

# Hydroponic system

## Innovation Minds Team



# Table of contents

01.

**Problem**

03.

**Add Value**

02.

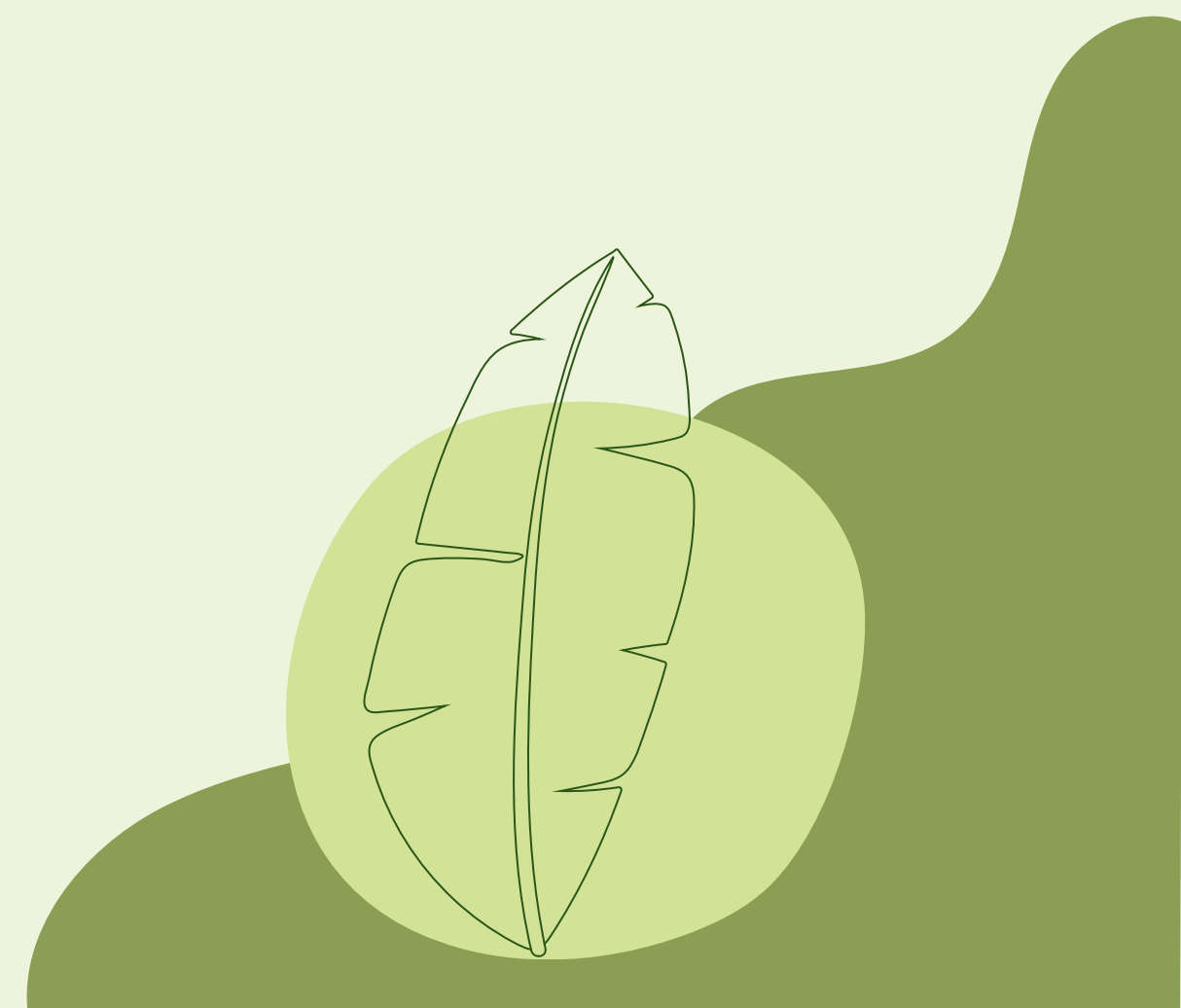
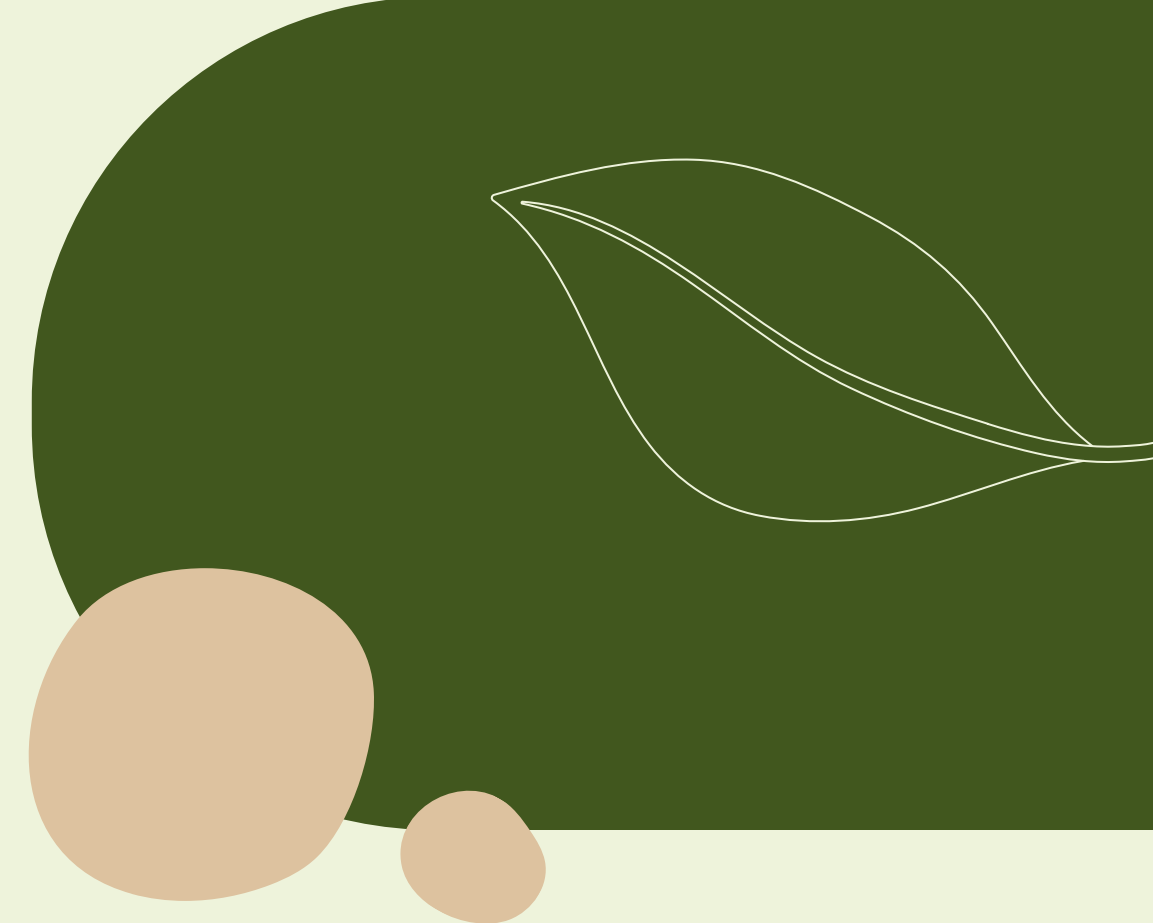
**Solution**

