







Enrico, Wui Shuen, Eric, Sumaiyya, Nick



-  Mom of 2 Kids
-  City Dweller
-  Nature Lover
-  Busy Lifestyle

Cathy explores various spaces and takes her kids to an educational facility to learn about regenerative farming and sustainability. They also taste fresh crops from Vertical Roots.

- Learns about Vertical Roots
- Introduces family to Vertical Roots spaces
- Enrolls kids in educational programs

Explore the Solution



Discover the Need

- Urban family seeks nature connection
- Desire for fresh, healthy food



Embrace the Lifestyle

- Tastes and enjoys fresh produce
- Actively participates in the community (app, food waste)
- Witnesses children's growing interest in sustainability

Inspire Change



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