



naturooofs

we would ❤️ to green your space 🌿

Brand overview

Naturoofs is a pioneering company based in Cairo, Egypt, dedicated to transforming urban spaces through innovative rooftop and balcony gardening solutions.





Vision

Our Core Values:

We believe in the power of nature and green spaces to transform and enrich urban living.

To become the leading provider of rooftop and balcony gardening solutions in Egypt, contributing to greener, healthier, and more beautiful urban environments.



Business Model Canvas

NatuRoofs

Naturoofs team

2024/10

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Key Partners



- Suppliers of agricultural tools and equipment.
- Delivery and logistics companies.
- Environmental and community organizations.
- Local retail stores and restaurants.

Key Activities



- Cultivating and maintaining plants on rooftops and balconies.
- Providing consultations and training workshops on urban gardening.
- Managing orders and online marketing.
- Developing and maintaining the online platform.

Key Resources



- Team of agricultural engineers and urban gardening experts.
- Agricultural tools and equipment.
- Online platform for order management and marketing.
- Network of partners and suppliers.

Value Propositions



- Providing fresh and healthy agricultural products.
- Improving air quality and reducing heat in urban areas.
- Utilizing unused spaces in homes.
- Promoting environmental sustainability and reducing carbon footprint.

Customer Relationships



- Technical support and agricultural consultations for customers.
- Workshops and training courses on urban gardening.
- Loyalty programs and rewards for regular customers.
- Continuous interaction through social media.

Channels



- Website and mobile app for ordering products and services.
- Social media for promotion and customer interaction.
- Partnerships with local retail stores and restaurants.

Customer Segments



- Urban residents in Egyptian cities who want to grow vegetables and fruits at home.
- Individuals interested in urban gardening and environmental sustainability.
- Restaurants and cafes looking for fresh, local products.

Cost Structure



- Costs of cultivation and maintenance

Competitors



- Schaduf.

Revenue Streams



- Sales of agricultural products (vegetables, fruits, ...)



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- Experienced team.
- Tailored solutions for each client.
- Strong commitment to eco-friendly practices.
 - Experienced social media team.
 - Free consultation
- Cross platform easy navigation website
- The team members are young and enthusiastic.

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- Low marketing budget
- new social media pages
- Potential constraints in manpower and financial resources.
- Limited brand recognition in the early stages.

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- Growing market
- Increasing interest in sustainable living and urban gardening.
- Potential collaborations with local governments and environmental organizations.
- Innovations in gardening technology and materials.
- Opportunities to engage with local communities.
 - Health awareness
 - healthy aesthetic Lifestyle
 - Boycott to foreign products.

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- Economic downturns affecting discretionary spending.
- Emerging competitors in the urban gardening market.
- Potential changes in building codes and regulations.
 - Low price competitor.
- Well-known/established competitors
 - Importation and customs
- competitors strong competitive



Financial objectives for the first year

Sell 100 of the decoration packages per month for an income starting 150000 LE.

- Sell 150 of the herbs and the leafy plants per month for an income starting 75000 LE

- Sell 100 Of the vegetables and the fruits packages per month for an income starting 100000 LE

- Sell 300 of the typical and comprehensive packages per month for an income starting 600000 LE

Marketing objectives for the first year

Increase Brand Awareness: Grow social media following by 50 % and website traffic by 30% over the next 6 months.


Generate Leads: Acquire 100 new leads per month through digital marketing efforts.

Drive Conversions: Achieve a 10% conversion rate from website visitors to consultations.

Customer Retention: Maintain a customer satisfaction score of 90% or higher and achieve an 80% customer retention rate.



Targeting



Focus on **middle to upper-middle-class** homeowners aged 20-55, with a college education and disposable income.

Who lives in **Urban areas** in Egypt, particularly Cairo, Giza, and new cities.

Value Sustainability, environmental responsibility, healthy living.

And Interests in Gardening, cooking, interior design, community activities and home improvement.



Name: Sarah El-Masry

Age: 30

Occupation: Marketing
Manager

Location: Cairo, Egypt

Income: EGP 150,000 per
year

Family Status: Married with
two children

Education: Bachelor's degree
in Business Administration

Background:

Sarah lives in a mid-sized
apartment in Cairo with her
family.

She has a busy professional
life but values spending
quality time with her family.

Sarah is passionate about
sustainability and
environmental conservation.

Goals:

To create a green, relaxing
space on her rooftop where
her family can unwind.

To contribute positively to
the environment by reducing
her carbon footprint.

To grow her own herbs and
vegetables for a healthier
lifestyle.

Challenges:

Limited time to dedicate to
gardening due to her busy
schedule.