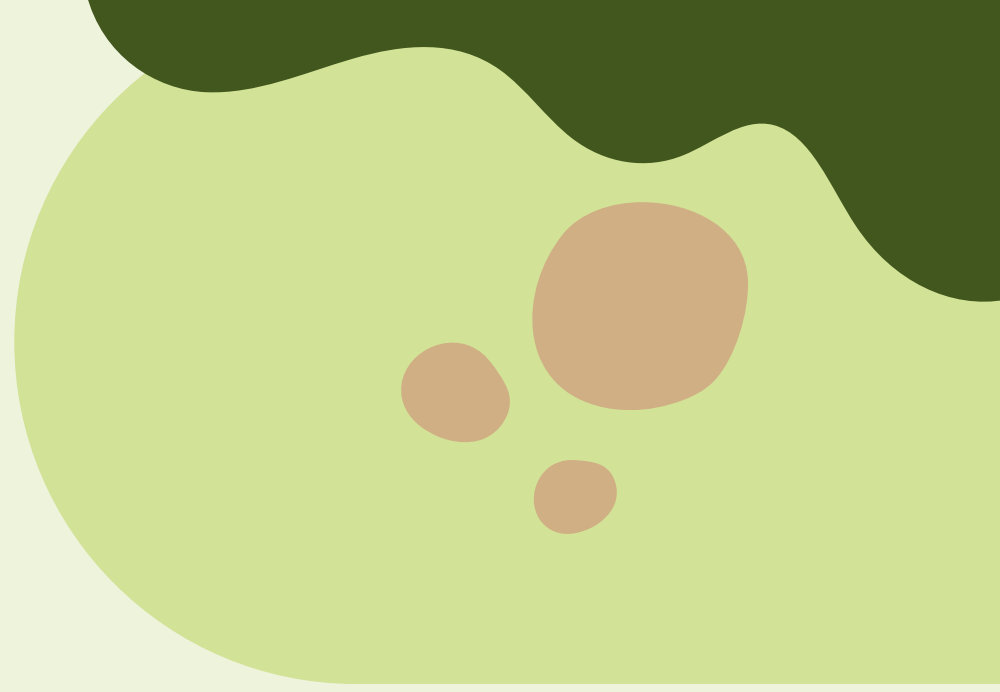

04.

