Final Report by MeatStory

The following report was completed by the project team members in the end of October 2017 as a final report for the first incubation phase. This does not mean that the incubation nor the project are at a final stage.

What was your Vision?

The vision of the MeatStory project is to makes the origin of meat trackable for consumers.

What goals did you set for the incubation time frame?

The initial goals for this project was to negotiate access to data, build an minimal viable product that allows the concept to be tested with a population of real users and get useful insights to further improve the product.

What open data did you use or generate?

So far the Tierverkehrsdatenbank TVD.

What did you accomplish?

– Press releases 20Min, SonntagsZeitung, SRF Regionaljournal
– Access of TVD-data through Identitas
– Potential Partner Meetings with Mutterkuh Schweiz, Bio Suisse, Demeter, HAFL, FHNW, Schöngrün Restaurant, Mark & Bein
– Prototype design sessions
– Qualitative Target User Interviews conducted by Evelyn Markoni (HAFL)
– Application to Brennpunkt Nahrung and Agriqnet
– Presentation at the opendata conference in Lucerne
– Development of Version 1 and Version 2 (http://yokto.net/meatstory/ - https://www.meatstory.ch)

How did Open Data support you?

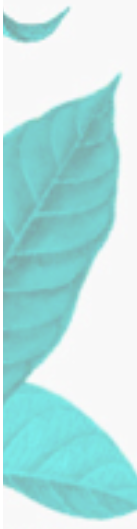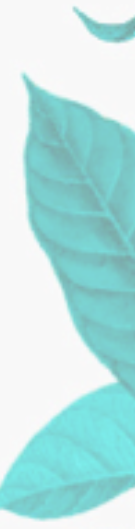– Hackdays
– Inspiring network
– Regular calls and meetings
– Email exchange
– Financial support

Feedback for OpenData

– Continuous support, the time you took to make meetings, calls and connections (connections made to journalists, whose stories where a door-opener for data access).

- The reaction time wasn't always very fast, or at least it was not very clear to understand why there were delays.
- Thank you for your engagement and also the invitation to speak at the conference.

What are the next steps?

- Design of sticker, flyer - End of October
- Tests, test, test - November, December 2017, January 2019
- Version 2 improvements - Year 2018
- Acquisition of pilot customer to implement - Year 2018

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