

# COMPLAT business case

## S3P Traceability and Big Data in the agrifood value chain

Pilot Action for Interregional Innovation Investments

*Peer-review*

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# A communication and traceability platform for the agrifood value chain

## The business model

**Key revenue streams** (annual fees) will come from **3 main customers**: producers, distributors/retailers, consumers.

**Freemium subscription model** offering a set of services linked to QR/NFC codes labelling the agrifood products, and linking to a self-managed platform.

## Investment project scope: € 3.5 million

-Private partners will provide 30% of the total Budget (50% in-kind: 50% private capital)\*

-Investors and European or regional funds should cover the remaining gap (70%).

# Challenges to finalise the business plan:

Partners' agreements

Regulatory (GDPR) | Interoperability of data

Property rights and freedom to operate

Business modelling/planning and financial advisory support

## How are they been adressed?

TAF assistance: 23 legal and financial expert support.

( Kick-off meeting already held)

DG REGIO expert support

TRACK support

Kick-food EIT: being explored