

High Potential Initiatives Profiles

1 Accelerator

Finish



2 Project and Organization

Purveyance Limited



2.1 Country

Ireland

2.2 Project Abstract

Purveyance is attempting to radically reduce wastage in the fresh produce industry by implementing a quality track and trace management platform for packers, exporters, logistic providers and retailers. The platform provides real-time digitised solutions that support traceability, compliance and product quality throughout the supply chain, with tools to facilitate additional information from relevant stakeholders at each stage in the supply chain. Its goal is to reduce waste by more than 40% in the supply chain by using our technology to access accurate, relevant and transparent data for real-time analysis, intervention and forecasting.

Purveyance believes that its technology enables fresh produce stakeholders to easily and effectively manage quality in a simple way, delivering better supply chain performance, reducing waste, increasing revenue and building greater confidence in the industry.

Its international executive team has over 80 years of farm, technology and business experience. They understand the challenges of the industry, and as a result of securing a number of grants are getting closer to addressing these challenges by offering customers our best-in-class technology.

Purveyance believes in 'collaboration over competition' and 'community before company'.

2.3 Sector

The Purveyance platform is dedicated to the Agriculture industry.

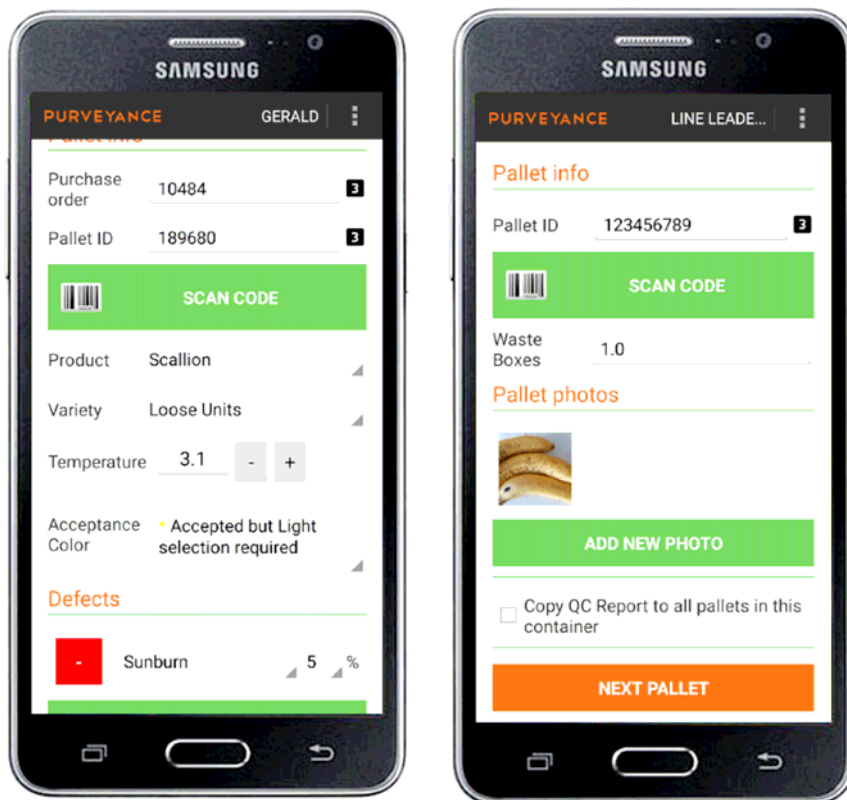
2.4 Target Market

The initial target is to reduce waste in the fresh produce supply chain which is either grown in the EU market or designated for the EU market.

