



FreeBonde

**Democratizing
Urban Food Production**



The Problem: Centralized Food System



Supply chain
vulnerability

2,000 KM

The average vegetable travels
2,000 kilometers before reaching
your plate.



Food safety

85%

Food safety. Over 85% of
conventional produce contains
pesticide residues.

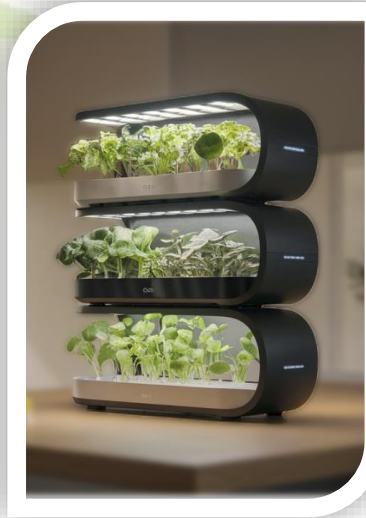


Urban Challenge

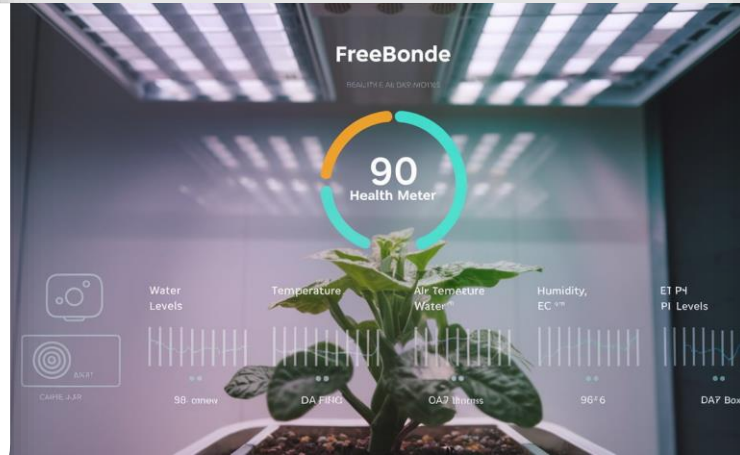
70%

Approximately 70% of urban
residents lack the **skills, land and
time** to effectively engage in home
gardening.

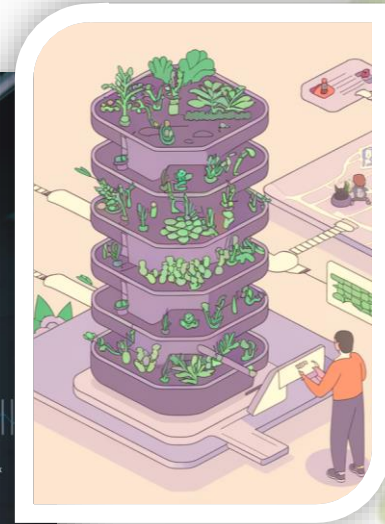
The Solution: AI + Web3 for Decentralized Farming



IoT (Hardware)



AI (Automation)



Web3 (Community)

Market Opportunity by 2030

\$62.76b
(+ 13.23% p.a.)

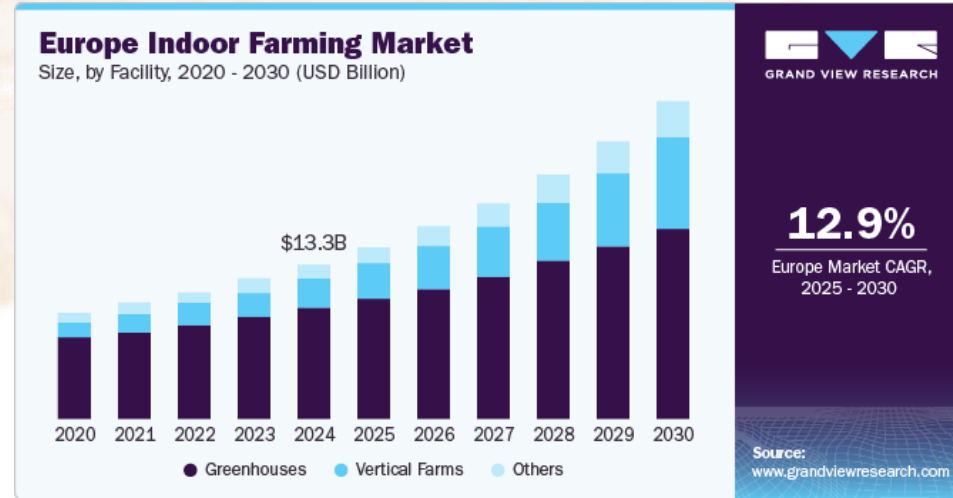
TAM. Global Agriculture Technologies Market^[1]