**Target Audience**




# Problem

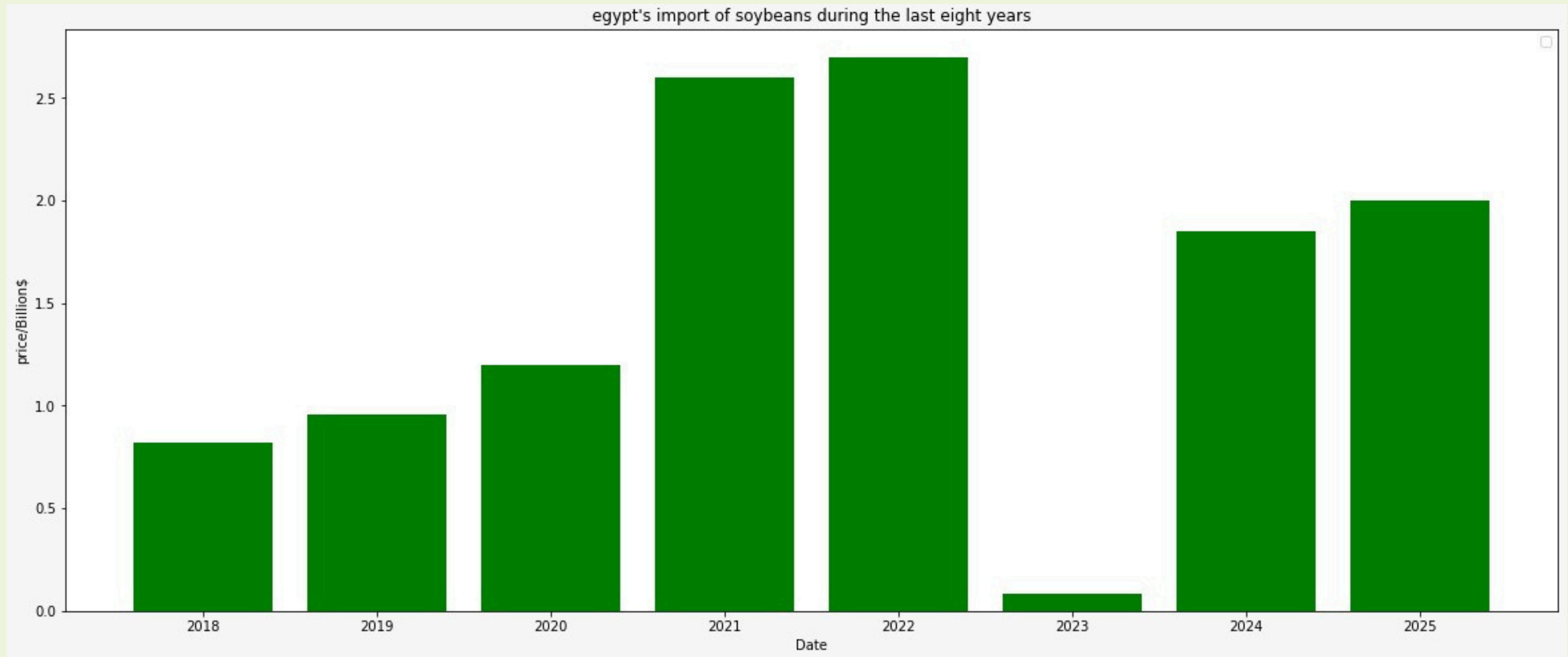




Many agricultural crops are available only in specific seasons throughout the year, so they are obtained out of season by importing them from abroad, which consumes a lot of the country's economic income.

