



EcoUrbs



Introduction

- Bringing New Age Farming Technology to the Mass Market
- Close the Gap between Gardening and the problems that keep people from engaging in it
- Help people to have access to easier ways to make natural and fresh ingredients
- Doing this all while keeping the user experience as our top priority



Mission/Vision

Mission - “To inspire and enable individuals with minimal time, space and experience to grow fresh food at home, like a pro.”

Vision - “To lead the movement toward sustainable food production by giving people the ability to control what they grow and consume.”

Problem/Need

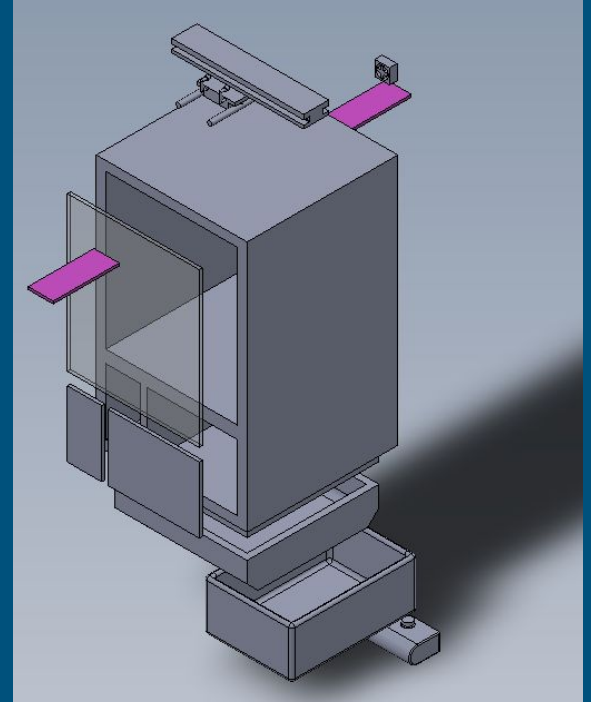
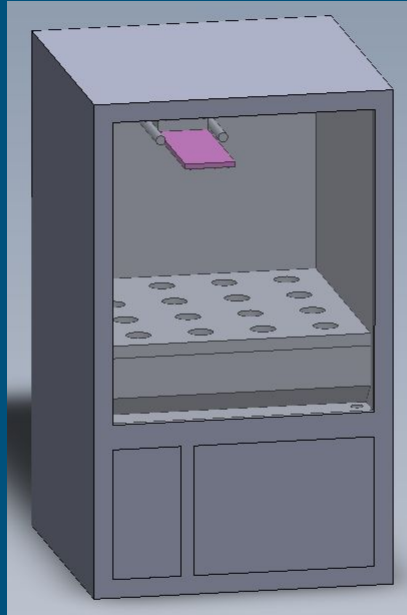
- Too Time Consuming
- Not Enough Space
- Don't Know How
- Too Complicated

75% of people polled said at least one of these problems are holding them back from gardening



Solution

- The EcoUrbs unit is sleek, compact, and fully automated.
- It can also be run entirely on renewable energy.