Lack of knowledge about
suitable plants and
gardening techniques for
rooftop spaces.

Concerns about the initial
cost and ongoing
maintenance of a rooftop
garden.

Interests:

Sustainability and eco-
friendly practices.
Home improvement and
interior design.

Cooking and using
fresh, home-grown
ingredients.

Participating in
community gardening
events and workshops.

Values:

Environmental
responsibility and
sustainability.

Quality family time and
creating a beautiful
home environment.
Health and wellness
through organic
gardening.

Marketing Message:

Transform your rooftop into
a green oasis with
Natueroofs. Our customized
gardening solutions make it
easy for you to create a
beautiful, sustainable space
that enhances your home
and benefits the
environment. Join our
community and start your
gardening journey today!"



Tactics

Unique Selling Proposition (USP):

Customized and Sustainable Urban Gardening Solutions

1. Personalized Design:

- We provide custom-made garden designs that reflect the individual style and requirements of our clients.

2. Sustainability Focus:

- We use eco-friendly materials, organic fertilizers, and drought-resistant plants to create green spaces that are both beautiful and environmentally responsible.

3. Expert Knowledge and Support:

- We offer ongoing support through regular maintenance services and educational workshops.

4. Enhanced Urban Living:

- Our gardens help reduce urban heat, improve air quality, and provide a serene retreat.

5. Community Engagement:

- Our workshops and events bring people together, promoting a collective effort towards a greener, more sustainable urban environment.

Naturoofs' unique selling proposition lies in our ability to combine personalized, sustainable gardening solutions with expert support and community engagement, making us the go-to choice for eco-conscious homeowners looking to enhance their urban living spaces. 🌿



PRODUCT

- Customized Rooftop and Balcony Gardening Solutions
- Design and Installation
- Maintenance Services
- Workshops and Consultations

PRICE

- Competitive and Value-Based Pricing
- Design and Installation Packages
- Maintenance Plans
- Workshops and Consultations
- Promotions and Discounts

PLACE

- Online and Offline Presence
- Website
- Social Media
- Local Partnerships
- Workshops and Events

PROMOTION

- Content Marketing
 - Email Marketing
 - SEO and Paid Advertising
 - Public Relations
 - Community Engagement
- 

Our packages



*decoration package
1500 LE/M2*



*herbs and leafy plants package
500 LE/M2*



*vegetables and fruits package
1000 LE/M2*





*typical and comprehensive package
2000 LE/M2*



*Green your space training Course
500 LE*



•Digital Marketing:

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- **SEO:** Optimize the website for relevant keywords to increase organic traffic.
 - **Content Marketing:** Create and share valuable content (blogs, videos, infographics) on gardening tips, sustainability, and project showcases.
 - **Social Media:** Engage with the audience on Instagram , and Facebook, through regular posts, stories, and interactive content.
 - **Email Marketing:** Send monthly newsletters with updates, promotions, and gardening advice.
 - **Paid Advertising:** Run targeted ads on Google and social media platforms to reach potential customers.
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•Traditional Marketing:

- Print Ads:** Place ads in local magazines and newspapers.
- Events:** Host workshops and participate in community events to build brand awareness.
- Partnerships:** Collaborate with local nurseries, home improvement stores, and environmental organizations




Social media content strategy

Posting frequency

Instagram

- **Posts and Reels:** 3 times per week

Facebook

- **Posts and Stories:** 3 times per week
 - **Events/Live Videos:** 2 times per month
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YouTube

