

High Potential Initiatives Profiles

1 Accelerator

Finish



2 Project and Organization

Naaber
Bo Technologies OÜ

2.1 Country

Estonia

2.2 Project Abstract

Naaber is a food industry smart supply chain solution for farmers, producers, manufacturers, warehouses and transportation carriers. Consumers and institutional buyers enjoy access to an online grocery marketplace for local and (mostly) organic produce, with fair prices and local pick-up and delivery options. SMEs enjoy a Software as a Service (SaaS) based logistics and business management platform (including logistics, manufacturing, warehousing and bookkeeping functionality). Business partners can exchange stock and route information, and use one another's warehousing and transportation infrastructure. Farmers and producers enjoy access to larger local markets, higher margins and simple, flexible logistical options on demand.

2.3 Sector

Agriculture, Forestry and Fishing, Business Services, Wholesale and Retail Trade

2.4 Target Market

B2B, B2C

2.5 Business Model

Freemium model; Transactions/Intermediation model

Consumers and business users (catering facilities) use Naaber Market to browse, search and make purchase locally produced groceries. In addition to regular grocery shopping, Naaber Market users can support public and private groups to support long term arrangements with local farmers and producers. This facilitates the customers to receive considerable price benefits, while farmers and producers get assurance and liquidity. For example, these groups could be restaurants in close physical proximity or large apartment buildings. Deliveries are made to a variety of pick-up locations, right to the door or to Naaber e-Grocery vending machine.



Naaber FIWARE Short Profile

April 2016

Once orders are placed in the Naaber Market, the supply chain participants use Naaber App to fulfill those orders and deliveries. Naaber App enables farmers to share their delivery routes with one another (as a service), to make supply chains more efficient. Larger carrier and warehousing companies are added to supply chains when quantities exceed farmer’s logistics capacities and they are no longer best option. When organizing logistics of ordered products, farmers can choose between different combination of transportation options. The Naaber algorithms match perishable food requirements, carrier terms and conditions, truck specifications, warehousing (as a service) options and provides the cheapest possible route or fastest. They use already existing deliveries routes and route information given by the carrier, to fill up unused trailer space and make supply chains as efficient as possible. Paperwork (invoices, orders, bill of delivery) that is usually required in the supply chains are undertaken automatically. At the end farmer will see a supply chain (simple or complex) and end price. He will then book the necessary services with a single click.

Naaber (both Market and App) users will also enjoy benefits of Naaber e-Grocery vending machine. It is a smart Internet of Things device, which is meant to dispatch or pick-up food deliveries. This device has compartments that can hold and handle food items that require freezing, cold or room temperature. The device itself is plug-and-play. Locking mechanism and temperatures are monitored and controlled using cloud solutions. This is an addition to Naaber's smart supply chains.

Primary revenue streams are based on a transaction fee model: up to 5% for services sold through the Naaber App; and up to 10% for consumer or institutional buyers using the online marketplace. Secondary revenue streams include advertising, subscriptions and listing fees.

Naaber's approach to acquiring customers are primarily through umbrella organizations, who are uniting certain groups of people or businesses (i.e., local farmers, carriers, consumer communities, HORECA). Since quality food, efficient logistics and rural living is in all of those groups common interest, Naaber mostly talks to them as partners. In addition Naaber uses a B2B direct sales and advertising. To capture consumer interest Naaber attends and organize different events. Traditional internet channels are also used (social media, newsletter, banners, ads, referrals). Naaber provides marketing support to our pick-up locations to acquire more local community members.

Over 200 users and 100 farmers are currently using the Naaber Market (Beta) and App in Estonia.

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| SMART CITY SOLUTION | YES |
| CLOUD SOLUTION | YES |
| SOCIAL MEDIA SOLUTION | YES |
| MOBILE SOLUTION | YES |
| BIG DATA/ANALYTICS SOLUTION | YES |
| IOT | YES |

2.6 Website

<https://naaber.market/>