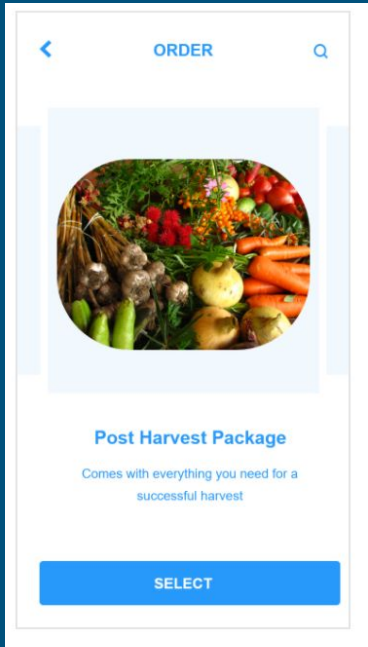


Features and Benefits

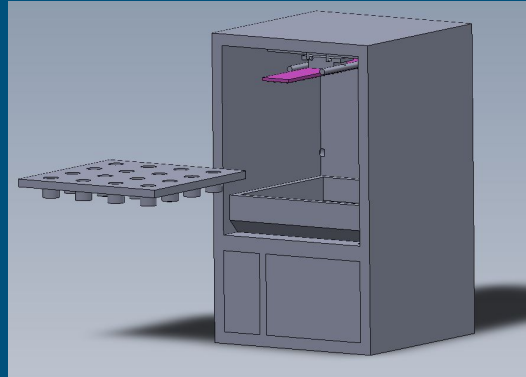
Features	Benefits
State of the art sensors	Plant requirements are fully taken care of
Can be fully solar powered	Won't add to your electricity bill
Web/Mobile Application	Customized, Easy Growing Experience
Smart Interface	Interact Directly with System
Mobile LED Panel with Light Dividers	Can grow multiples plants with varying light requirements while minimizing unnecessary energy use
Monthly Shipments	Choose what you want to grow, auto option

How does it work?

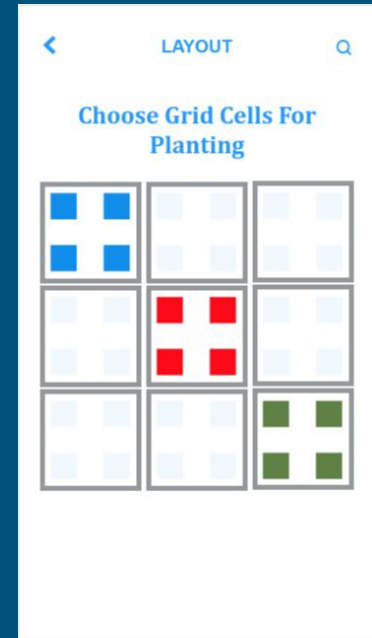
Step 1



Step 2



Step 3



A custom experience

- With the EcoUrbs app, users can customize their experience by choosing what they want to grow, and connecting with other members in the community.
- <https://xd.adobe.com/view/db4d3f60-200b-4172-b572-83efaf627b16/>



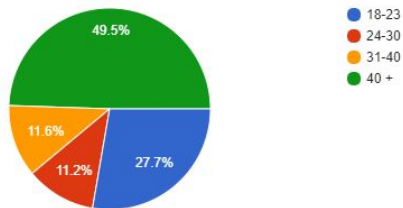
The Market

- 1 in 3 households are now growing food - the highest overall participation and spending levels seen in a decade
- 35% of all households in America, or 42 million households, are growing food at home or in a community garden, up 17% in five years
- Households with incomes under \$35,000 participating in food gardening grew to 11 million - up 38% from 2008.
- From 2008 to 2013 the number of home gardens increased by 4 million to 37 million households, while community gardens tripled from 1 million to 3 million, a 200% increase.

Surveying the Market to find our Customers

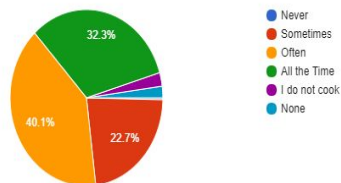
Age:

285 responses



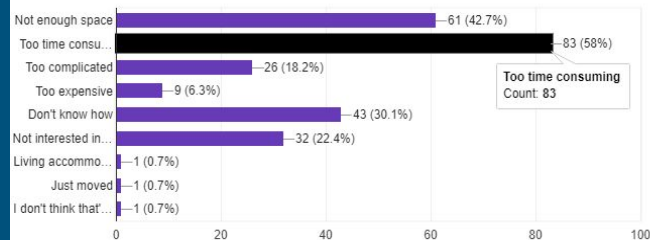
If you cook at home, how often do you use fresh herbs/vegetables in your cooking?

