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| Category | Long-Term Plan | Target Impact by GreenGrow (When released initially) |
| Target Audience | 4,000 Agriculture Organisation | Targeting 10%=400 organisation  (~200,000 farmers) |
| Water Savings | 172 billion cubic meters/year | 10% = 17.2 billion cubic meters saved annually |
| Yield Improvement | 20% increase in wheat yield (~4,200 kg/ha) | Targeting 5% = ~210 kg/ha improvement |
| Fertilizer Reduction | 15% reduction = 8.37 million metric tons/year | 10% = 837.000 metric tons/year saved |
| Cost Saving | 100-160 million/year for 400 organizations | 10-16 million/year for 400 organizations |
| Biodiversity Impact | 30-40% increase over 10 years | Targeting 5% = 1.5-2% increase/year |