2.5 Business Model

Subscription model

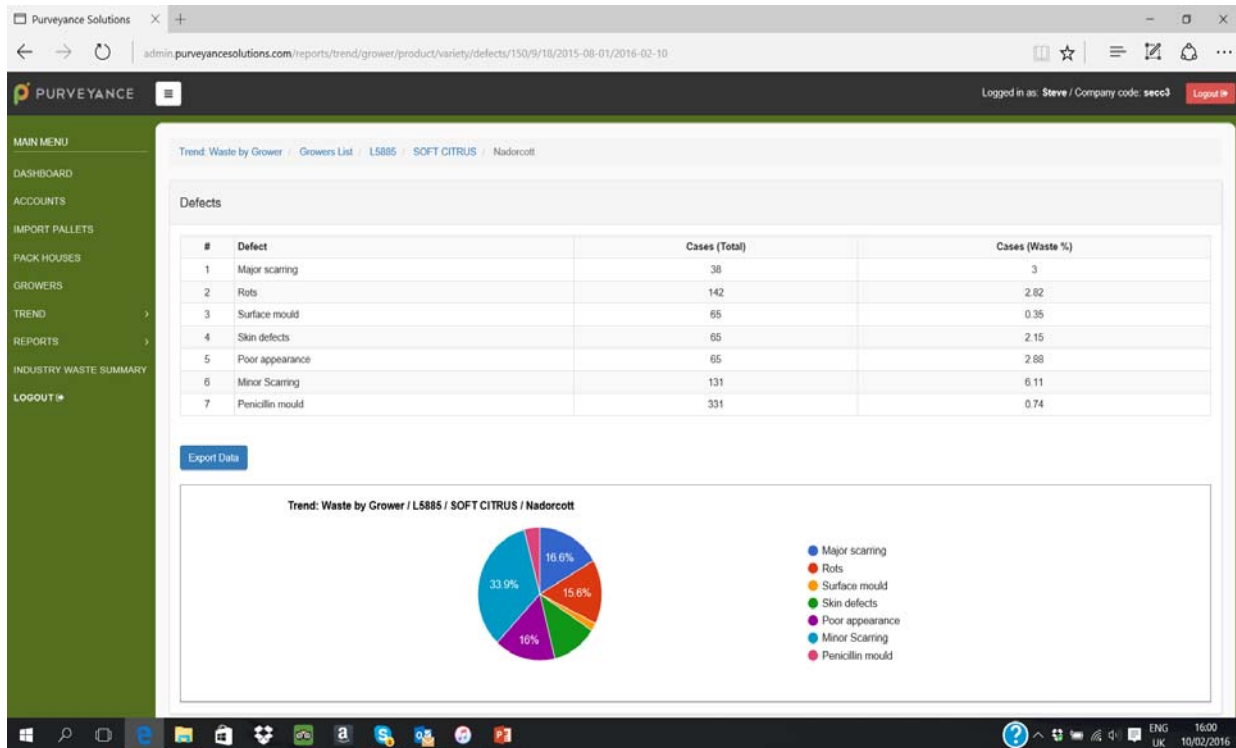
The Purveyance platform provides mobile device applications (i.e. phone, tablet etc) to support data collection (e.g. packing, logistics, produce status on delivery), as well as a desktop web interface that enables analysis of large and often complex data sets. By providing accurate data in real time, our clients can manage their supply chain efficiently, thereby materially increasing quality performance and compliance requirements. Below are examples of the Quality check and waste data collection applications:



The functionality allows the pack-houses and exporters to quickly identify specific defects in their sample inspections, to enter data, take photos and capture a record of the produce at any point in the supply chain. Aggregated data of the various movements through the supply chain allows us to develop a product profile and risk assessment.

This quality data is then presented in easy to use formats that detail the exact cause of the quality issues to enable the farmers and pack-houses to make real time changes to reduce waste and minimise risk.

Below is a working example of screen shots for the waste report by specific variety:



The system also provides the proactive quality forecasting through a bespoke forecasting system linked directly to the growing area. This allows the supply chain stakeholders to more effectively manage their stock rotation even when product is en route to the markets.

The Purveyance platform also provides access directly to third party assessors where claims management and supplier relations can be better managed for more secure business relations. Purveyance also allows the aggregation of third party information like temperature data, which further supports the stakeholders in the management of claims by keeping all the due diligence requirements for the claims in one complete presentable reporting pack.

Purveyance's revenue model is based on an annual subscription fee, largely dependent on the size of the supply chain partners and their throughput of fresh produce.

Given its founder's long association in the industry, particularly working in pack-houses and exporter operations, Purveyance are acquiring clients through well established relationships. This has been successful to date, and they expect to continue to leverage industry contacts in the next 12-18 months. Over time, Purveyance expects recognition of the savings delivered to farmers and supply chain participants will lead to further significant referrals. As well as targeting the fresh produce industry Purveyance is also cognisant of the need to engage targeted clients, with selection criteria being based on the products, location and grower base. In the longer term, Purveyance will build brand recognition and reputation via strategic social media marketing.

Two customers are currently trialing the Purveyance platform. They are close to signing their first customer, who has expressed commitment for a two-year contract.



SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	NO

2.6 Website

www.purveyancesolutions.com