

Future Food Challenge Summer 2020

FARM URBAN
**FUTURE
FOOD
CHALLENGE**

FOOD FOR THE FUTURE

Farm Urban's 3 week summer challenge

Develop a social business idea to bring hydroponic food growing into your local area

When 20th July – 10th August (3 weeks)
Deadline for entry: Wednesday 15th July

Who Year 9 & 10 students in Liverpool City Region
Enter the solo or team (3 people) category

What Understanding hydroponics, design thinking, branding, market research, prototyping
Insight into how to create a business with social and environmental impact

How to take part

1. Register for access to our online platform (for individuals and teams of three):

www.farmurban.co.uk/futurefoodsummer20

2. Complete the 8 challenge sessions (ask Farm Urban questions with weekly video calls)

3. Take part just for fun or submit your competition entry to Farm Urban

4. Six finalists (3 solo, 3 teams) will be invited to spend a day at Farm Urban HQ:

- Take a tour of Liverpool's first underground vertical farm
- Build a large-scale version of your prototype with the Farm Urban team
- Present your business idea to our panel of experts, who will choose the most exciting idea as the overall winner.

Limited places available – register now or email for more info

futurefood@farmurban.co.uk



Overview of Sessions



Session	Activities	Outcomes
1	Start with Why Fixing the Broken Food System: introduction to the Challenge	Your business vision and mission
2	All about Hydroponics The science and systems behind hydroponic food growing	60 second summary of hydroponic
3	Design Thinking 1: What's the brief? Learn about the design process and create a design brief	Design brief
4	Who is your customer? Create a customer profile Find out what your customer wants	Customer profile Market research survey
5	Design Thinking 2: The design concept Define your business solution and aquaponics product Create a design concept (a drawing of your idea)	Design concept
6	One page business plan & brand Capture all the key information to convince people that you have an idea that will work Create a brand and logo that tell people who you are	One page business plan Logo
7	Technical Design Take your design concept from an idea to something you can build	Technical drawing
8	Prototyping Build your small scale prototype using our rapid prototyping kits	Prototype system

Extra Sessions
<p>Skill up Delve deeper into understanding how the tasks you're working on enabling you to develop lots of skills - having this insight and being able to explain it to others is a very powerful tool.</p>
<p>Move your body At Farm Urban we don't like to get stuck at the computer for too long and lose our creative capacity. So we thought we'd share some of our favourite quick fix activities, to get your body moving and the blood flowing to give your brain a boost.</p>
<p>Brain food Of course we love our food at Farm Urban. We'll share our tips for some tasty treats using our powerhousegreens to help your body and brain run at peak performance throughout the challenge.</p>
<p>Making an impact Farm Urban serve up some insight and inspiration into creating a business that has positive social and environmental impact.</p>