



Mission Model Canvas

Project title:

Soil-Regenerating pellets
for Climate-Resilient agriculture

Created by:

Symactiv

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

Scientific Partners: FiBL (field trials, microbiome research), ZHAW (research collaboration).

Farmer Networks: 40+ Swiss farms (e.g., Jucker Farm, Ferme de chardonnerets- just as examples).

Additional Partners: Agroscope, Agridea, local suppliers (e.g. Kernser Edelpilze GmbH - Schweizer BIO-Pilze), OFAG (regulatory), discussions with local canton offices.

Activities 🛠️

What are the three main activities needed to create/realize your project?

Goal for the project (50k CHF):
Regenerate 30 more farms in Switzerland.

1. R&D & Formulation: Optimize pellet formulations (Microsequencing to check biodiversity increase)
2. Production & Scaling: Optimize production line; ensure circular economy compliance.
3. Farmer Engagement & Trials: Conduct field demos working to regenerate 30 farms.

Resources 🧰

Which three skills and resources are central to the implementation of your idea?

Skills:
Agronomy: field trials, soil health – expert knowledge.
Biotech/Microbiology: Microbiome research,
Business Scaling: Initial sales growth positive (40+ farms showing traction).

Project 🏠

How do you explain your project to a stranger in 1 minute?

Symactiv's innovative pellets turn waste into soil super nourishment, closing the loop for a circular economy. By restoring soil health, we boost yields by 15–30% and water retention by 20%, helping farmers grow more with less while cutting synthetic inputs. Proven on 40+ Swiss farms, our solution secures food production, combats climate stress as well as increases disease resistance.

Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

Farmer Collaboration: Co-design trials with farmers (e.g., vegetable farms) to ensure practicality.

Knowledge Sharing: Host workshops/meetings and attended farmer related markets to educate on soil health and regenerative practices.

Open Data: Share trial results (yield, water, CO₂ metrics) with the agricultural community to build trust.

Local Engagement: Partner with community-based soil regeneration projects and flagship farms like Jucker Farm.

Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

Digital: Website (symactiv.ch), LinkedIn, Instagram, YouTube (tutorials, farmer testimonials), Own newsletters.

Direct Sales: Field visits, agronomist networks,

Target Groups 👤

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Primary: Swiss farmers (conventional and organic) and agricultural cooperatives.

Secondary: Swiss Landscapers, and potentially wine growers, orchard owners and municipalities (sustainable public spaces).

Tertiary: EU farmers (future expansion), agri-tech investors, and climate-focused NGOs.

	Physical: Production unit and pelletizing line set-up in Kerns (linked to mushroom substrate supply) Intellectual: Trade secrets protecting our pellet formulation.		partnerships with cooperatives and markets. Events: Workshops and farm demonstrations, agricultural fairs and start up fairs (such as Swiss Start up Days (Bern 27/05) where we won second place). Media: Startupticker.ch, local press and liaison with local stores.	
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Budget 🪙

What costs do you expect to incur to realize your idea?
What are the costs?

With the aim of regenerating 30 more farms:

1. **R&D & Trials on the new farms: CHF 20K** (field tests, lab analysis, FiBL collaboration).
 2. **Production Infrastructure: CHF 15K** (part of the funds used towards improvement of pelletisation process and production of product)
 3. **Marketing & Outreach: CHF 5K** (farmer workshops/outreach/support).
 4. **Team Support: CHF 10K** (Production support and support/transport to 30 new farms)
- Total: CHF CHF 50K**

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

1) Farmers using this tailored pellet solution can sequester up to 2 tonnes of CO₂ per hectare annually. It also reduces water use by 20%, and cut synthetic fertilizer dependence by restoring soil microbiomes. We measure impact via:

- Yield data (15–30% increases).
- Soil tests (carbon content, microbiome diversity).
- Farmer surveys (water/chemical savings).
- CO₂ calculations (sequestration + avoided)

2) Short-term: Expand trials sites in Switzerland, improve production to meet rising demand.

Mid-term: Scale to EU markets (Germany, France, Italy) via farmer cooperatives and regulatory certifications.

Long-term: Develop additional products for all soil types (testing in different regions, expanding more globally such as to global south).