



WE GROW AND
DELIVER
ORGANIC FOOD.

HUNGER HEROES

WHAT IS OUR MAIN PROJECT? ROOFTOP GREENHOUSES

- We had this revolutionary plan of growing food on the rooftops of Urban Cities.
- By laying the foundations on our vision and objectives we created an advanced and modern Rooftop Greenhouse in the heart of Montreal.
- We funded the Rooftop(renting the space) with the support of the Government and recreating the existing industry space with the support of local Farmers.
- Our main goal is to grow and sell organic and sustainable products.



WHERE ARE WE NOW?

- With the days passing by, we developed our idea of growing food at the rooftop into revolutionising food production.
- We have developed our food production business and thus came up with the very cool idea of selling the Food Baskets, Meal-kits, and the recipe Kits.

NOW ACCEPTING ORDERS

DELIVERY
ONLY



FOOD BASKETS

Doorstep delivery of these food baskets. The only thing you'll have to do is buy the products you wish and we deliver

RECIPE KITS

We sent you the recipe's prepared by our renowned chef's and you can cook for yourself with the right ingredients we sent in the kits.

MEAL-KITS

Eat healthy and nutritional food by ordering the meal-kits and delivery is within 1 day. You can always adjust your spices and we send you that

GROCERIES

Coming soon!
We are plan to bring this up in September by collaborating with external vendors

Our Products

THE SITUATION

4,200

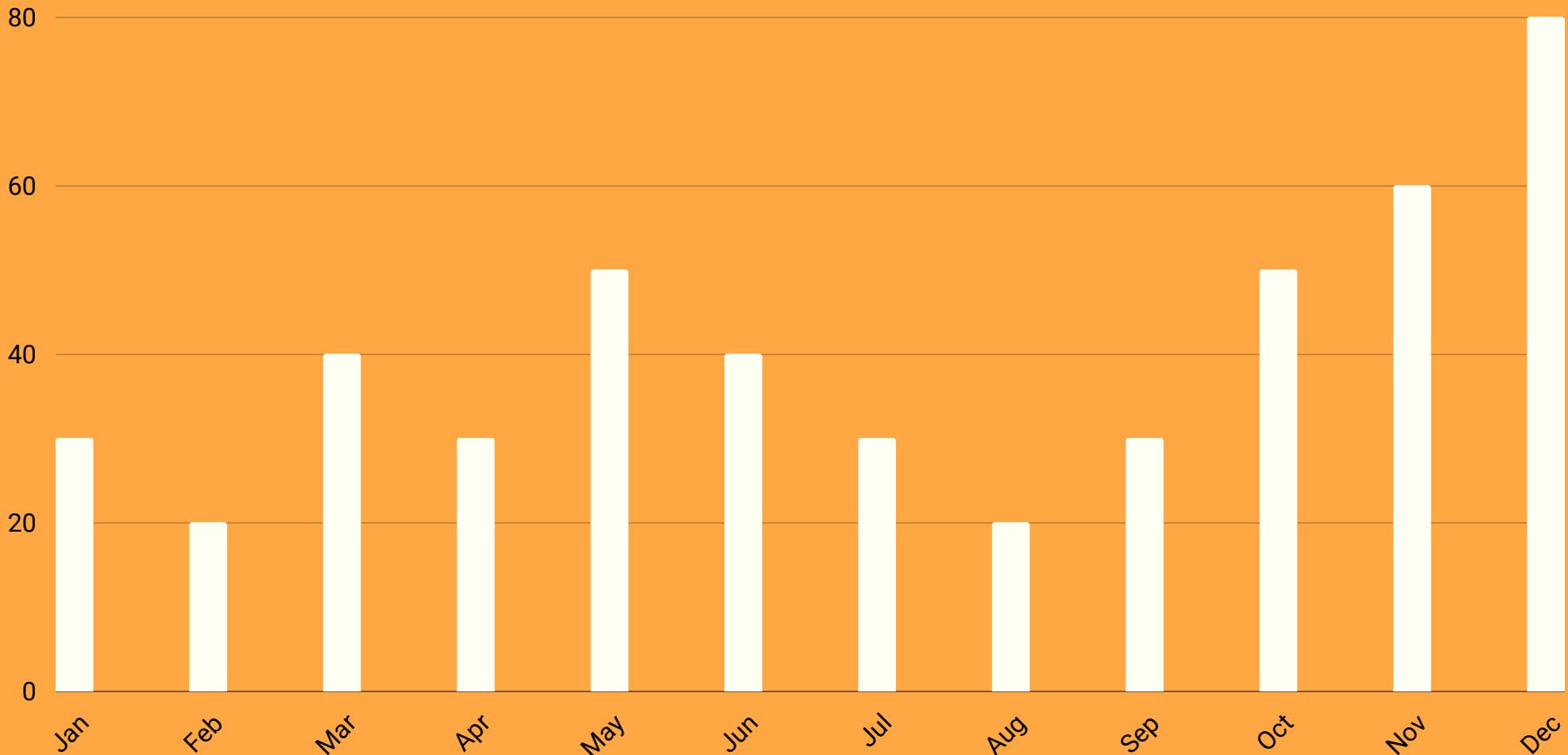
We are currently at 4.2k customers per week, which is above the initial goal of 3,500 customers per week.