282 responses



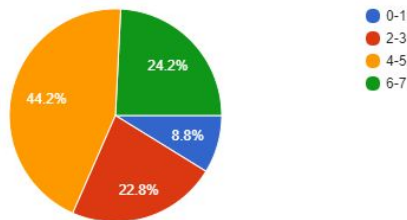
If you answered "no" to the last question, which of the following reasons keep you from gardening?

143 responses



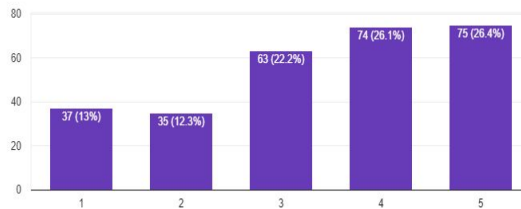
How many times in a week do you cook at home?

285 responses



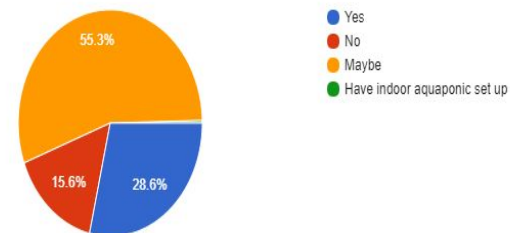
How interested are you in gardening?

284 responses



If there was a product that could solve the issues keeping you from gardening (i.e. efficient automated indoor gardening system) would you buy it?

262 responses



Customer Segments

Our Typical Customer

- 18-23 or 40+
- Interested in Gardening and Cooking
- Minimal space and/or time, likely a young professional
- Use fresh herbs and vegetables regularly
- Customers live in either urban or suburban areas

Competition and Competitive Advantage

Competition

- LEAF, Grobo, and Seedo
- Strengths: Minimal hands on work. Automated Sensors: pH, PPM, Temperature Reader, etc. Can grow up to 12 plants. Solar panel Adaptable
- Weaknesses: Not fully automated, Not smell proof,
- Differentiation: A variety of smaller herb growth at the same time. Can grow plants with different light level needs at the same time

Competitive Advantage

- Cheaper, Energy Sustainability and Efficiency

Competitive Comparison

Product	Sensor Technology	Hydroponics	Monthly Shipments	Smart Interface	Solar Panels	Light Divider
EcoUrb 400.00	X	X	X	X	X	X
Seedo 2400.00	X	X	X			
LEAF 2990.00	X	X	X			
Grobo 1400.00	X	X	X			

The Business Model Canvas

Designed for:

EcoUrbs

Designed by:

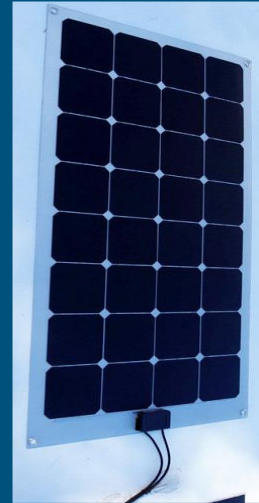
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Iteration #

