Where to go
What to buy
What to do

Team #10

YeolMae

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Solution

- **Application using gamification**

  → virtual reality

- **Tree from farmers**

Teach ‘planting information’

Pa

far

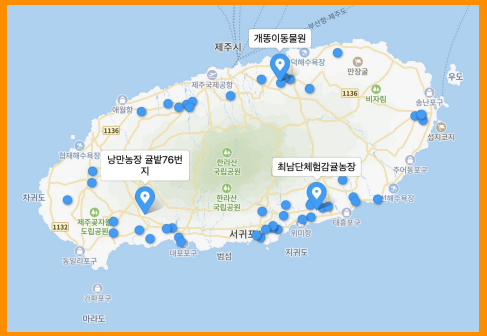
Ca

7/12
Current Item:
- Shovel x 1
- Fertilizer
Next To-do:
7/14: Water plants
Price: owners (farmers can set)
Type: 10 years tangerine tree
Renting Years: Customer can decide
→ minimum : 1yr
● 2021-22
○ 2022-23
○ 2023-24
Equipment Subscription: O X

Market Size & Potential

2-300 People visits Jeju farms for orange picking

1,430,000 m^2 of urban farming areas in Seoul



Value Added

1. **Fresh** — The experience of growing plants-watering, using fertilizers, pruning, picking Oranges-is new for people.

2. **Fun** — The gamified application makes the stage of 'learning' more enjoyable, and it includes physical activities.

3. **Easy** — Made the purchase of farming opportunity and items easier, and giving step-by-step farming instruction to the user.

Target Users

Jeju residents

- Interested in planting
- Fun activity with children
- Fresh, High quality fruits

Marketing

Fliers / Poster

Partnership

Social media marketing

Cost & Revenue

COST

- R&D / Application development
- Application maintenance cost
- Marketing cost
- Employee (HR) wage

REVENUE

- Matching commission
- In-app Advertisement

Why us?

Jeju Residents

‘Makes sense’ to start business about Jeju tangerine

Teenagers

use and understand what social media and gamification are

Technician

can make familiar and comfortable skills that customer can use

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