\$35.78b
(+9.42% p.a.)

SAM. Global Indoor Farming Market
^[2]

\$27b
(+ 12.9 % p.a.)

SOM. Europe Indoor Farming Market
^[3]



[1]: Global Agriculture Technologies Market – Industry Trends and Forecast to 2031

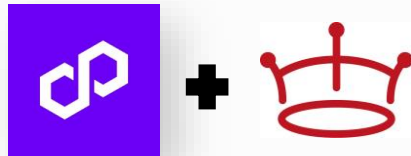
[2]: Indoor Farming Technology Market by Component (Hardware, Software & Services), Growing Media (Aeroponics, Aquaponics, Hydroponics), Facility Type, Crop - Global Forecast 2024-2030

[3]: Europe Indoor Farming Market Size, Share & Trends Analysis Report By Facility (Greenhouses, Vertical Farms), By Component, By Growing Mechanism, By Crop Category, By Country, And Segment Forecasts, 2025 - 2030

The Traction



50,000 SEK Grant
+
300,000 SEK
Innovation Loan



100,000 POL
(≈\$50,000 USD)
Grant

Språngbrädan **Impact**

Training Program: 38,777 SEK for team building, sustainable business training, Web3 business model and IRP training

Our Mission: Democratizing food production in urban spaces



Richard Peiheng Zhu
Founder & CEO



Onur Calikus
CTO



Raiyad Raad
Full-stack Developer



Markus Nykänen
Consultant



Pon Maa Kishan A
Consultant

- 5+ Y in Urban Farming
- 10+ Y Entrepreneur
- Hydroponics Expert
- Content Creator
- Member of Mensa Sweden
- Member of Swedish Association of Inventors (SUF)
- Social media marketing
- 15+ Y in software architecture
- OpenAI and Azure with RAG
- Crypto exchange and blockchain development
- DevOps and cloud infrastructure
- Full-stack development
- Leadership of teams with 50+ engineers
- Database systems and AI integration
- 7+ Y Developer
- Expertise in React.js, Next.js, and modern JavaScript frameworks
- Developing enterprise-level applications
- E-commerce and management systems
- Open source technologies
- Award-winning developer
- 10+ Y in Digital Marketing
- SEO/SEM Specialist
- Web Analytics Expert
- Inbound Marketing Strategist
- Team Lead & Project Manager
- Marketing Automation Professional
- Google AdWords & Analytics Certified
- Cross-cultural Work Experience (Sweden & Dubai)
- Digital Business Developer
- 9+ Y in BD
- Startup Mentoring Expert
- Independent Director with IICA certification
- Proficient in CMS\LMS\E-commerce platforms
- Skilled in Digital Content Creation and Social Media Marketing
- Aerospace Engineering background (M.Eng. and B.E.)

