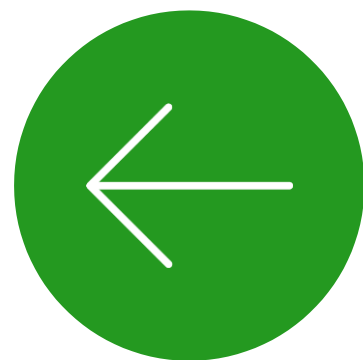
- By leveraging digital technologies and promoting sustainable practices, 'Eco Cosechas' has the potential to generate a positive impact on society and the environment.
- As entrepreneurs, we will be committed to creating a fairer, more transparent and environmentally friendly food system, and we hope that 'Eco Cosechas' will become a reference on this path towards a more sustainable future.



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Eco Cosechas
"Acercando el campo a tu hogar"



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