

Greensquare: Building the Foundation for AI in the Coffee Supply Chain

Sydney, Australia.

FOR IMMEDIATE RELEASE.

Imagine coffee farmers using AI tools to determine the most in-demand countries for their harvests. Envision roasters effortlessly replacing origins in blends based on historical data. These once-fantastical possibilities are becoming a reality, thanks to greensquare.

Led by industry experts and technology innovators, greensquare is spearheading the desperately-needed transformation of the coffee supply chain. With their groundbreaking software platform, greensquare empowers stakeholders to reduce risks, streamline operations, and optimise cost and quality management.

Caleb Holstein, greensquare's General Manager, explains, "We envision a future where yet-to-be-imagined AI tools assist everyone from farmers to consumers, reducing resources and friction." Holstein emphasises the importance of structured data and processes, laying the groundwork for successful AI implementation.

Jan-Hendrik, greensquare's COO, highlights the urgent need for connectivity and technological structures before we can even begin to think about AI. "Current inefficiencies jeopardise the cost and quality of the final product, posing a significant threat to our coffee supply. Greensquare mitigates these risks, ensuring coffee accessibility for all.

As the coffee industry undergoes a significant transformation, greensquare is at the forefront, providing a complete B2B multi-seller procurement platform. Since its launch in February 2023, 20% of Australia's buyers and 30% of sellers have already registered, embracing the digital leap facilitated by greensquare.

With the current equity crowdfunding campaign, investors have a unique opportunity to become shareholders in greensquare's pioneering AgTech company. By investing, they secure a stake in the digital future of the coffee supply chain and beyond.

Join greensquare today and be part of the revolution that will shape the coffee industry for years to come.

To learn more about greensquare and seize the opportunity 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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