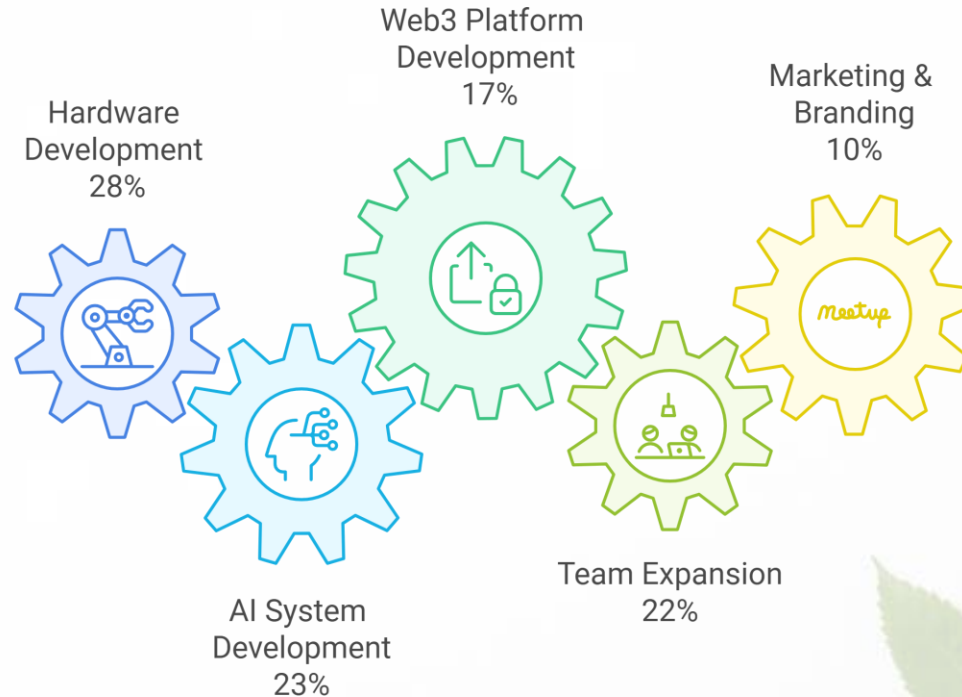
Business Model: Hardware + Subscription + Web3 Commission



Decentralized Urban Vertical Farm

The Ask

- 100K \$
- 12-15 Month Runway



FreeBonde and SDGs



SDG 13: Climate Action

Our products contribute to mitigating greenhouse gas emissions through natural photosynthesis, absorbing carbon dioxide and releasing oxygen. It also reduces carbon emissions from agricultural production and transportation.



SDG 12: Responsible Consumption and Production

Our products reduce resource waste in the processes of agricultural production, transportation, and storage. By enabling home-grown cultivation, it can lower the transportation emissions and spoilage waste of traditional agricultural products.

SDG 2: Zero Hunger

Our products provide people with fresh and healthy vegetables, meeting their nutritional needs and reducing food waste. Through smart farming technology, we can improve agricultural productivity and sustainability.









SDG 3: Good Health and Well-being

Our products provide people with high-quality agricultural products, improving their diet and health. "Food as Medicine." It can also reduce CO2, bring natural oxygen replenishment to indoor environments, enhancing the quality of life.



The Competition

						
Brand	FreeBonde	Gardyn	Click & Grow	Grönska	GrainChain	Agri360
Grower Pricing	High & Low	High & Low	High & Low	High	X	X
B2B / B2C	B2C	B2C	B2C	B2B	B2B	B2B
AI Capabilities	✓	✓	X	X	X	✓
IoT Integration	✓	✓	✓	✓	X	✓
Web3 Community	✓✓✓	X	X	X	✓	✓
P2P Marketplace	✓✓✓	X	X	X	✓	✓
Funding	Grants	\$55M	\$17.9M	\$3.4M	\$39.7M	Unknow