- **Videos:** 1 times per week

Email Newsletters

- **Newsletters:** 2 times per month



Content Calendar

Day	Week	Platform	Content				
Monday	Week 1	faceboock & Instagram posts	The Benefits of Rooftop Gardening in Urban Areas				
Tuesday	Week 1	Instagram reels , Facebook Stor	Behind-the-scenes look at a rooftop garden installation				
Wednesday	Week 1	you tube video	How to Start Your Own Rooftop Garden - a short tutorial video				
Thursday	Week 1	faceboock & Instagram posts	Top 5 Drought-Resistant Plants for Your Rooftop Garden				
Friday	Week 1	Social Media, Email Newsletter	Fun fact about the environmental impact of rooftop gardens				
Saturday	Week 1	Community Engagement, Pintere	Host a live Q&A session on Instagram about rooftop gardening				
Sunday	Week 1		Rest Day				
Monday	Week 2	faceboock & Instagram posts	How to Maintain Your Rooftop Garden Throughout the Year				
Tuesday	Week 2	Instagram reels , Facebook Stor	Quick tips on watering and caring for rooftop plants				
Wednesday	Week 2	you tube video	DIY Balcony Garden Ideas - a creative video showcasing easy proje				
Thursday	Week 2	faceboock & Instagram posts	Creating a Family-Friendly Rooftop Garden				
Friday	Week 2	Instagram reels , Facebook Stor	Gardening challenge for followers to share their rooftop garden pl				
Saturday	Week 2	Community Engagement, Pintere	Organize a virtual workshop on sustainable gardening practices				
Sunday	Week 2	-	Rest Day				
Monday	Week 3	faceboock & Instagram posts	The Role of Rooftop Gardens in Reducing Urban Heat				
Tuesday	Week 3	Instagram reels , Facebook Stor	Showcase a day in the life of a rooftop gardener				
Wednesday	Week 3	you tube video	Planting Herbs on Your Balcony - a step-by-step guide				
Thursday	Week 3	faceboock & Instagram posts	Innovative Rooftop Garden Designs for Small Spaces				
Friday	Week 3	Instagram reels , Facebook Stor	Poll asking followers about their favorite plants for rooftop garden				
Saturday	Week 3	Community Engagement, Pintere	Organize a virtual workshop on rooftop gardening				
Sunday	Week 3	-	Rest Day				
Monday	Week 4	faceboock & Instagram posts	How to Create a Wildlife-Friendly Rooftop Garden				
Tuesday	Week 4	Instagram reels , Facebook Stor	Tips on attracting pollinators to your garden				
Wednesday	Week 4	you tube video	Seasonal Planting Guide for Rooftop Gardens				
Thursday	Week 4	faceboock & Instagram posts	The Economic Benefits of Rooftop Gardening				
Friday	Week 4	Social Media, Email Newsletter	Organize a contest for followers to share their garden photos				
Saturday	Week 4	Community Engagement, Pintere	Organize a virtual workshop on rooftop gardening				
Sunday	Week 4	-	Rest Day				



Actions

	item	who	when	How many	cost	objectives
1	Facebook	m.hazem	October to December 2024	3 posts and Stories weekly	free to 500 LE	to get 1000 as minimum followers
2	Instagram	mahmoud	October to December 2024	3 posts and reels weekly	free	to get 1000 as minimum followers
3	YouTube And Creating videos to be attached to posts and ads	M. said	October to December 2024	One video weekly	1500 LE	To be short and attracted And to get 5000 as minimum views and subscription
4	Email Newsletters and events	M. said	October to December 2024	4 times per month	free to 500 LE	to build brand awareness, and send promotions, and gardening advice
5	Ads	m.hazem	October to December 2024	Creating ad on facebook , instagram and youtube one of posts or videos 2 tims monthly	1500 LE	Get affordable awareness and call to action to our website and social platforms
6	Customer relation	mahmoud	October to December 2024	Replying to our customer comments and emails daily	free	To respond to customer comments or emails through 30 minutes as maximum time

Facebook posts

[Posts](#) [About](#) [Photos](#) [More](#)

 **NatuRoofs**
6m · 🌍

🌱 فوائد الزراعة على الأسطح 🌱

هل فكرت يوماً في تحويل سطح بيتك إلى جنة خضراء؟ الزراعة على الأسطح مش بس بتضيف جمال لمنزلك، لكن كمان ليها فوائد كتير للصحة والبيئة. 🌱

فوائد الزراعة على الأسطح:

تحسين جودة الهواء: النباتات بتمتص ثاني أكسيد الكربون وتنتج الأكسجين، وده بيساعد في تحسين جودة الهواء حوالينا.

تقليل الحرارة: الأسطح المزروعة بتقلل من تأثير الحرارة في المدن، وده بيخلي الجو ألطف وأبرد.

إدارة مياه الأمطار: النباتات بتمتص مياه الأمطار، وده بيساعد في تقليل الفيضانات وتحسين إدارة المياه.

زيادة التنوع البيولوجي: الأسطح المزروعة بتوفر موائل للحشرات والطيور، وده بيساهم في زيادة التنوع البيولوجي في المدن.


فوائد نفسية: المساحات الخضراء بتساعد في تقليل التوتر وتحسين المزاج، وبتوفر مكان هادئ للاسترخاء.

زيادة قيمة العقار: الأسطح المزروعة بتزيد من قيمة العقار بسبب الجمال والفوائد البيئية.


ابدأ رحلتك مع ناتوروofs وحول سطح بيتك إلى واحة خضراء! 🌱

#زراعة_الأسطح #استدامة #بيئة #جمال_المنزل

هل لديك أي استفسارات أو تحتاج إلى مساعدة في بدء مشروع الزراعة على السطح؟ 🌱
تواصل معنا الآن.

