

BUSINESS PLAN: HYDROPONIC FARMING

PROBLEM

Zanzibar faces challenges with traditional agriculture due to limited arable land, unpredictable weather, and the impacts of climate change. This leads to food insecurity, especially among urban populations. The reliance on imported vegetables raises prices and contributes to food shortages during off-seasons.

SOLUTION

Green Grow introduces hydroponic farming soilless agriculture using nutrient-rich water to produce vegetables year round. Our controlled environment greenhouses minimize water use, avoid soil degradation, and allow consistent, high quality yields regardless of climate. We will grow crops like spinach, tomatoes.

CUSTOMER SEGMENT

- Urban households
- Hotels and eco-resorts
- Supermarkets and organic shops
- Schools and health institutions
- Exporters and food processing companies

BUSINESS MODEL

Green Grow will generate revenue from:

- Direct vegetable sales to retailers and consumer
- Installation of home-based hydroponic kits
- Consultations and franchise opportunities for aspiring farmers

MARKET SIZE

TAM: 1.5 million East Africans needing fresh produce.

SAM: 300,000 Zanzibar residents and tourists with access to our produce.

SOM: 15,000 consistent monthly buyers within the first 2 years.

UNIQUE VALUE PROPOSITION

Fresh, organic vegetables grown sustainably using 90% less water, no soil, and zero harmful pesticides available year-round.

IMPACT

- Reduce dependence on imported produce
- Create 30+ green jobs, 60% youth and women
- Lower carbon footprint and conserve land and water resources
- Contribute to SDG goals on hunger, climate action, and innovation

COMPETITIVE ADVANTAGE

- First mover in Zanzibar hydroponics with climate-adapted systems
- Strong educational and environmental focus
- Modular design allows fast replication and scaling

10. FINANCIAL PROJECTIONS

Startup Costs: Total Initial Investment: **\$20,000**

(Covers greenhouse construction, hydroponic equipment, and basic setup)

COMMERCIALIZATION ROADMAP (NEXT 6 MONTHS)

- Month 1–2: Finalize land lease and greenhouse construction
- Month 3: Install hydroponic systems and grow first trial crops
- Month 4–5: Partner with hotels and local markets for supply agreements
- Month 6: Launch official sales and open for school tours

CALL TO ACTION

We are seeking \$20,000 in funding to scale our hydroponic systems and support community training. We invite impact investors, agribusiness partners, and sustainability advocates to join us in building a green food future for Zanzibar.