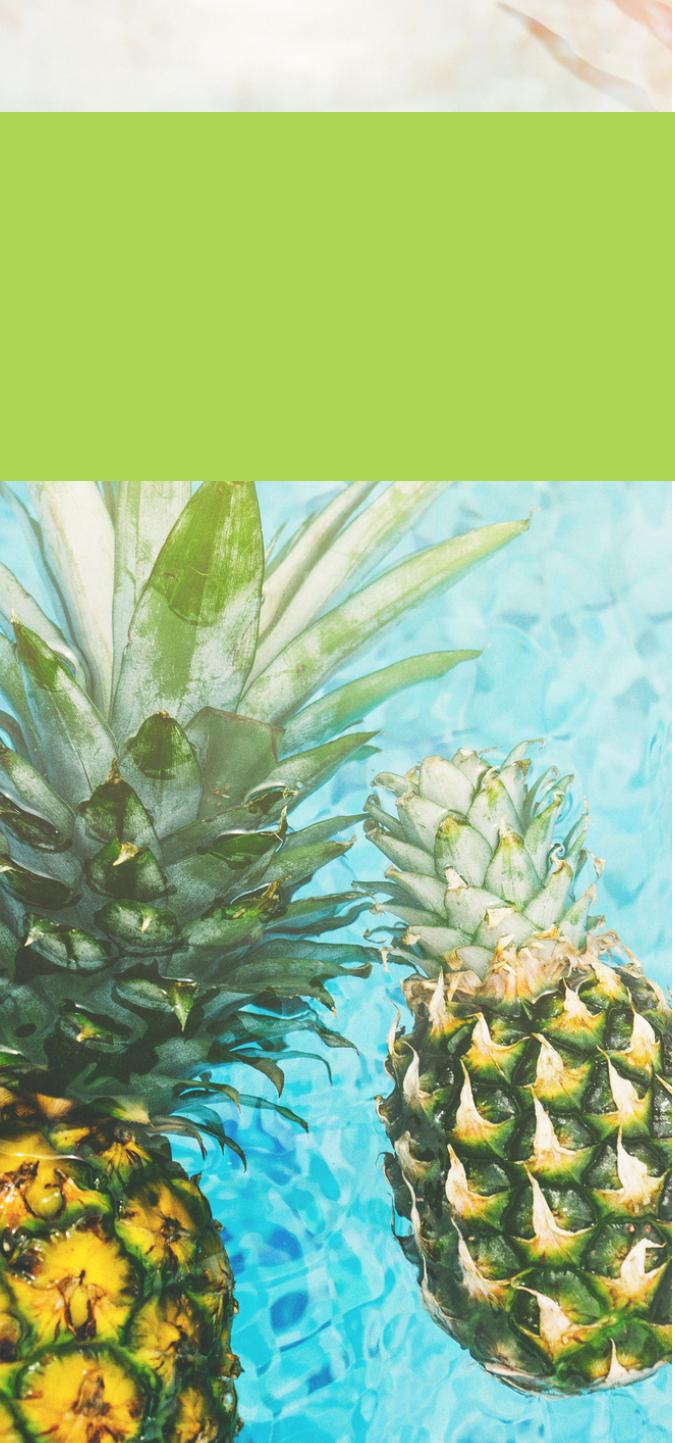
10,000

We have set up a new target to provide services and products to 10,000 customers, which deliver our next realistic achievement.

OUR 2021 GOAL

To reach a 100% increase in our number of customers per week.



A close-up photograph of several ripe pineapples floating in clear blue water. The pineapples are green with yellow spines and long green leaves. The background is a bright, slightly overexposed light blue.

