



HEI-TRAIN. HEI Transformation for
Entrepreneurship and AI-Driven Innovation



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AI BerryMarket

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Startup Idea: AI BerryMarket

AI BerryMarket is an AI-powered digital marketing platform designed for fruit-and-berry processing enterprises. It helps producers forecast demand, optimize pricing, and automate digital advertising for both domestic and export markets.



Innovation

- AI-based demand prediction
- Real-time price optimization for fresh, frozen, and processed berries
- Automated SEO + social media campaigns
- AI content generator for product pages and export catalogs
- Integration with global marketplaces (B2B & B2C)



Industry & Practical Application

- The global berry market is valued at **USD 137.32 billion in 2025** and expected to reach **USD 328.68 billion by 2035** (Business Research Insights, 2025).
- Ukraine is a **global leader in frozen raspberry exports** with **65,000 tons exported in 2024** (UkrAgroConsult, 2025).
- Blueberry exports reached **5,000 tons** in 2024 (+33% YoY) (Agroberichten Buitenland, 2025).
- **Practical value:** Berry processors need digital tools to manage demand fluctuations, export growth, and competitive pricing.



Target Audience

- Fruit-and-berry processing companies
- Exporters of frozen berries
- Small and medium producers entering EU markets
- Cooperatives and cold-storage facilities
- B2B distributors & trading platforms



Key Advantages

- +20–30% marketing efficiency through AI automation
- Demand forecasting reduces overproduction and losses
- Faster entry into new export markets
- Unified digital marketing ecosystem (ads + analytics + pricing)
- Supports sustainable agriculture decisions



Costs

- Platform development: AI models, backend, integrations
- Cloud infrastructure
- Marketing & user acquisition
- Support & data management
- Estimated startup cost: \$120,000–\$150,000 in first year



Revenue Model

- SaaS subscription (Basic / Pro / Enterprise)
- Transaction fee for export marketplace integration
- Paid AI-tools:
 - demand forecasting
 - pricing prediction
 - automated ad campaigns
- Estimated revenue potential: \$300,000+ in Year 1
(scalable with export markets)



Link to Digitalization & AI

- Integrates machine learning, big data analytics, and automated marketing
- Replaces manual work with predictive models
- Helps traditional agro-processing digitize sales and marketing channels
- Connects producers with global buyers using AI-translation and AI-product-matching



Link to UN Sustainable Development Goals

- SDG 8: Economic growth through higher productivity
- SDG 9: Industry innovation and digital transformation
- SDG 12: Responsible production — lower waste via demand forecasts
- SDG 13: Climate action — optimized logistics & reduced spoilage
- SDG 17: Partnerships for export and global cooperation



The background features a dark blue field with two large, curved bands of orange and a darker blue-grey color, creating a sense of depth and movement.

**Thank you for your attention.
Together, we can shape the future of
digital marketing in the berry
industry.**