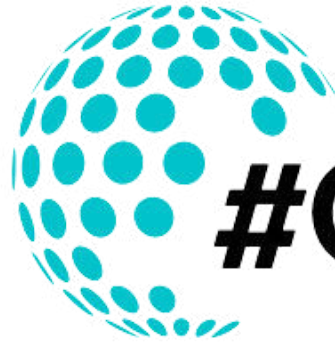




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## SeedLinks



### Virtual Interview with the CEO of SeedLinks

**Interviewer:** Thank you for joining us, Rallia. Could you tell us how you came up with the idea for SeedLinks?

**Rallia:** Certainly. The idea for SeedLinks originated during our initial meeting when we were brainstorming potential business ideas. Being situated in Serres, a city known for its vast plains, we decided to focus on agriculture. However, we were also aware of the negative impact traditional agriculture has on the environment, such as excessive water usage, pesticide waste, and susceptibility to climate change. Taking all of this into account, we saw an opportunity to specialize in vertical farming, a farming technology with significant environmental benefits.

**Interviewer:** Can you explain what SeedLinks is all about?

**Rallia:** SeedLinks is a company that manufactures and sells pillars used in vertical farming systems. Our target customers include households, restaurants, hotels, as well as greenhouse owners and manufacturers. We aim to bring vertical farming to a wider audience by enabling individuals to grow their own vegetables in their homes, ensuring the safety and healthiness of the produce. Additionally, we offer a range of modern pillar designs that cater to the retail market, allowing consumers to create aesthetically pleasing and nutritious gardens within their homes.

**Interviewer:** What would you say is the innovative aspect of your business?

**Rallia:** The innovative aspect of SeedLinks lies in the creation of a new market for vertical farming. By providing the opportunity for home consumers to grow their own vegetables and for restaurants to serve dishes with high nutritional value sourced from their own premises, we are promoting a new trend centered around health and aesthetics. Our pillars and farming technology make it possible for anyone to produce their own fresh and sustainable food, ultimately contributing to a healthier and more environmentally friendly approach to agriculture.

**Interviewer:** In three words, how would you describe your business plan or idea?

**Rallia:** Our business plan and idea can be described as innovative, realistic, and achievable.

**Interviewer:** Where have you presented your idea so far?

**Rallia:** Our journey started when we participated in an entrepreneurship competition organized by JA Greece. We presented our idea at an expo in Thessaloniki, where we received an award for our presentation and booth. Furthermore, we were among the top 10 businesses in Greece from that competition and had the opportunity to showcase our idea in Athens at a prestigious event.

**Interviewer:** What are your future plans for SeedLinks?

**Rallia:** Currently, since the competition has ended, we are focusing on further refining our idea. We plan to optimize our business plan and conduct tests with the assistance of universities to develop the final version of our product. Our ultimate goal is to have the finalized version of our idea by the end of the summer. However, considering our young age (14-15 years old), we understand that running a business at this point may not be feasible. Therefore, we may explore other opportunities next year while continuing to nurture our passion for entrepreneurship.

**Interviewer:** Thank you, Rallia, for sharing your insights and best of luck with SeedLinks.

**Rallia:** Thank you for having me. It was a pleasure to discuss SeedLinks with you.