



ENERGROW

GROWING TOGETHER SUSTAINABLY

CEO (Chief Executive Officer): Jackie Hao
CFO (Chief Financial Officer): Felix Zhang
CDO (Chief Design Officer): Sophia Martins
COO (Chief Operating Officer): Jayden Li

Head of Research: Corey Gao
Head Architect: Averie Ni
Assistant Spokesperson: Sophie Pirwani
Spokesperson: Mojjet Adediji

Executive Summary of EnerGrow Technologies

Business Overview and Management

EnerGrow Technologies is a company based in Toronto dedicated to providing green sustainable energy and food solutions for those seeking a more eco-friendly lifestyle. EnerGrow is made up of a diverse team of trustworthy professionals with over 10 years of experience from multiple fields of expertise. Our company has previously contributed in building the kinetic art piece Crystal Flower display for the community of Ottawa that focused on raising awareness of the diversity and beauty of the world.

The company was founded by a group of like-minded individuals who wanted to make a social and environmental impact:

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Product and Service Offerings

Our product is a communal greenhouse that uses semi-transparent solar panels that also act as windows as an energy source. Consumers have the option of either renting a portion of the greenhouse or purchasing the building in its entirety. Once rented or purchased, the greenhouse is fully self-sustaining with the help of the solar panels and has the ability to grow food as well. Consumers also receive a portion of the additional energy generated by the panels. With modern phosphorescent panel coatings and a non-symmetrical roof, the design generates more green energy than current competitors. The product satisfies the needs of urban dwellers looking to obtain sustainable energy and maintain their own garden.

Market Analysis

We are targeting households in urban Toronto and the GTA who lack the money, space, or time to consistently access healthy nutritious meals and who are looking for sustainable sources of green energy. The size of this demographic is at least 24% of civilians living in Toronto as they live in apartments/condominiums. Our target audience can expand to governments, organizations, and people living in rural areas as well. For instance, organizations and governments can purchase the product for their own gains or to guide modern society towards a more sustainable future. In addition, the product is easily scalable because other major cities in

Canada are also facing housing and environmental challenges. There are more than 100 community gardens in Toronto that serve as competition. However, the majority are not greenhouses and leave their plants exposed to the elements year-round. Furthermore, our greenhouses generate and provide green energy more efficiently to consumers.

Business Model

With our product, there are two main ways that we generate revenue. The first is a monthly subscription service, which would allow consumers to rent out a portion of the greenhouse space to generate electricity, grow produce, or both. It would start with a deposit and monthly fees depending on the area rented. This plan is geared towards individuals and families who are looking for an affordable way to live sustainably. The second way is a payment plan to purchase the full greenhouse. This plan is targeted towards organizations, landowners and the government. Purchasing the greenhouse would give the owner full control of all operations. Payment plans can be negotiated with varying installments, dates and interest rates.

Marketing and Sales Strategy

We have an informative and engaging commercial for several social media platforms to connect to people across the country. Along with that, our website is easy to access from both mobile and desktop and is easy to navigate. We focus on selling how good our product is for both body and environment. We will also emphasize how much money is being saved. Essentially, the product is displayed as a win for everyone and everything. Overall, customers will save themselves around \$500 per year as well as time spent traveling, buying, and increasing their carbon footprint. This greatly reduces the pressure on the 1 in 5 households who are experiencing food insecurity. We are also using a subscription service to appeal to the public of whom already have 8 subscriptions on average.

Financial Projections

A standard 5m x 15m greenhouse would cost ~\$115,000 to build (including the cost for land in urban areas such as Toronto). The transparent solar panels, along with fully powering the greenhouse, should provide for about 10% of the users' energy consumption as well. Although we designed different subscription plans, only one will be covered for the sake of conciseness. To rent greenhouse space and electricity, it would require a \$300 deposit and a \$150 monthly fee for the first year. The monthly fee would then drop down to \$125 after the first year. With these numbers, we estimate a first year revenue of \$31,500 per 5m x 15m greenhouse and an annual revenue after the first year of \$22,500, resulting in a break-even point around 16 months after the initial construction per greenhouse.

Funding Requirements

We are seeking to raise \$1 million in startup funds to finance the first year of our business. The funds would go towards land purchase and construction of the greenhouses, with about half of the funds distributed for rentable greenhouses and the other half of the funds for purchasable greenhouses. From this distribution, we estimate a 5.3% return on investment after the first year.

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