

Mission Model Canvas

Project title:

CropLoop

Created by:

ParaStruct

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Partners & Support 🤝

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

- Swiss Farmers and forestry operators supplying agricultural residue
- Pilot customers form the construction industry
- Our experienced Mentors
- Building material manufacturers

Activities 🔄

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

1. Analyzing Feedstock
2. Material Development
3. Piloting & Market Validation

Ressources 🛠️

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

1. Material Science Expertise
2. Knowledge of the Construction Industry
3. ParaStruct Material Platform

Project 🎁

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

CropLoop transforms agricultural residues into high-value building materials. Instead of remaining unused, plant-based side streams are converted into climate-positive products such as screeds, panels and blocks. This creates additional income opportunities for farmers, strengthens regional value chains and stores CO₂ in buildings for decades. Based on ParaStruct's material platform, CropLoop enables a wide range of scalable building applications.

Relationship, Community ❤️

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

- Co-development with farmers and feedstock suppliers
- Pilot projects with construction companies and real estate developers

Channels 📺

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

- Direct Partnerships with construction companies and farmers
- Trade fairs and industry events
- LinkedIn

Target Groups 👥

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

- Farmers and agricultural cooperatives
- Construction companies
- Real estate developers
- Building material manufacturers
- Architects

Budget 💰

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

We expect a project budget of 90000 CHF.

With costs consisting of feedstock sourcing, material development and optimization, Prototyping and sample production as well as pilot applications and project management.

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. We turn agricultural residues into climate-positive building materials that offer long term CO₂ storage. Our impact KPIs include tonnes of residue utilized and tonnes of CO₂ stored, number of projects realized and the amount of value creation for our partners.
2. We Increase the impact by using our material platform to create multiple products and can reproduce the concept nationwide through regional feedstock sources.