Key Partners Buyer-Supplier rel. (i.e.) <ul style="list-style-type: none"> HydroFarm Active Aqua General Hydroponics Home Depot ULINE LocalHarvest Strategic Alliance between non-competitors (i.e.): <ul style="list-style-type: none"> Tech Startup Motivations: <ul style="list-style-type: none"> Optimization and Economy of Scale Acquisition of resources and activities 	Key Activities <ul style="list-style-type: none"> Production: Building units in-house using high-quality, local, sustainable materials Platform/Network: Continuous development and maintenance of web/app platform and community Key Resources <ul style="list-style-type: none"> Physical: Facilities for manufacturing production, transportation, etc. Intellectual: Patented Sensor System and Sustainable Tech 	Value Propositions Customization <ul style="list-style-type: none"> Choose what you want to grow and how Recipes based on what you're growing Design <ul style="list-style-type: none"> Modern designs with stylish finishes Brand/Status <ul style="list-style-type: none"> Social value in growing own food Cooking for friends Community Accessibility <ul style="list-style-type: none"> Fresh herbs & vegetables without hassle, anywhere Convenience/Usability <ul style="list-style-type: none"> Easier than traditional gardening 	Customer Relationships <ul style="list-style-type: none"> Automated Services via mobile application with personalized profile, purchase history, preferences, etc. Community via app/web to share stories, tips, journey, connect with others, etc. Channels <ul style="list-style-type: none"> Direct monthly shipments from EcoUrbs to customers via web/app Indirect unit purchase through partner stores and wholesalers, i.e. Amazon, Sharper Image, etc. 	Customer Segments Niche: <ul style="list-style-type: none"> Sustainable Design New Technology Artistic Segmented: <ul style="list-style-type: none"> Some don't have time and space Some lack knowledge Both interested in gardening and cooking Diversified: <ul style="list-style-type: none"> Potential to scale-up for urban restaurant scene
Cost Structure <ul style="list-style-type: none"> Value-driven: high-tech, automated, high efficiency, sustainable Economy of scale for bulk purchase of parts for production and supplies for recurring package shipments 		Revenue Streams <ul style="list-style-type: none"> One-time payment for unit (Asset sales) Recurring payments for "Harvest Package" Fixed Menu pricing with costs varying by features, based on static variables 		

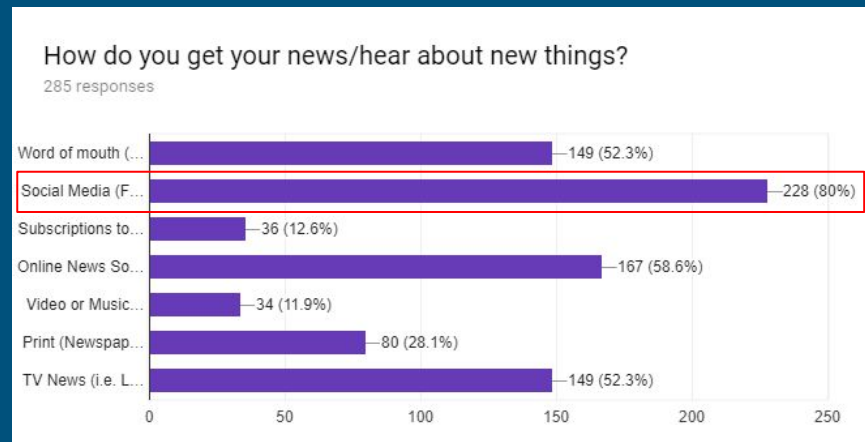
Cost Structure and Revenue Streams

- 3 Styles (black, steel finish, wood finish)
- \$350 Base Unit Price
- +50 for finish, +40 for solar add-on, +100 Smart Interface
- Price Range from \$350 → \$540
- Monthly Harvest Package
 - \$ 40 first month
 - \$ 30 per month after 1st month



Marketing Plan

- 18-23: 90.4% showed interest / 40+: 82.3% showed interest
- Where our Marketing/Advertising Funds will go:
 - Social Media (40%)
 - Facebook (60%)
 - Gardening Youtube Channels (15%)
 - Instagram (25%)
 - Partnering with Local Farms (33%)
 - Bidding on keywords on google (12%)
 - Ads on online new sources (15%)



Financial Projections: Income Statement Summary

	2018	2019	2020	2021	2022
Revenue	175,000	350,000	700,000	1,500,000	2,800,000
COGS	181,000	331,000	631,000	1,231,000	2,431,000
Gross Income	(6000)	19,000	69,000	269,000	369,000
Oper. Expenses	97,707	112,000	123,000	169,000	180,000
Net Income	(104,707)	(103,000)	(54,000)	100,000	189,000

Financial Projections

Market Share/Growth:

