

Marketplace App

Online Application to Buy and Sell Food Produce, Promoting Small Business and Local Economies

Description

The Marketplace App is a smartphone app that connects local food sellers with local food buyers. The app can be developed as a standalone application, though the primary intention is to work in conjunction with the Hydroponic Tower and the Bio-Energy Reader (see related documents). The app will allow decentralized, local distribution of high-quality food by connecting buyers and sellers similar to the way Uber facilitates rides by connecting drivers and passengers.

Intended Use & Purpose

The Marketplace App's primary intended use is to support small business owners. From the perspective of the grower, food produce can be made available within the local area. The app connects buyers and sellers, allowing growers to sell locally grown organic vegetables. This encourages local food production and economies, reducing transport time related issues.

From the perspective of the buyer, they shop for produce online. The bio-energy readouts and harvest timestamp is part of every sale (see "Bio-Energy Reader"). Delivery/pick-up can be managed on a case-by-case basis. This would be particularly attractive in dense urban areas.

Dunedain hopes to make indoor farming a real possibility for anyone interested. The farm-to-table time is reduced. Shipping time, expenses and pollution are reduced. Healthy food is accessible on a regular basis, and the coordination of distributing this food is handled by the Marketplace App.

Status

The Marketplace app is in the software design phase. Software design can experience "scope creep" very easily - quickly exceeding initial projections. This prototype will include only the basic features. Sellers have the ability to make produce available within a specific geographical area. Updates would include harvest dates and bio-energy readouts - prices adjusted accordingly.

Sellers purchase available items through the app; items immediately become unavailable. Pick-up/delivery mechanism is decided between buyer and seller, case by case. Any additional features would apply to subsequent versions of the software.

Budget, Resources, Timeline

This project is limited to a working prototype. The Marketplace app could have dependencies on Dunedain's Hydroponic Tower and Bio-Energy Reader.

Project	Scope	Resources	Estimate	Duration
Marketplace App	Working prototype: Basic buy/sell of produce. Use existing commerce software - PayPal, Venmo, etc. Similar to Uber software features.	Dunedain Software engineers	\$250,000	4 months