Strategic Growth Plan 2025-2030

From Startup to Market Leader in Smart Farming Solutions

Market Expansion

Countries: 1 → 30

Active Users: 20 → 150,000

Monthly Revenue: \$0 → \$3M

Product Portfolio

Patents: 2 → 200

Product Lines: 5 → 9

AI Success Rate: 80% → 95%

Sustainability Impact

Water Saved: 140M liters

CO2 Reduced: 30,000 tons/year

Self-sufficient Families: 100,000



The Solution – Hardware & Software

**Hardware:**

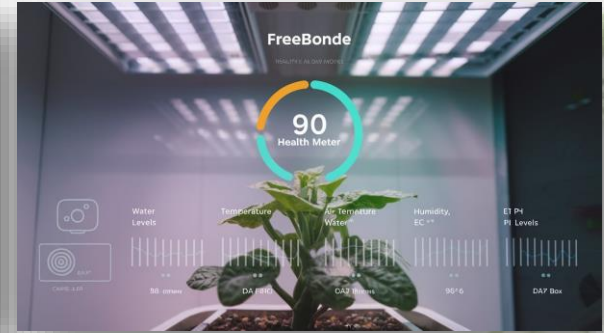
- Desktop unit (9 Planting site)
- Medium cabinet (20 Planting site)
- Large cabinet (64 Planting site)

Various sizes to meet user space needs.

**Hardware:**

- Smart AI camera
- Smart AI detection box

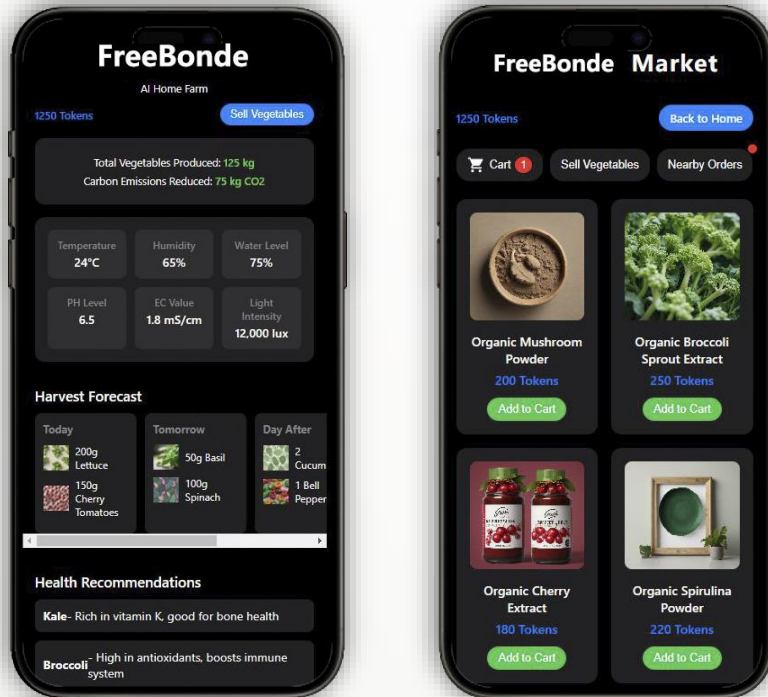
Upgrades ordinary gardening to an interactive AI monitoring experience with real-time feedback on plant growth.

**Software:**

- AI system

Monitors water level, water temperature, air temperature, humidity, EC, pH, etc. Provides feedback on plant growth status, harvest information, and carbon neutrality data.

The Solution – User Interface



Smart Features

Real-time display of growth status
Harvest forecast
Healthy nutrition recommendations

Marketplace

Grow to earn through marketplace

The Solution – Web3 Community

Easy tracking of vegetable sources and growth processes

Receive economic rewards

Match orders with local neighbors, stores, supermarkets, and restaurants

Learn from each other and trade



User Persona: Meet Anna



Personal Profile:

- Name: Anna Bergström
- Age: 34
- Location: Södermalm, Stockholm
- Occupation: Designer
- Family: Married, one 6-year-old daughter
- Income: 45,000 SEK/month

Monthly Spending on Fresh Produce:

- Before: 2,400 SEK
- After: 800 SEK
- Savings: 1,600 SEK

Use Case:

Anna is a busy mother with no gardening experience. She wants healthy food for her family without the hassle of traditional farming. With FreeBonde, she grows herbs, lettuce, and tomatoes with minimal effort, reducing her grocery expenses while ensuring fresh meals at home. She loves the convenience and savings but isn't interested in advanced features like trading or Web3.

