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

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
• 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

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

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