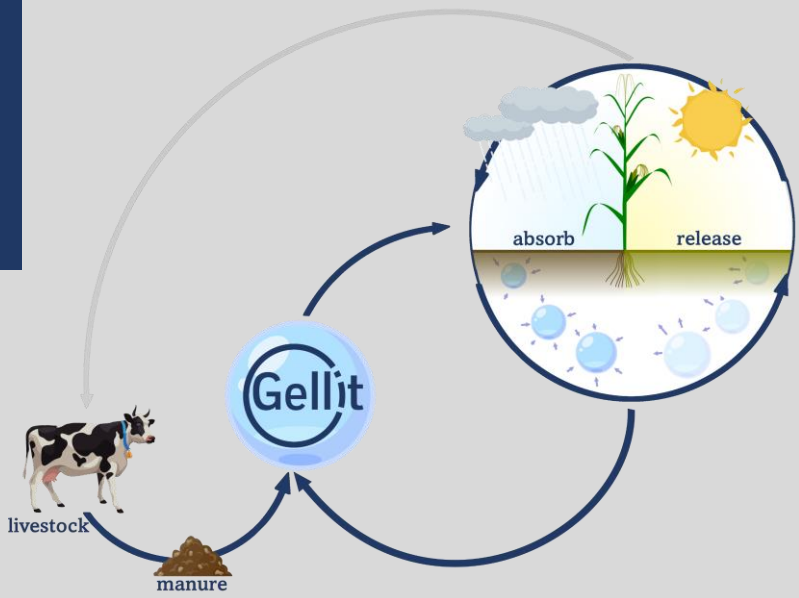
Gellit

gellit.net

What is Gellit?

Gellit is an animal manure-based fertilizer gel that keeps the soil hydrated while **slowly releasing nutrients** for crops to grow. By buying our **Gellit-producing infrastructure** a farm not only becomes **more independent** but also **reduces money spent on fertilizers and animal feed.** Producing Gellit is not energy-intensive, and all its components are coming from sustainable sources.

What is our design?



What problems are we solving?

Droughts caused by climate change are the biggest challenge everyday farmers are facing, skyrocketing food prices. To boost growth, chemical fertilizers need to be employed too, which require water to function as well. Conventional chemical fertilizers are fossil fuel and energy-intensive to produce while their effect is an explosion of substrates that mostly leach away. Most of the fertilizer is imported from Russia, China and Belarus.

What is our business model?

Initially, we are planning on designing and building the Gellit-producing infrastructure for mixed animal-crop farms, which can use the technology to produce fertilizers for themselves. Growing, our team wants to open our own production plant as well, acting as a middleman in the value chain between some members of the 230.000 farms in Hungary alone.

Who are the competitors?

Our competitors are conventional fertilizers, which have their production plants shut down one-by-one causing uncertainty in their customers. Other competitors are soil conditioners but lacking nutrients they are looked at as a “nice to have” solution. Employing raw manure is a viable option too but has technical difficulties such as troublesome storage and transportation.

Where are we?

Our MVP is currently being developed under the supervision of an extensive scientific advisory board as part of a university thesis. After positive early validation interviews, we are aiming to expand our network through events such as the Danube Cup. Being in an ever-in-demand industry our early goals also include building traction internationally and starting to expand globally as fast as possible.

Who we are?

Márton Mészáros (CEO)

Szabolcs Farkas (CTO)

Nóra Mogyoróssy (CMO)