**Problem Statement:**

Busy healthy eaters wishing to enjoy the flavor and nutritional benefits of microgreens are faced with extremely high costs and limited availability. These barriers result in many people only eating them as a rare treat or attempting to grow microgreens on their own, but many are dissuaded altogether.

**Problem Pitch:**

Microgreens contain 40% more micronutrients, \_\_\_ per mass than traditional vegetables; but in today's market they cost 10X the price of traditional produce.\_\_\_ Healthy eaters wishing to enjoy the flavor and nutritional benefits of microgreens are faced with these high costs and limited availability. These barriers result in many people only eating them as a rare treat or attempting to grow them on their own, but many are dissuaded altogether. My name is John Berger, I am the founder of ATOM|greens; we believe that anyone should be able produce cost effective microgreens at home with no experience.