

Mission Model Canvas

Project title:
FungiHub: the modular and replicable mushroom farm model for Switzerland

Created by:
 B. Gillon, J. Gillon, M. Strehle

Date:
 June 2026

Partners & Support 🤝

1. Academic: HEIA-FR (AI sensor automation — FungiCycle AI project)
2. Agricultural: Riz du Vully (circular raw material supply)
3. Grangeneuve (field development & agri-research)
4. Cluster Food & Nutrition (network & innovation)
5. Automation 3000 (Robotic automation & sensors)

Activities 🔄

1. Build & optimize the modular hub fruiting room (POC): design, construct, test, document within 12 months.
2. Test model in real-case scenario
3. Deploy satellite farm model: onboard partner farms, supply substrates, transfer know-how, ensure local production and sales.

Ressources 🏠

1. Technical know-how: modular fruiting room design, substrate production, cultivation protocols
2. Innovation & R&D: HEIA-FR partnership (FungiCycle AI) for sensor-based automation of growing parameters.
3. Network, market access, academic, agricultural and food cluster partnerships.

Project 📦

In Switzerland, gourmet mushrooms (lion's mane, shiitake, oyster mushrooms, etc.) are heavily imported and arrive degraded after days of transit. Independent farms are prohibitively costly and direct distribution is unviable. Our answer: a satellite model, easily replicable geographically. A central hub supplies substrates, know-how and AI-automated protocols; each satellite farm produces and sells locally. Goal: democratize fresh, local gourmet mushroom production across Switzerland — region by region, with minimal footprint and zero import dependency.

Relationship, Community ❤️

Direct training and know-how transfer to satellite farm operators. Shared raw material and substrate supply chain and common quality standards across the network. Integration with local chef and restaurant communities through network. Open documentation enabling replication beyond the initial satellite network. Active participation in Cluster Food & Nutrition events and working groups. Development of Swiss gourmet mushroom farm producer network.

Channels 📺

Farmers markets, local food fairs and regional food events. Cluster Food & Nutrition ecosystem and events. Word-of-mouth and satellite farm referrals. Social media, food innovation press. Partnership visibility. Direct B2B sales to restaurants

Target Groups 👤

1. Aspiring gourmet mushroom growers & small farm entrepreneurs seeking a low-barrier entry into local production.
2. Local restaurants & chefs seeking fresh, zero-km, pesticide-free gourmet mushrooms.
3. Agricultural cooperatives and regional food networks.
4. Swiss cantons and regions pursuing food sovereignty and local production resilience.

Budget 📦

Hub fruiting room construction & equipment (POC phase). AI sensor development & integration. Substrate production infrastructure and raw material supply chain. Satellite farm onboarding, training and documentation. Hub operations and logistics. Marketing and network development.

Impact 🌱

1. Climate impact: Zero pesticides or insecticides. Zero long-haul transport. Minimal land footprint (m^3 vs m^2 , no agricultural land needed). Circular production cycle. KPIs: kg of locally-produced gourmet mushrooms per week, number of active satellite farms.
2. Scaling: Satellite model replicates region by region across Switzerland. Open documentation enables expansion beyond the initial network. Each satellite is financially self-sustaining, making growth organic and decentralized.