



Sustainable Precision Agriculture  
Research and Knowledge for Learning  
how to be an agri-Entrepreneur

GREECE

HIPPOCRATES FARM

BUSINESS MODEL CANVAS  
in the field of SUSTAINABLE  
PRECISION AGRICULTURE

STUDY CASES COLLECTION



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## INFO COMPANY

### HIPPOCRATES FARM

**Address:** Central Greece [Patras Industrial Area, 25200, Patras, Greece]

**Founding date:** 2010-2011

**Extension:** Remote sensing

**Crops:** FRUITS / Sea buckthorn

**Number of employees:** 2 (seasonal 15)

#### Contact

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**Social:** <https://www.facebook.com/HippocratesFarmGreece/>

**Date of the interview:** 29.11.2018

**Name of the interviewed person (specifying his/her role in the company):** Konstantinos Panagiotou (farmer/owner)

**Name of the interviewer:** Maria Partalidou [assistant: Dimitra Lazaridou]

## INFO PA introduced

### **What kind of PA innovation was introduced in the company?**

PA irrigation System using sensors. Data from sensors are transmitted via Wi-Fi in real-time to a mobile phone based on IOS/Android. In the light of obtained data, the seasonal precision irrigation system was created depending on the amount of water required by the plants at each stage of their growth stage. The required energy of the system was provided by solar energy.

**When?** 2010-2011

### **Why? What was the motivation/problem to solve?**

The motivation was to introduce new cultivation methods and innovative processes that can upgrade the quality and nutritional characteristics of our beneficial crops, through intensive R&D. Another major driver was the promotion of cultural food heritage, promotion of healthy living and healthy entrepreneurship. Two problems that PA is trying to solve are the need to take care of assets and especially water and of course have a quality higher crop yield.

### **How did you learn about these new technological solutions?**

From other farmers outside Greece (networks of peers) that have already adopted PA.

### **Have you been supported / assisted / trained by someone?for the PA?**

We were assisted by the project KATANA in terms of facilitating in th production of our first functional food via PA. Other partners such as :

- University Aristotle of Thessaloniki
- Hellenic Agricultural Organization – DEMETER,
- Agroapps
- Institute of BioSense



## BMC - report

## Value Proposition

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

*The fruit is an absolute power house of nutrients*

- absolutely naturally/ organic farming
- functional food products
- the production is a trusted source of high quality food
- less water usage than traditional agriculture
- waste reduction
- positive environmental impact
- loyalty with customers

## Customer Segments

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Customers with a healthier approach in life
- Potential customers that need to build awareness on functional food
- Impulsive customers
- Protection of the environment enthusiasts
- Field sales agent (having an ID for your field, rises its value)

## Distribution Channels

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Retail: hotels, e-shop, duty free shops, gift shops, shops with superfoods
- Wholesale

### Customer Relationship

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure			Revenue Streams	

- Customer analytics for customized products
- Super food community development
- Social media

### Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure			Revenue Streams	

- Cash
- Price list
- Asset sale

### Key Activities

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Sales
- Logistics
- Distribution
- Processing
- Marketing
- R&D in functional food



### Key Resources

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Researchers
- Agri-experts
- Field – farm labour
- Machinery

### Key Partners

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		

- Research Institutes
- Ministry of Agriculture
- Agri-Tech companies
- IT companies

### Cost Structure

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue Streams		





## IMPACT ANALYSIS

