



An integrated toolbox for improved verification and prevention of adulterations and non-compliances in organic and geographical indications food supply chain

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Executive Summary

This deliverable presents the final version of the THEROS Digital Marketplace, summarizing the key developments, technological advancements, and business model considerations that have shaped the platform since its initial implementation in Deliverable 4.6. The document provides insights into the progress made in integrating advanced technologies, user experience improvements, and the preparation for the upcoming extended testing and pilot demonstration phase. The primary goal of this deliverable is to report on the current state of the marketplace, assess its readiness for real-world deployment, and outline the next steps for its long-term sustainability and scalability.

The THEROS Digital Marketplace has been developed to enhance traceability, transparency, and efficiency in short food supply chains, particularly for organic and certified products. To achieve this, several key technological integrations have been implemented: IoT-based transport monitoring, ensuring data record tracking of temperature and humidity conditions during shipment; Blockchain-based traceability, allowing verifiable tracking of product origins and supply chain events; Improved multi-vendor functionality, enabling seamless onboarding and management of multiple sellers; UX/UI enhancements, including optimized search functionalities and clearer product categorization.

A significant achievement in this phase has been the completion of the platform's integration with other THEROS tools, including Task 3.3 (IoT sensors network), Task 3.5 (Blockchain Enhanced Traceability System) and Task 4.2 (System Integration and Data Harmonization). This ensures seamless data flow and interoperability between different components of the THEROS ecosystem. The user experience has been refined based on testing with selected users, leading to improvements in navigation, search efficiency, and internal logistics tools for vendors.

In terms of the business model, while no significant changes have been introduced in this phase, discussions remain active regarding long-term monetization strategies. The initial revenue model is expected to be based on transaction commissions, with potential expansions into subscription services, advertising, and data analytics offerings as the marketplace grows. Marketing and user acquisition efforts are identified as critical next steps to ensure a successful transition into full-scale operations.

The final phase of implementation will involve extended pilot testing (M25-M30), followed by official scaling and operational launch (M31-M36). Key recommendations include further refinement of business strategies, continued technological optimization, and proactive engagement with stakeholders to drive marketplace adoption.

Overall, the THEROS Digital Marketplace has achieved its technological objectives and is now ready for broader validation in real-world conditions. With a strong foundation in traceability, transparency, and sustainability, the platform has the potential to transform organic food distribution, empower local producers, and enhance consumer trust in certified products.