- Very Achievable given:
 - Research & Development
 - Marketing campaign

Assumptions:

- Number of units sold for the next 5 years
 - Extensive survey and research
- Maintenance fees
- Cost to produce unit

Funding

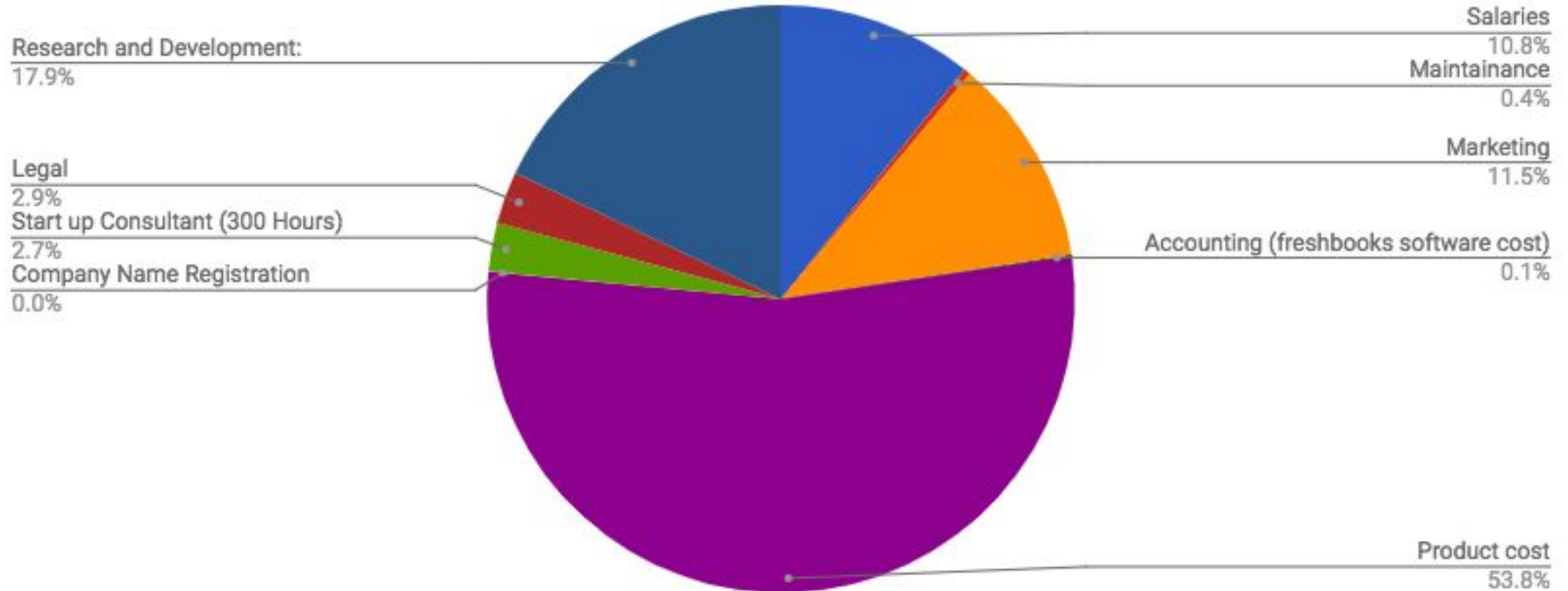
1. Current Funding:
 - None
2. Company Financing Prospects:
 - Angel Investors - Want \$300,000 for 40% equity in the company
 - Investing Profits
 - Crowdfunding(kickstarter, gofundme)
3. Who will invest in us?
 - GAO, Wegmans Food Markets, Google, and Amazon
4. Our exit strategy is to be acquired by a larger company

Startup Budget/Use of Proceeds

	Product cost:	Legal:	Marketing:	Maintenance	Salaries:
	\$150,000	\$8,000	\$32,000	\$1,000	\$30,000
Total Costs:	Research and Development:	Accounting (freshbooks software cost):	Start up Consultant (300 Hours):	Company Name Registration:	Website:
~\$280,000	\$50,000	\$200	\$7,500	\$35	\$10

