

IDENTIFICATION AND EVALUATION OF POTENTIAL 'PLATFORM' CONCEPTS TO FACILITATE OFFER AND DEMAND OF ALGAE BASED BIOMASS

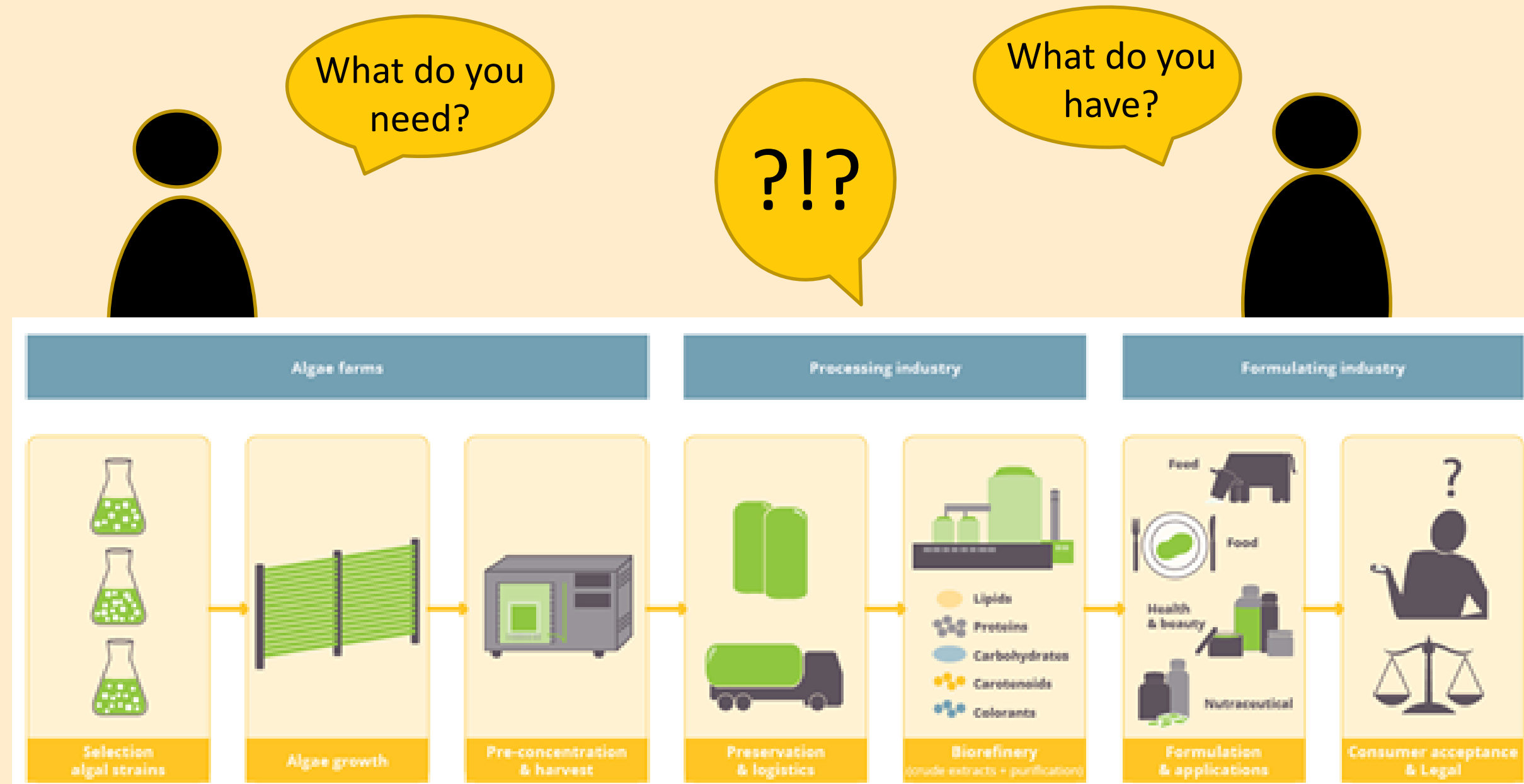
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Introduction

The number of algae growers increases even as the interest in the applications. A challenge is to link offer and demand of algae biomass in terms of e.g.:

- Algae species
- Type of processing
- Quantities, quality & purity
- Prices



There is a need for a platform to share information and exchange offer and demand of algae.

Aim of the study

- Evaluate existing platforms for agriculture (pros and cons)
- Describe their possible role for algae biomass in terms of possible expectations of the platform users.

Conclusions

- A platform must offer an added value depending the public you aim, mostly this value is related to time saving
- Important aspects: Reliability, accreditation, solvency check, data protection and services like quality control and transport could be added value.
- Challenges: Moment of launch of the platform, data protection and reaching the possible users offering them the right added value.
- The most suitable platform is to be selected based on the role the platform should take up and the users' expectations.
- A platform can help with the development and enrolment of economic viable algae value chains.

Platform type	Pro	Contra
Information platform	Inspirational site One-stop-shop for market development	No commercial/trading function
Web-based trading platform	Offers & demands can be specified, future demands posted (=> grow on demand) All documents in the cloud	Offer and demand may not fit => risky No background information Trust? => reputation
Web-based blockchain	Security mechanism for (financial) transactions Accepted by most traders	Complex security system
Clock auction system	Connects farmers with many buyers Joint storage & handling Centralised trading platform Financial security mechanism	Does not exist for algae Current auctions not yet interested in algae No guaranteed take-off; no fixed prices (prices depend on demand and offer)
Bilateral trading at auction	Quick response on changing buyers' (e.g. due to good weather) You know the customer's demand Financial security mechanism through the auction Time + costs saving: no physically pass at auction	Risky if you depend on a small number of customers
Contract growing	Guaranteed take-off with fixed prices (depending contract type) Potential support by the integrator You don't need market knowledge	Less freedom of choice => less possibility to innovate
Bilateral contract between grower & processor	Requires no investment in a platform Most common for starters You know the customer's demand	Risky (small number of customers) Market knowledge needed Time consuming
Algae grower creates his own market	Requires no investment in a platform Most common for starters You know the customer's demand	Risky (small number of customers) Market knowledge needed Time consuming

