We are CalgTech

• A Technovation Team

• Based in the University of Calgary
Benefits of Eating Local

- Supporting Our Local Economy
- Reducing Environmental Impact
- Fresher, healthier
Making Buying Local More Convenient

Would You Buy and Eat Food That is Locally Produced?

- Yes: 52%
- No: 47%
- Maybe, if convenient: 1%
Target Market

• Local Producers

• Consumers
  • Established local food buyers
  • Occasional local food buyers
  • Interested in buying local
Would You Download and Use an App that Promotes Local Food?

- Yes, regardless of price: 44%
- Yes, for a small amount of money only: 30%
- Yes, only for free: 13%
- Maybe, depends on the reviews: 10%
- No: 3%

Do You Know of Others Who Would Also Use This App?

- Yes: 46%
- No: 44%
- Maybe, if the app is good: 10%
Crop2Community

- Centralized and accessible database to help consumers find local food in Calgary

- Local producers can use Crop2Community to market their business to a guaranteed market
Features

- List of Markets
- Search By Food
- Create a Shopping List
- Promotions
Additional Features

- In season clock
- Twitter
- Expanded local food venues
- Improved map features
Marketing

Website and Social Media Use

Education

Inbound Marketing

Client
Looking Ahead

• With financial support, we hope:
  • To purchase a cloud space
  • To hire administrative staff
  • To hire 2-3 programmers
Our mission is to support local economic growth in Calgary by providing an easy-to-use product, which enables local food producers and consumers to conveniently connect.
Questions?