

# ITQ GmbH – Industry Challenge

## Titel

## SMART GREEN BIO 2.0

### Motivation

In recent years, it has become increasingly clear that health and nutrition is playing an ever-greater role in the daily lives of many people. Never before have so many different diets been pursued as today, and food has been intensively studied. Not only the product itself, but also its origin as well as production is an important criterion in the product choice of consumers and must take more sustainability into account.

One approach to achieving this could be to make it possible to virtually experience product characteristics, particularly such as the origin, the harvesting process, and the lifetime of products in a wide variety of areas – be it in the vegetable aisle, at the weekly market, when eating in a restaurant, or at the farmer’s farm. For example, a QR-code on the respective product could also contribute to this. Another newly and High-Tec approach is to record the plant’s lifetime in a feasible SMART GREEN ITQ GARDEN.

### Challenge

- How could a concept look like?
- Who wants to check the origin of the food?
- When do customers want to check the origin of the food?
- How could a mobile SMART GREEN BIO app look like?

### Required Skills

- IoT
- Web Development
- UI/UX-Design
- Smart Farming
- Bio Food Consumption

- Smart Green Concepts & Technology
- Marketing
- AI
- Big Data

## **Tools**

- AR Glasses (Hololens)
- VR Glasses
- AR or VR via SmartPhone-App