

# **ORTO FAMILY – ITALY – In the “Best Business Plan” competition**

The work presented in this post was made by the students of the team “RivogliAMO Taranto in Startup” of the secondary school of the “Istituto Comprensivo Renato Moro” of Taranto and was selected to participate in the “The Best Business Plan” contest.

Orto family is the first example of urban garden in the city of Taranto.

The land where the Orto family would rise was an uncultivated one of 8000 sqm and it would be divided into mini allotment.

Orto Family business owner would take care of the preparation of the land, the planting of the plants, irrigation, would take care of the development phase of the products of the garden, intervening in case of problems.

Below are the PDF files of the Business Model Canvas and the simplified Business Plan.

[ORTO FAMILY – Business Model Canvas](#)

[Orto Family – Business Plan – IC Moro](#)