 **NatuRoofs**
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تنتج النباتات الخضراء ٤٠٠ لتر من الأكسجين سنوياً مما يساعد في تحسين البيئة المحيطة وجعلها أكثر صحة. كما تستهلك ٨,٥ لتر من ثاني أكسيد الكربون مما يقلل من أضراره على الهواء. هل تريد إنشاء مصنع للأكسجين في بيتك ومنقّي طبيعي للهواء؟.. اتصل بنا الآن



[See insights and ads](#) [Boost post](#)

[Like](#) [Comment](#) [Copy](#) [Share](#)

Instagram posts



Facebook ads

4:51


14%

X

Campaign

1

:



naturroofs Ne...s Campaign

Oct 12, 2024 - Oct 16, 2024

>

Off

Edit

Duplicate

Date

Metrics

Results

Reach

137,088

Cost per 1,000 People Reached

EGP2.96

Amount spent

EGP406.16

Reach

137,088

Impressions

138,123

Purchase ROAS (return on ad spend)

0.00

Frequency

1.01

Unique clicks (all)

278

CPC (cost per link click)

EGP406.16

This month: Oct 1, 2024 – Oct 15, 2024

1 of 1 Ads

Video performance

See how many video plays occur at key moments in your video.

Video plays


67,120

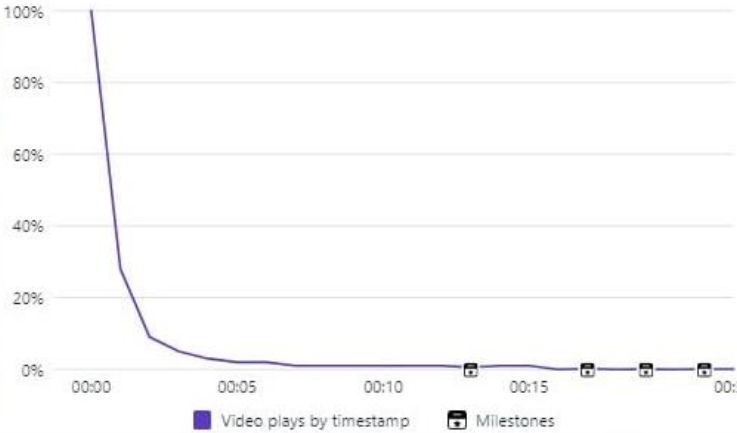
Video average play time

00:01

naturroofs copyA New Awareness Ad

Video length: 00:50





Video plays by timestamp

Milestones

Milestones

Video plays at 25%

392

Video plays at 50%

131

Video plays at 75%

64

Video plays at 95%

46

Control

Marketing KPIs

1.Website Traffic

- **Metric:** Number of unique visitors per month.
- **Goal:** Increase website traffic by 30% over the next 6 months.

2.Lead Generation

- **Metric:** Number of new leads generated through the website and social media.
- **Goal:** Generate 100 new leads per month.

3.Conversion Rate

- **Metric:** Percentage of website visitors who book a consultation or service.
- **Goal:** Achieve a 10% conversion rate from website visitors to consultations.

4.Social Media Engagement

- **Metric:** Number of likes, comments, shares, and followers on social media platforms.
- **Goal:** Increase social media engagement by 50% over the next 3 months.

5.Email Open Rate



- **Metric:** Percentage of recipients who open marketing emails.
- **Goal:** Achieve a 25% open rate for email campaigns.



Social media marketing Monthly report






We have prepared this report for the first month based on analyzing data from advertising campaigns, social media performance, content evaluation, audience interactions and demographic data

- The Engagement on Instagram, Facebook is low and not as targeted.
 - the most engagement of Content was with videos, more than stories, images, and written posts.
 - The result of advertising campaign on Facebook was not bad., it was 137,088 reach throw 5 days only for 406 LE, But this doesn't achieve our goal.
 - The audience age and gender were as targeted but location was limited to 3 cities out of 7, Cairo, Alexandria and Giza only.
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Optimization

- develop the social media pages and the website to be more professional.
 - Change the content strategy to be more effective in customer engagement.
 - Provide creative and attractive content.
 - Focus more on video content and improving it.
 - Increase the budget allocated for paid ads and to promote posts on Facebook and Instagram.
 - Focus on targeting customers in Cairo, Alexandria and Giza only due to the low cost and ease of access.
 - Regularly update and optimize website content based on keyword performance and search trends.
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Naturoofs



we would  to green your space 

We appreciate your time and interest in Naturoofs. Together, we can create beautiful, sustainable green spaces that enhance urban living and contribute positively to the environment.

Let's make our cities **greener**, one rooftop at a time.

Any questions?

hello@naturoofs.com

[@naturoofs](#)

