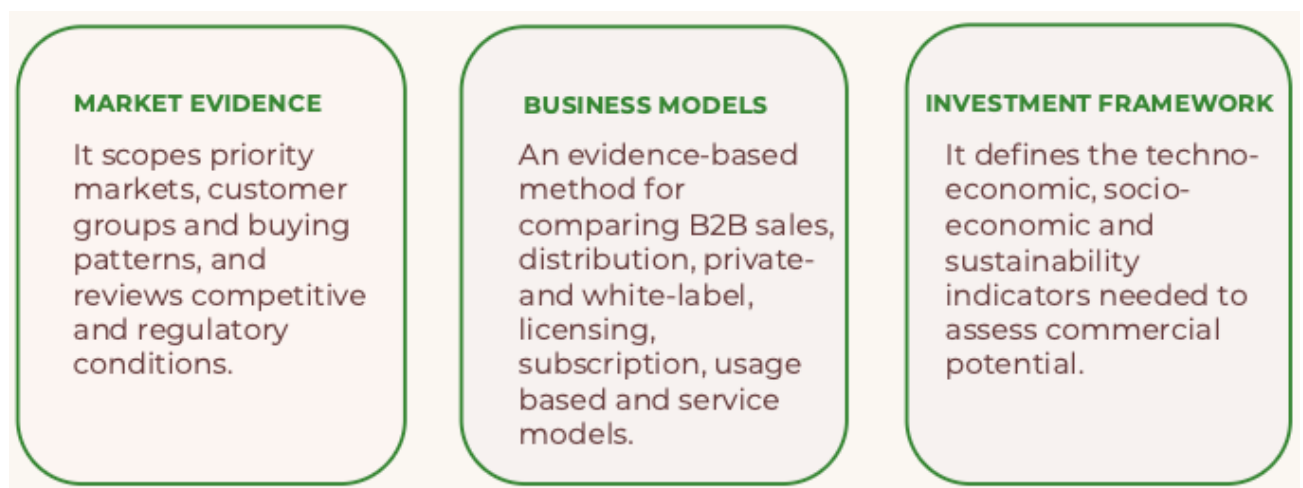


Outlook

OFELIA Project EU_ Newsletter #6

From info@ofeliahub.eu <info@ofeliahub.eu>**Date** Wed 9/9/2026 12:59 PM**To** info@ofeliahub.eu <info@ofeliahub.eu>**BUSINESS AND INVESTMENT PLAN (MARKET ANALYSIS)**

In this sixth newsletter, OFELIA presents its **Business and Investment Plan (Market Analysis)**. It provides the market evidence, business-model assessment and investment-planning framework for the FFMAP value chains, an analytical and decision-support framework designed for the use by the project's SMEs, Business Investment Case owners and future Open Call Beneficiaries.

WHAT THE PLAN DELIVERS

The framework also provides practical tools including TAM/SAM/SOM estimation, Value Proposition and Business Model Canvases, competitor benchmarking, regulatory assessment,

financial scenarios and market-entry planning.

PRIORITY MARKET AREAS & INDICATIVE BUSINESS MODELS

Three priority market areas: **medicinal & aromatic plants, functional foods, and farm-management software & data analytics**. Indicative business models:

- **Primary-production solutions** subscription or service contracts
- **Processing & quality-assurance tools** per-site licensing or equipment-plus-service
- **Traceability** SaaS with integration or transaction fees
- **Botanical ingredients & functional products** B2B, distribution or private-label
- **OFELIA Hub**

THE GREEK BIC – THE PROJECT'S DIGITAL BACKBONE

Implemented jointly by EXEO and Reframe.food, the Greek BIC is the horizontal digital integrator that brings together the project's four BICs.

EXEO leads the technical development and operation of the OFELIA Hub and the Impact Dashboard.



Reframe.food leads stakeholder engagement and regional implementation alignment.



OFELIA Hub

A one-stop-shop designed to aggregate and categorize digital solutions from the project and external sources with registration, analytics and search, and already serving as the project's online home.

IMPACT DASHBOARD

Aggregates real-time data from all BICs for monitoring and visualization, translating it into evidence on the project's environmental, social and economic impact.

Targets of the Greek BIC:

- 15 SMEs using the digital tools
- 100 registered dashboard users
- 3 integrated partner data feeds

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