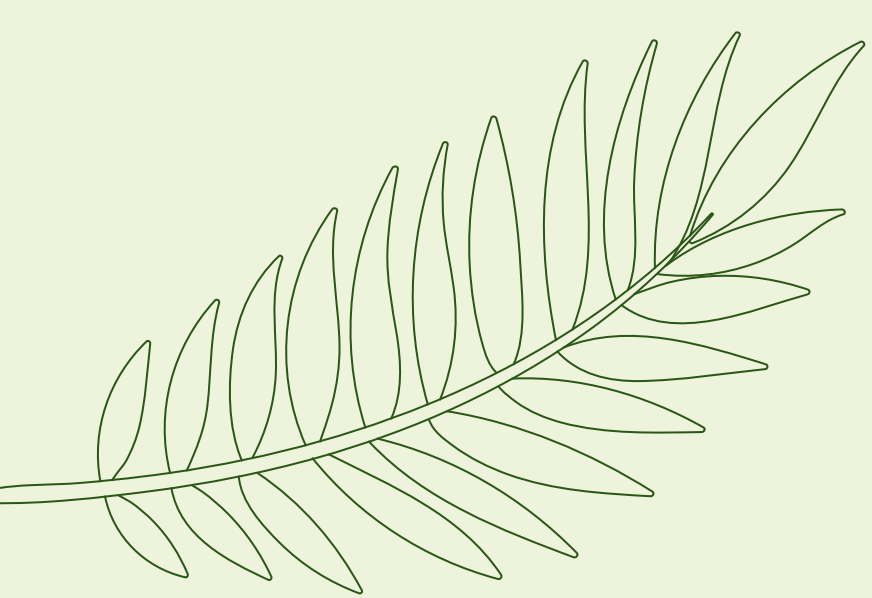


# Soybeans



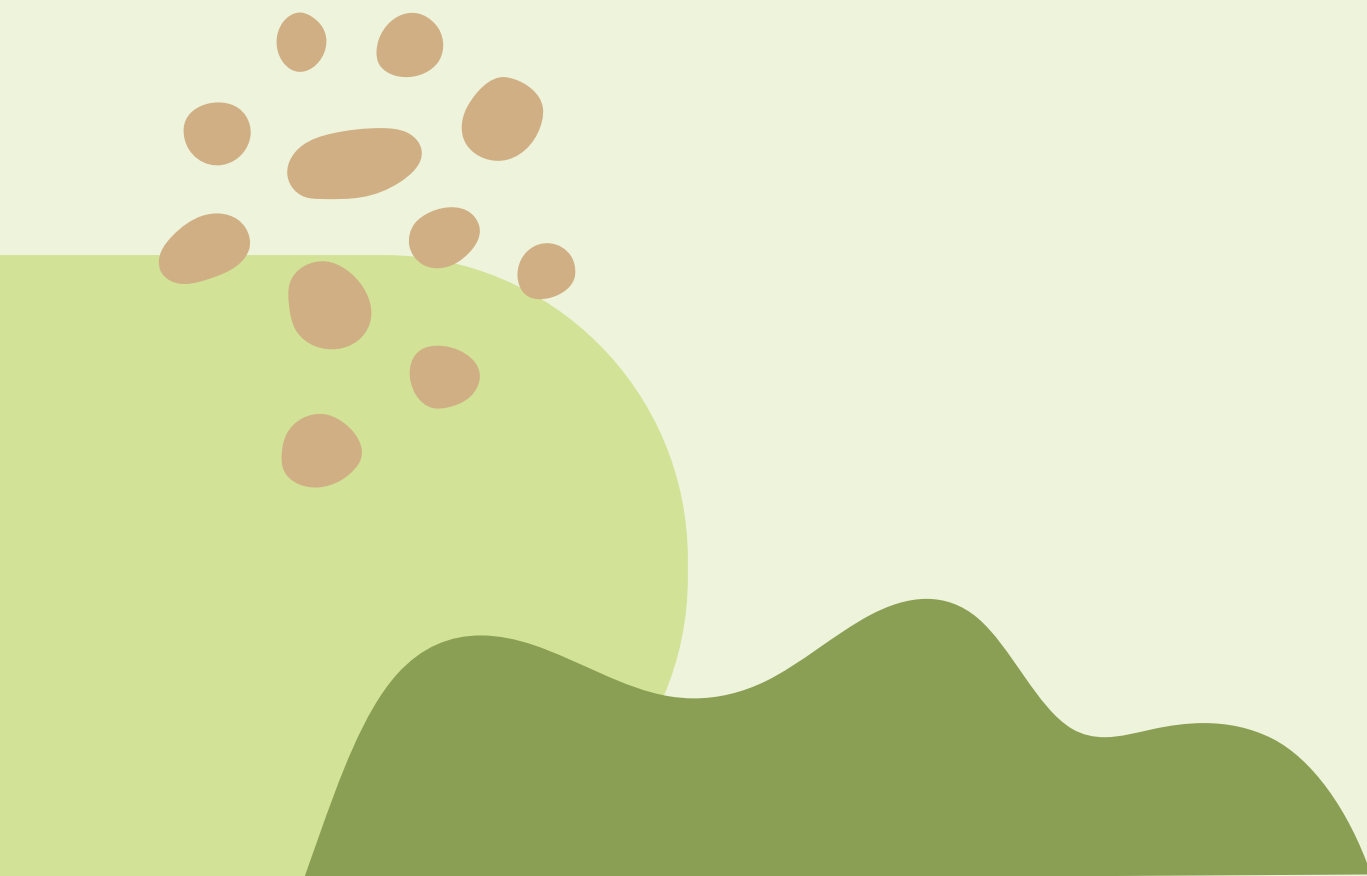
the figure shows soybean import rate and prices over the last 8 years






02

# Solution





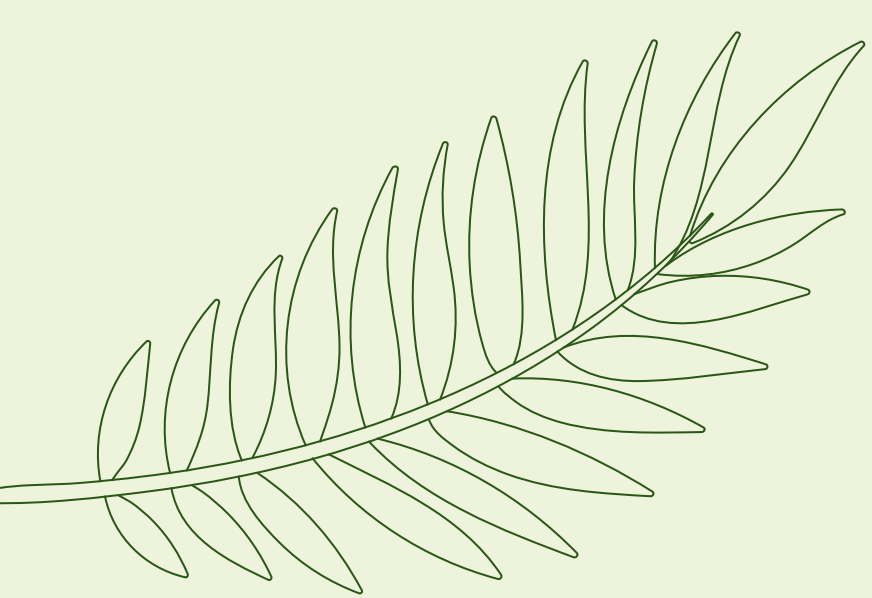
**Localizing an advanced hydroponic system, in addition to making it automated and at a lower cost, contributes to the production of various types of crops throughout the year, and working to export them instead of importing them, thus developing the economy by reducing import costs and increasing export revenues.**