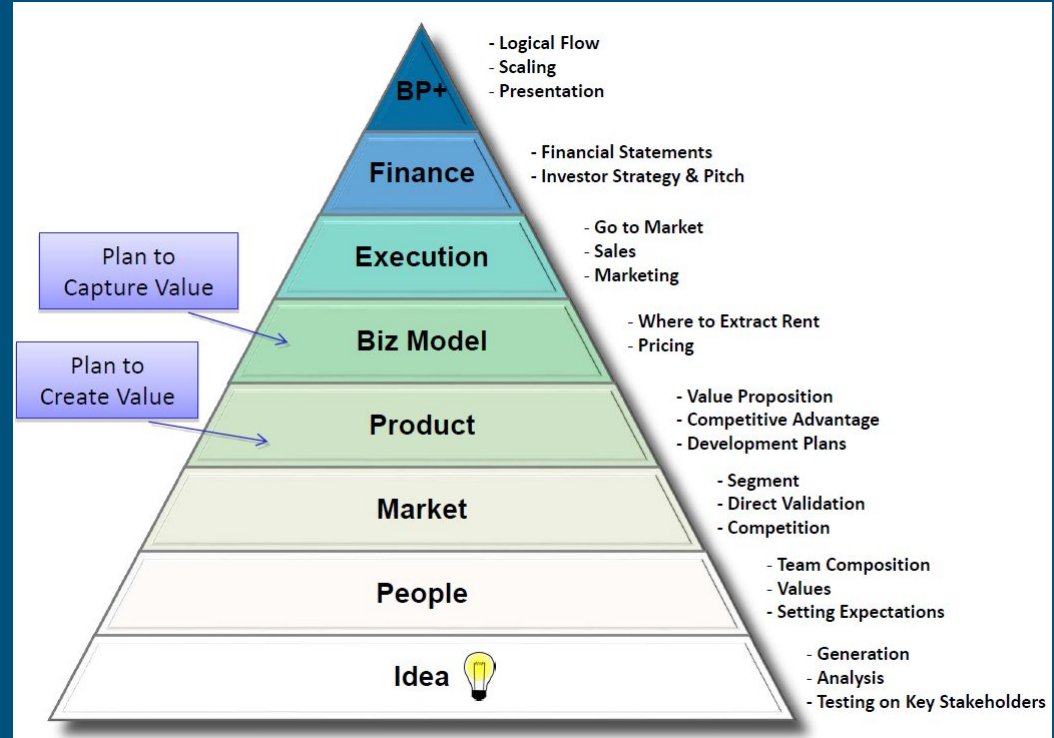
Startup Budget/Use of Proceeds

Startup Cost Estimate



Company Status/Progress

- Working Prototype
- More accurate testing of the market with new Prototype
- Look for Investors
- Push the product to Market



Timeline of Project Milestones

Step								
Idea Generation								
Analysis of Feasibility								
Survey								
Research into Design								
Creation of Pitch								
Basic Prototype								
Fine Tune Working Prototype								
Finding Investors								
More Accurate Testing								
Push the Product to Market								
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
	2017							

Timeline Cont.

Timeline																	Steps
																	Idea Generation
																	Analysis of Feasibility
																	Survey
																	Research into Design
																	Creation of Pitch
																	Basic Prototype
																	Fine Tune Working Prototype
																	Finding Investors
																	More Accurate Testing
																	Push the Product to Market
July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2018						2019											

Summary

- Innovative company that has an efficient and user friendly system that will help bring gardening into every home.
- Many advantages over the competition
 - Smart Interface, Light Divider, Solar Panel
 - Price
- Understanding on where we are and where we need to go
 - Marketing
 - Finance
 - Investors
 - Etc...
- EcoUrbs can be your solution to your gardening/cooking problems

