



**fresh
Square**

Grow fresh,
Grow home!

Food Production



Is it the only
solution?



Our Product: Farming-at-home system



Individual modules

Automatic water/light/nutrient supply
(intelligent system)

Choose your SeedSquare to grow!



Order online

A real impact

Healthy food

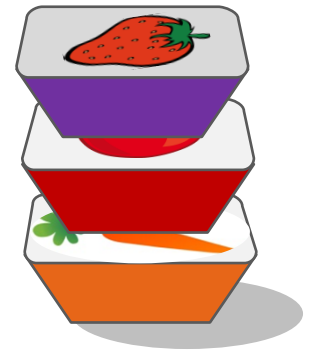
- Organic
- Traceable
- Food variety

Carbon footprint

- Highly reduced transportation
- Recyclable units
- Low consumption (water, elec.)

Enjoyable

- Beautiful
- Community



Sustainable
solution!



Targets

Parents

- Focus on healthy food
- Love being part of a community



Hipsters

- Focus on coolness & originality
- Recyclable units



Market size in the US

- 43 million people buy organic food in Spring 2014
- Fastest growing sector of food industry: 14% annually through 2018

Competitors

WindowFarm



4 plants

280 \$

Click and Grow



3 plants

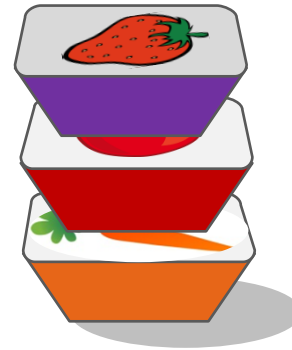
100 \$

- High price
- Small growing surface
- Not modular

Business Model

System

- 1 module: 100 €
- 1 SeedSquare: 20 €
- Subscription: 18 €/month



Community

- Fresh square spirit
- Contests
- Exclusivity

Go to Market

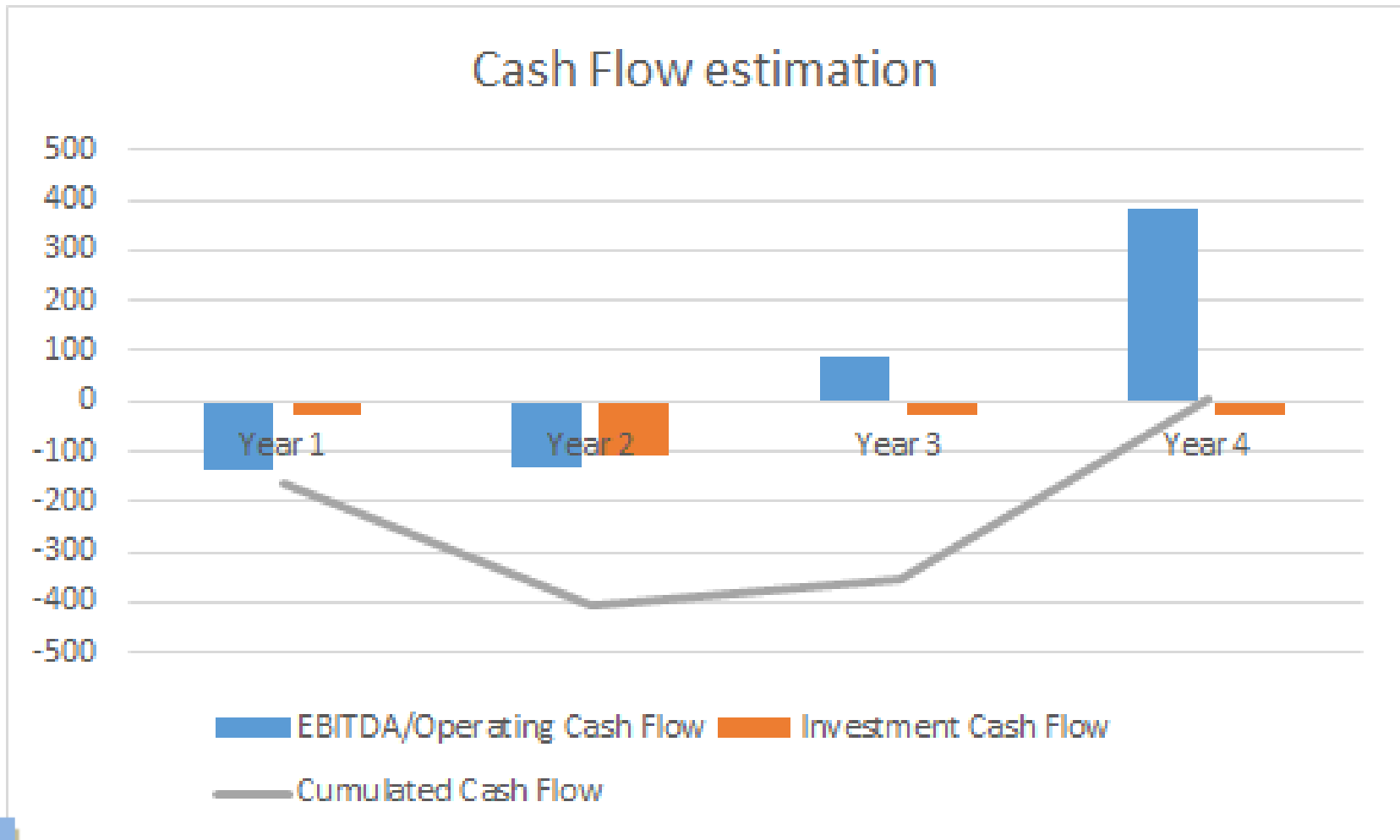
1. Buzz on the internet

- Crowdfunding campaign
- Community
- Sells online

2. Traditional shops

- Module sells in shops (Fnac, Darty, etc.)
- Subscriptions

Cash Flow Estimation



Future Developments

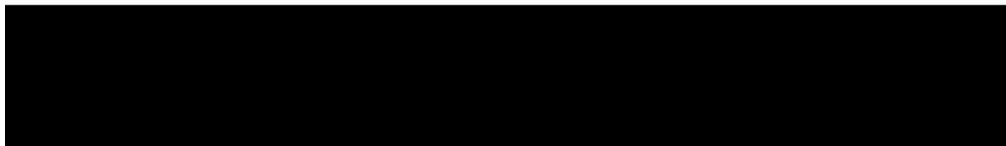
Extension to other products

- Vinegar
- Yoghurt
- Beer
- Fish

Communicating plants



Thank you for your attention!



Climatup
7 de Mayo · 🌐

Me gusta · Comentar · Compartir



Thank You to the ClimatUp Team, Mentors and Participants !

FRESH SQUARE IS READY TO START 📷

Pulsa Intro para publicar.