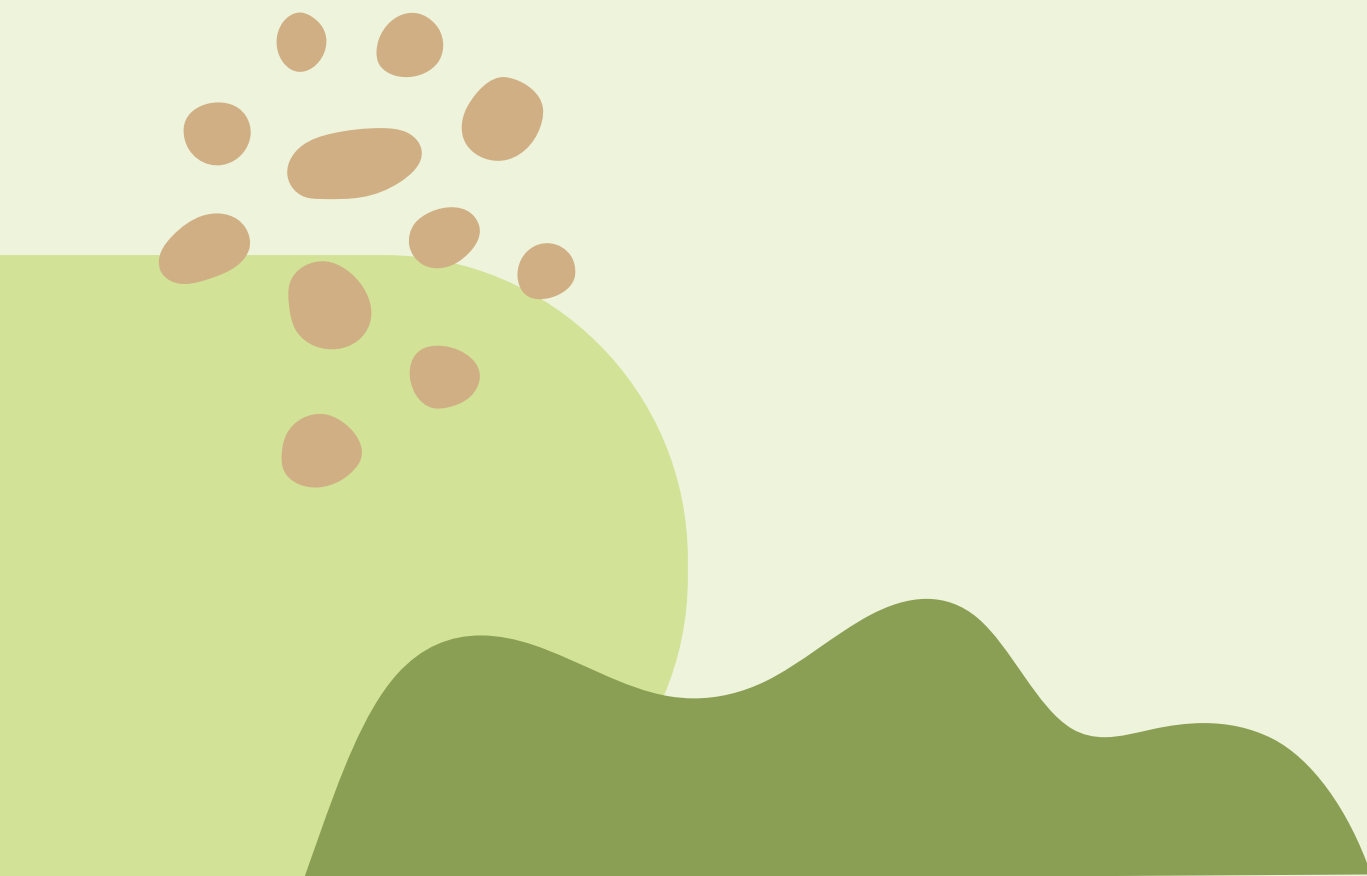
Area	1175 m2
Capital Cost	3,400,000LE
Running Cost	89,000LE
revenue	1,856,500LE
net profit	1,497,000LE
payback period	2,3 years


