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
- 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

RECOMMENDED TIMEFRAME

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