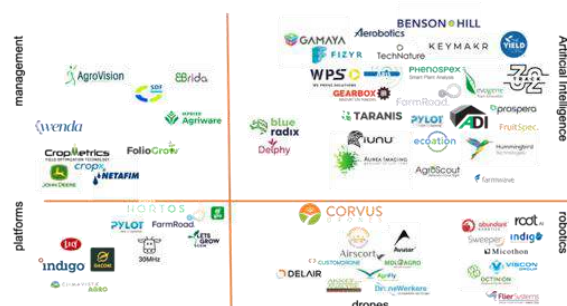


BE HONEST NEWCOMERS ARE THE REAL INNOVATORS

WILL YOU HELP US TO REALIZE THE HIGH TECH MATURITY MODEL?



Blue Radix and Corvus Drones are innovative start-ups and active in the high tech (greenhouse) horticulture. Worldwide, this industry is growing fast and is more and more dominated by large industrial groups of growers. The use of high tech solutions is necessary in order to manage the complex companies and to cope with the labour scarcity. Human experts, growers and skilled labour are hard to find. A strong need for further

automation is a logical and urgent effect. Data driven solutions, drones, robotics or even autonomous greenhouses are becoming accepted solutions.

OUR COMPANIES

Blue Radix adds artificial intelligence to the daily decisions and processes in the greenhouse. To enable growers to meet their daily challenge: Produce more food and flowers with less resources. Blue Radix makes autonomous greenhouse management reality.

www.blue-radix.com

Ronald Hoek: ronald.hoek@blue-radix.com

The dream of Corvus Drones is that our drones help to digitalize every individual plant in every greenhouse, all over the world. More and better information about crop growth supports more sustainable production.

www.corvusdrones.eu

Frans-Peter Dechering: frans-peter@corvusdrones.eu

THE CHALLENGE

Growers and investors are positive about this development but struggle with finding their way around in this world of innovations. Which solutions are mature? What is data driven and what is autonomy? How do these solutions interact with each other? How can I implement this in my operations? There is a need for a clear model in which these companies and solutions can be categorised, combined and compared. This model or overview does not exist as such and the enclosed figure is an example of a possible model. Finding and elaborating the right model is the topic of the internship or thesis research. This challenging assignment perfectly fits Bachelor students (4th year) or Master students (3rd year internship or 4th year thesis). Corvus Drones and Blue Radix are your client.



BE HONEST NEWCOMERS ARE THE REAL INNOVATORS

Research question

You will make the research question final. Herewith we give some suggestions. What are the key technology innovation domains? How can growers and investors get a clear overview of companies and solutions that are focused on reducing the need for human expertise and labour in greenhouse operations? What technology domains support yield and quality improvement of fresh produce? What are the innovation drivers and associated technological solutions?

Theoretical sub questions

- Which model or overview can be made or (re-)used to deliver the insights growers and investors need (what are the axes of the model)?
- Which characteristics and measurements can be used to categorised, combine and compare companies and solutions in an objective way (what are the data-points on each axis)?
- Which process or construct can be used to create optimal objectivity towards all parties involved?

Practical sub questions

- What are the demands and criteria of the companies to get involved in creating a model?
- What are the needs from investors and growers regarding the content and structure of the model?

WHAT CAN WE OFFER?

- Superb experience in two innovative companies with international impact on food production
- Support of both co-founders which have a solid marketing background
- Relaxed office facilities at the Roots Innovation Hub (Ede-Wageningen) of the Van Nelle Factory (Rotterdam)
- Maximum own initiative and space for personal development
- 32-40 weekly working hours and 300-500 euro financial compensation

WHAT IS YOUR BACKGROUND?

- Study in one of the following domains: commercial economy, business administration, technische bestuurskunde
- Bachelor 4th year (internship), Master 3rd year (internship) or Master 4th year (thesis)
- You are curious, collaborative and have a hands-on mentality
- Your availability is from February 2021