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COMPANY &  
BUSINESS  
MODEL

markta GmbH, founded in 2017 as Austria's first **virtual farmer's marketplace and online platform for regional food**. Based on the idea of 'from farm to fork', we connect consumers with regional food producers directly.

Launch of MVP <https://markta.at> – March 2018:

- ✓ Prototype funded by Vienna Business Agency, FFG + AWS
- ✓ Crowdfunding via wemakeit in Nov 2018 – total: € 48.737,-

Out of 160.000 Austrian farmers, **40.000 sell their products directly** at farm gates, local markets or very few individual online shops. Access to supermarkets is limited and unattractive, as **3 chains dominate 86% of Austrian food retail** and take up to 90% of the margin. (Market value 21b/year) Local/rural producers need better solutions for **sales & marketing, logistics & packaging, digitalization & consumer analysis** to sell their products directly to urban customers.

Urban consumers are not only growing themselves (+60% wanting more regional products), but they have different needs to satisfy their demands apart from conventional grocery shopping – more **convenient solutions** to meet **flexible/longer working hours**, burden of **household management** during the week vs. **cooking as leisure time** on weekends, **higher standards** for product quality, production transparently and guaranteed origins combined with personal **health claims**.

**Proof of concept:**

- ✓ SUPPLY-SIDE: **+330 Producers** on-boarded, no bounces (**weekly growth 5%**) **+3.000 SKU**
- ✓ DEMAND-SIDE: **+1.000 online Customers** (weekly growth 15%), **+25.000** newsletter subscribers + social media | Revenues pre-sales / product tests for 2018 – total: € 53.420,-
- ✓ **Awards:** 2x Winner Austrian Food Blog Award, WWF - Innovate4Nature Award, Klima Energie Fond - Smart City Award, Look! Women of the Year nominee – Sustainability

**Channels:** great customer base (2-sided) from our award-winning foodblog eingebrocktund-susgeloeffelt.com and content-driven social media marketing / showcase project “Masterplan zur Stärkung des ländlichen Raums” of Ministry for Agriculture / over 30 talks, panel discussions and TV appearances (ORF, Puls4, Forum Alpbach, AMA Forum Redbull Ring, etc.) / organization of 10 pop-up farmers markets in Vienna (up to 3.000 visitors) / influencer and testimonials promoting markta

Our **USP** is to focus on **state-of-the-art high-tech solutions** (block chain technology for incentives and tokens as well as transparency along the supply chain and artificial intelligence for data driven recommendations and data analysis), provide **urban fulfillment centers** to bundle the orders according to **modern consumer preferences** more cost efficient than centralized supermarkets and thereby **disrupt the food industry**, making decentralized and local food production **suitable for the mass** - we want to become number 1 marketplace for food!

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FOUNDERS &  
TEAM

**Founder: Theresa Imre** – more than 5 years business consultant, passionate and award-winning food blogger and panel speaker, Bachelor in International Business Administration and Cross Functional Management, Master in Socio-Ecologic Economics and Policy “Reinventing local food networks – how alternative structure can break into mainstream.”

**Co-Founder: Maurice Beurskens** – more than 12 years International Retail Experience in different commercial positions including Procurement, Operations and Business Development in both Europe and Asia. (Makro, Metro, Marley Spoon)

**Team:** 2 experienced software developers, 1 social media specialist, 1 gastronomy expert, 1 administration perfectionist, network of +60 creatives to build markta - Video-Producers, Photographers, Copy Writers, Graphic Designer and Influencer

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USP

- **MARKETPLACE:** Sector specific platform / driving efficiency gains

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- **PROCESSES:** Value chain optimisation / significant cost reduction through fulfillment center and Austrian Post AG partnership
  - **TECHNOLOGY:** Cutting edge digital solution, scalable to 90.000 orders per hour and 10m views / blockchain + AI
  - **CUSTOMER RELATIONSHIP:** Content driven marketing for sustainable products / referral systems – securing growth for both sides of the marketplace

Currently, **neither supermarkets or competitors** provide this unique mix and hybrid approach

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**PRODUCTS &  
REVENUE  
STREAMS**

- A – Marketplace:** Austria-wide shipment, directly from producer – **provision based**  
**B – Subscription boxes:** Roll out Vienna - weekly deliveries of groceries – **fixed margins**  
**C – Producer/Consumer profiles** with monthly fees - **freemium model**

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**NEXT STEPS &  
EXPANSION**

- ✓ **markta market study August 18, n=770 people, 80% wanting bundled weekly deliveries**  
For our roll out in Vienna 2019, we will set-up a **fulfillment center** to bundle the orders and deliver to B2B (gastronomy, offices) and B2C customers.
- HORIZONTALLY** – Expanding Customer Base B2B / Gastronomy, Tourism  
**VERTICALLY**– SaaS Integrating the entire food and logistic value-chain  
**GEOGRAPHICALLY** – Fulfillment roll out Vienna 2019, Salzburg 2020, Munich 2021

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**PROJECT  
PARTNERS &  
FUNDING**

- **ADA** – Austrian Development Agency – **Research Institute for Cryptoeconomics** – SDG and Blockchain – Programming a Sustainable World
- **BMNT** Bundesministerium für Nachhaltigkeit und Tourismus „Schaffung und Entwicklung von kurzen Versorgungsketten und lokalen Märkten sowie Absatzförderung“
- **Interreg Alpine Space Project** – Connect Mountains to Cities - alpine-space.eu
- **FFG AT:net** – Markteinführungsprojekt für digitale Anwendungen und Produkte (IKT)