

Greensquare's Genius Digital Solution Tackles Unsustainable Demand in Specialty Coffee

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With the global specialty coffee market projected to experience a compound annual growth rate of 11.3% from 2023 to 2030, the need for digital innovation in the coffee industry has never been more critical.

Greensquare, an online platform with over 200 registered Australian coffee roasters and counting, is poised to redefine coffee trading on a global scale through the launch of their equity crowdfunding campaign.

“As global coffee demand continues to rise, it's crucial we optimise every step of the supply chain,” says Caleb Holstein, Co-Founder of greensquare.

To meet growing demand, the coffee industry will need to increase its production by up to three times by 2050, necessitating the production of an additional four million to 14 million tonnes of coffee per year.

Chris Meier, Co-Founder of greensquare, further adds, “With the current inefficiencies, any miscommunication or error directly affects the cost and quality of the final product, posing a significant threat to our coffee supply. Greensquare seeks to mitigate these risks and ensure coffee accessibility for all.”

Greensquare currently offers over 450 products from 10 different suppliers. It serves as a virtual green coffee buying assistant, reducing resources, friction and risk in the sourcing and management process. This innovative approach is a significant stride forward, unmatched by anything seen in the industry before.

Saxon Wright, greensquare user and Founder of Pablo & Rusty's Coffee, commends the platform's capabilities: "Over my career as a coffee roaster, I've had to spend countless hours trying to find the right coffee, negotiate deals, and manage spreadsheets to keep track of everything. But with greensquare, we can see exactly how much of each product we have available and when we'll run out. This gives us the peace of mind that our other systems never could."

Backed by SquareX Innovations' proprietary technology, greensquare sets the gold standard for modern agricultural trade platforms. Meier explains, "Our journey doesn't end with greensquare, as we've received licensing inquiries from various agricultural industries, including grain and fish. We will continue to explore these opportunities."

As coffee lovers and industry pioneers look ahead, they see greensquare as more than just a platform; it's a tool ensuring the sustainability of our beloved beverage.

With the launch of their equity crowdfunding campaign, greensquare invites everyone to become a shareholder and actively contribute to shaping the future of the coffee industry. Holstein urges, "Don't sleep on your opportunity to shape the future of coffee. Become a shareholder of greensquare today."

To learn more about greensquare, or to invest, visit:

<https://www.onmarket.com.au/offers/squarex-eoi>

About greensquare: Founded by coffee professionals and technology innovators, greensquare is an online platform that seeks to revolutionise the coffee supply chain. By connecting coffee roasters with traders and streamlining their processes, greensquare is ensuring the coffee industry flourishes in the digital age.

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