Anna's Quote:

"I never thought I could grow my own food—I don't even have a green thumb! But FreeBonde made it so easy. Now, I have fresh herbs and veggies right in my kitchen, and I'm saving money every month. It's like having a mini farm at home!

FreeBonde helping me raise my daughter with real understanding of where food comes from while bringing us closer to the sustainable lifestyle we've always dreamed of."

Value Proposition:

- ✓ **Fresh vegetable independence:** grow your own food, no skills needed
- ✓ **Significant grocery savings:** cut fresh produce costs by up to 90%
- ✓ **Pesticide-free produce:** healthier and safer food for the family
- ✓ **Reduced food waste:** only harvest what you need
- ✓ **Basic community access:** connect with beginner growers
- ✓ **Automated growing recipes:** AI handles the hard work

User Persona: Meet Erik



Personal Profile:

- Name: Erik Bergström
- Age: 45
- Location: Uppsala, Sweden
- Occupation: Engineer
- Family: Married, one child
- Income: 55,000 SEK/month

Monthly Side Income from FreeBonde:

- Before: 0 SEK
- After: 3,000+ SEK (selling extra produce locally and through blockchain pre-orders)

Use Case:

Erik started growing vegetables for his family using FreeBonde. As his yield increased, he began selling excess produce to neighbors. Later, he joined the FreeBonde blockchain network, where buyers pre-order fresh, pesticide-free greens. This system gives him a steady flow of orders, allowing him to optimize his growing cycles and maximize earnings.

Erik's Quote:

"At first, I just wanted fresh vegetables at home, but I soon realized I could sell the extra produce. Through the FreeBonde blockchain community, I now receive pre-orders from buyers who want organic, pesticide-free greens. It's a great way to earn a side income while doing something I enjoy!"

Value Proposition:

- ✓ **Earn passive income:** sell surplus produce locally and through pre-orders
- ✓ **Carbon credit earnings:** get rewards for sustainable farming
- ✓ **Data sharing rewards:** contribute and earn from your growth data
- ✓ **Group buying benefits:** save on seeds and nutrients
- ✓ **Blockchain marketplace access:** find pre-order buyers within the Web3 community
- ✓ **Advanced growing techniques:** cultivate high-value crops like microgreens

User Persona: Meet Daniel



Personal Profile:

- Name: Daniel Lindgren
- Age: 32
- Location: Stockholm, Sweden
- Occupation: Financial Analyst
- Family: Single
- Income: 90,000 SEK/month

Monthly Earnings from Web3 & FreeBonde:

- Before: 0 SEK
- After: 5,000+ SEK (NFT trading, DeFi, and DAO governance rewards)

Use Case:

Daniel is a tech-savvy finance professional who enjoys passive income opportunities. He leverages FreeBonde's Web3 ecosystem to trade NFT-based growing slots, stake his produce for yield, and participate in DAO decisions. While he still enjoys homegrown vegetables, his main focus is maximizing returns through blockchain integration.

Daniel's Quote:

" I love exploring new tech, and FreeBonde is the perfect mix of urban farming and Web3. I earn from NFT trading, contribute to DAO governance, and even stake my produce for DeFi rewards! "

Value Proposition:

- ✓ **DAO governance rights:** vote on key platform decisions
- ✓ **NFT rewards:** tokenize and trade your growing slots
- ✓ **DeFi yield opportunities:** earn passive income from staking
- ✓ **Exclusive product testing:** access next-gen features early
- ✓ **Advanced marketplace features:** buy/sell premium crops
- ✓ **Community mentor status:** help others and earn reputation

FreeBonde User Growth Journey & Benefits



EasyBonde (Entry Level)

- Fresh vegetable independence
- Significant grocery savings
- Pesticide-free produce
- Reduced food waste
- Basic community access
- Automated growing recipes



SmartBonde (Adv. Level)

- Produce trading in marketplace
- Carbon credit earnings
- Data sharing rewards
- Group buying benefits
- Advanced growing techniques







MasterBonde (Elite Level)