DEMOGRAPHICS OF CURRENT CUSTOMERS

01

Male and female customers,
18 - 60 years old

02

Mostly employed, only 10% are
undergrad or unemployed

03

Lives or works within the 50-mile
radius of our Greenhouse

MARKETING STRATEGY #1

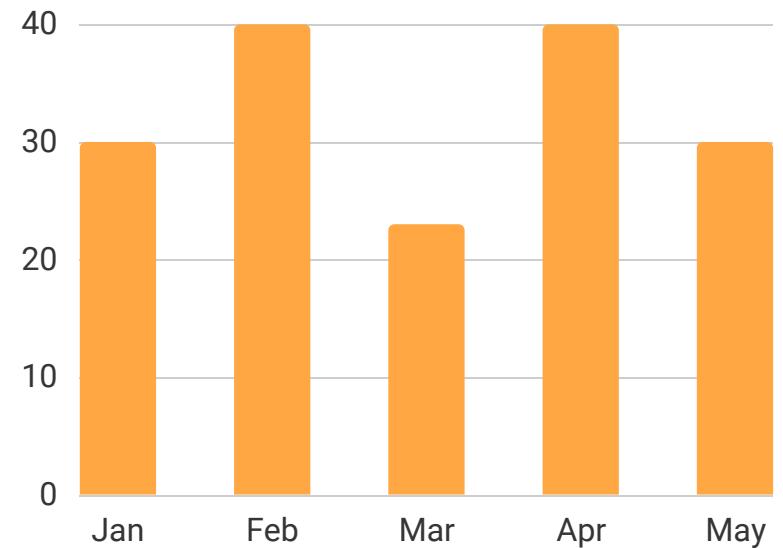
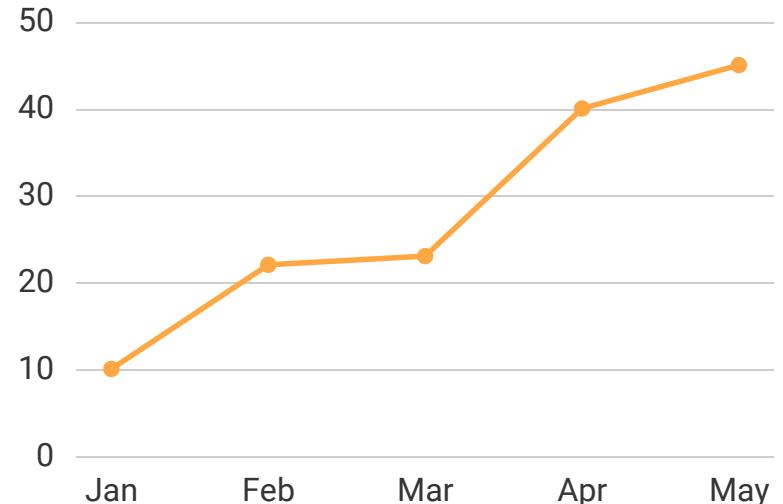
Target customers in the 26 - 45 age range to include professionals and household decision makers by advertising the benefits of healthy and calorie-counted meals via offline and online means.



MARKETING STRATEGY #2

Widen the reach of our delivery services to a 150-mile radius of Greenhouse.

Another solution is to provide convenient and strategic points for customer pickup.





MARKETING STRATEGY #3

Make ordering possible online via an online store and a mobile app benefits of healthy.

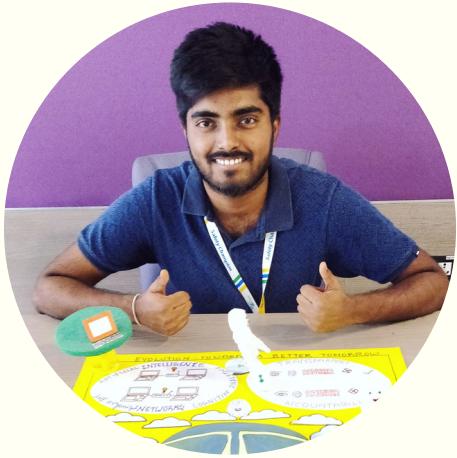
Another solution is to provide convenient and strategic points for customer pickup.

TIMELINE OF MARKETING ACTIVITIES

Our sales for this start-up period are growing from \$10,000 per month at the beginning retainer business from our founding partner, with existing clients to \$110,000 next spring.



OUR TEAM



Nithish Reddy
Founder, CEO



Shanmukha Priya
Greenhouse Director



Krupa Vora
Director of Engineering



Himani Malhotra
CFO, Marketing Head



Yusuf Ali
Chairman, Research