



H0

2022

H1

2023

H2

2025

H3

2028

Vision goals

BSF expansion and consolidation through an informative platform for farmers.

Increase and maintain farmers involvement through online support for farmers, tutorials and testimonials.

Create farmer engagement and participation to increase social sustainability through iteration and feedback sessions.

Intervention areas

BSF local management

Platform creation

Cooperatives involvement

Farmers involvement

Content creation

Marketing

Agronomists

Design iteration and evaluation

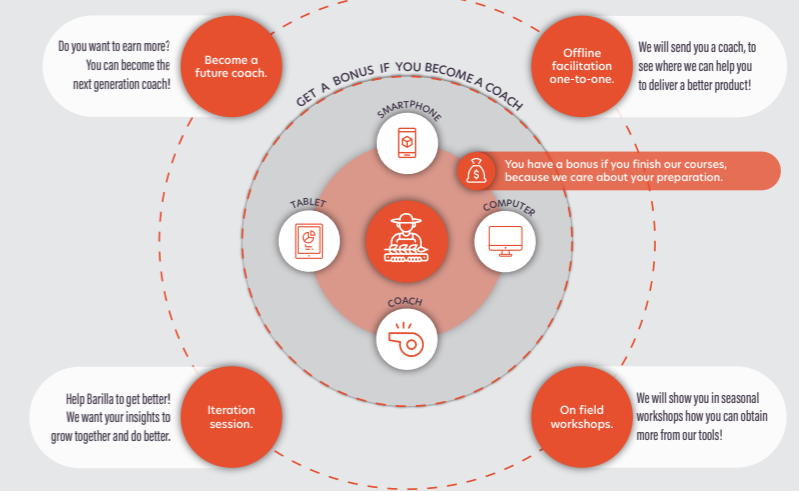
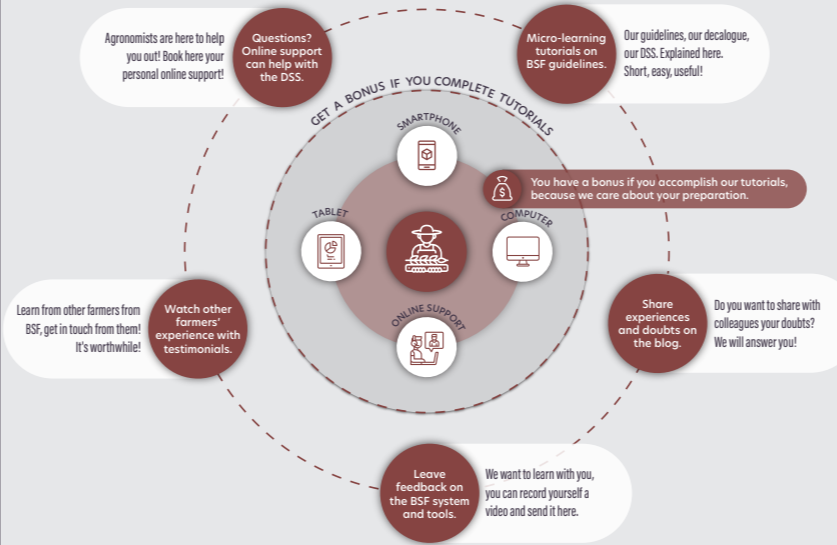
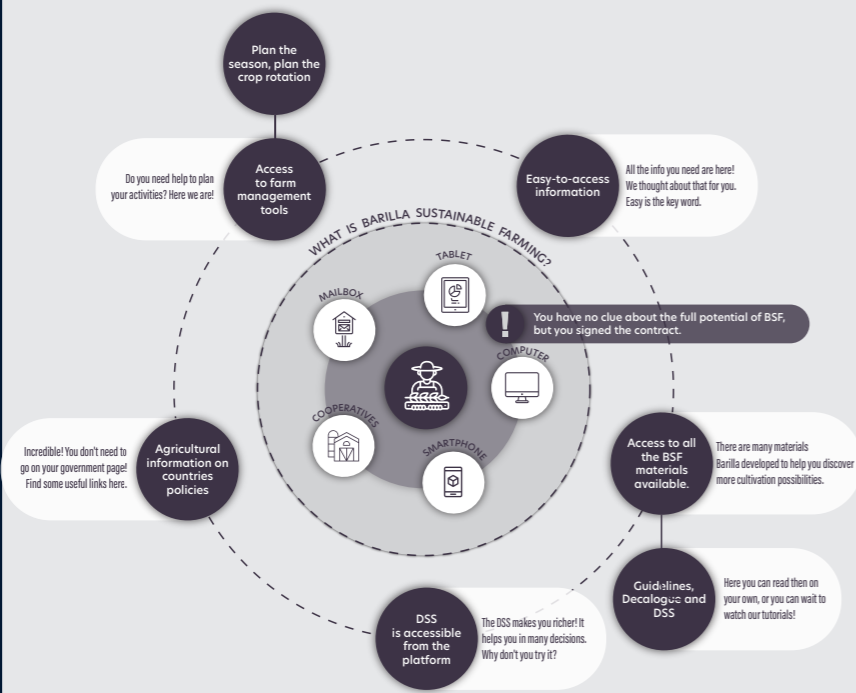
Involve new academic areas

On field facilitation

Coaching preparation

Iteration with farmers

Product-service development



Participation path

ENABLE

Easy to access information independently from cooperatives' willingness.

ENHANCE

Enhance the way we communicate information to farmers.

ENGAGE

Engage farmers in feeling part of the BSF community.

EMPOWER

Empower farmers on the important role they play on the value chain.

User values

OVERVIEW CONNECT EASY INFORMATION TRUST

INSIGHT INFLUENCE CURIOSITY REALIZATION

SENSE OF BELONGING ACCOMPLISH SELF CONFIDENCE PROACTIVE

Value proposition

BSF platform is the most convenient way to learn how to earn more, save more and preserve the future of your farm. Easy, accessible and free, it allows you to understand what unique opportunities you can get out of it!

Discover with tutorials our farm management tools: support your decisions, apply more sustainable practices and plan your crops! You will also have free support, to always clarify your doubts.

Easy and convenient coaching sessions to practice and learn by doing. Earn extra bonus by completing our courses. Understand, learn and apply to really master your opportunities.