- DAO governance rights
- NFT rewards for contribution
- DeFi yield opportunities
- Exclusive product testing
- Advanced marketplace features
- Community mentor status
- Revenue sharing from marketplace

The Value



VS

			
Caesarsallad 225g ICA	Medelhavsmix Sköljd 125g ICA	Krispsallad Klass 1	Hjärtsallad Eko 180 g klass 1 ICA I love eco
34,95 kr 0.225kg (155,33 kr/kg), Spanien	26,95 kr 0.125kg (215,60 kr/kg), EU	18,95 kr 0.3kg (63,17 kr/kg), Spanien	23,95 kr 0.18kg (133,06 kr/kg)
Lägg till	Lägg till	Lägg till	Lägg till

Home-Grown(2-5 SEK Per serve):

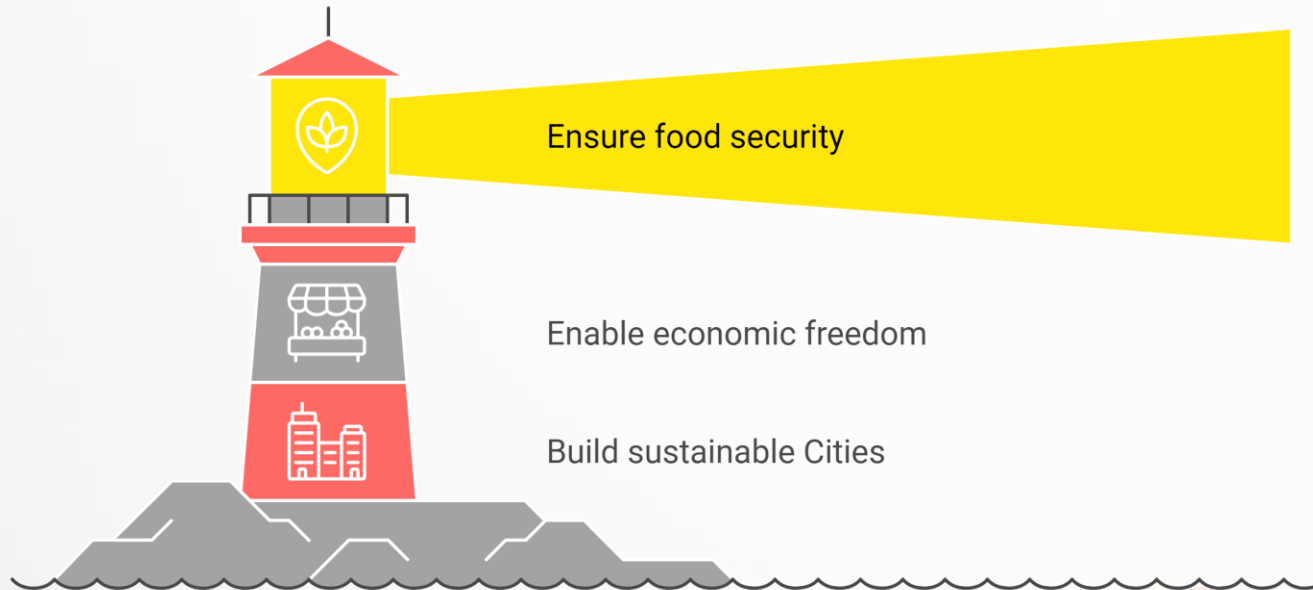
- Minutes to table
- Peak ripeness harvest
- Maximum nutrients
- Known inputs
- Custom selection
- 7/24/365 growing
- Carbon negative

Store-Bought(13-35 SEK Per serve):

- Long supply chain
- Pre-ripe harvesting
- Nutrient degradation
- Unknown chemicals
- Limited choices
- Seasonal limitations
- Large carbon footprint

Our Vision:

Creating a decentralized global network of urban people to:



Ensure food security

Enable economic freedom

Build sustainable Cities



- Founder & CEO: Richard Peiheng Zhu
- +46 076 777 3407
- Email: richardzu@freebonde.com
- www.FreeBonde.com

Thank you for watching!