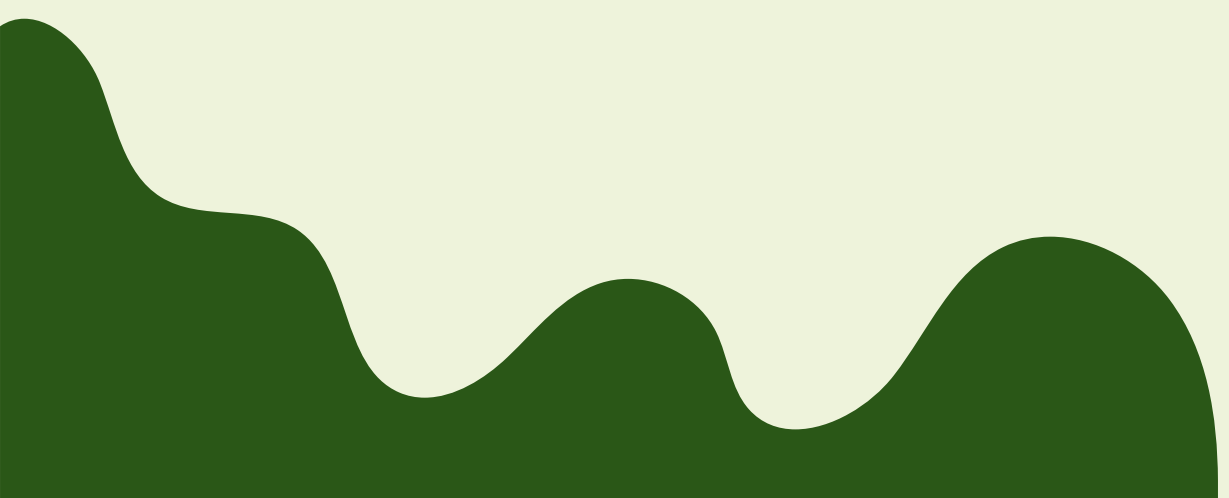




03

**Add Value**



- 
- **Introducing innovative, highly efficient and automated hydroponic farms.**
  - **Providing Management, operation and maintenance contracts.**
  - **Providing crops that grow in a specific season throughout the year**
  - **decreasing the importing costs and increasing the exporting costs**
- 














04

# Target Audience



- 
- **Farmers**
  - **People interested in agricultural field**
  - **Investing companies at agriculture field**
  - **Companies that use agricultural crops in their products**
- 



<div>KEY PARTNERS</div> <div></div> <div><ul style="list-style-type: none"><li>✚ Agricultural equipment and seeds suppliers</li><li>✚ Universities and research institution</li><li>✚ Export companies</li><li>✚ Restaurants, hotels and malls</li></ul></div>	<div><div>KEY ACTIVITIES</div><div></div><div><ul style="list-style-type: none"><li>✚ The technology we provide</li><li>✚ Building and installing farms for customers</li><li>✚ Product marketing and export</li></ul></div></div> <div><div>KEY RESOURCES</div><div></div><div><ul style="list-style-type: none"><li>✚ technology</li><li>✚ work team</li><li>✚ Database of current and potential customers</li><li>✚ Contracts with companies working in the field of agriculture</li></ul></div></div>	<div>VALUE PROPOSITIONS</div> <div></div> <div><ul style="list-style-type: none"><li>✚ Introducing innovative, highly efficient and automated hydroponic farms.</li><li>✚ Product Marketing.</li><li>✚ Management, operation and maintenance contracts.</li></ul></div>	<div>CUSTOMER RELATIONSHIP</div> <div></div> <div><ul style="list-style-type: none"><li>✚ Partnerships with companies operating in the field</li><li>✚ Maintenance contracts</li><li>✚ Create an online community</li><li>✚ Offering all the time</li></ul></div>	<div>CHANNELS</div> <div></div> <div><ul style="list-style-type: none"><li>✚ Communication through social media</li><li>✚ Direct communication with customers</li><li>✚ Advertising through customers themselves</li></ul></div>	<div>CUSTOMER SEGMENTS</div> <div></div> <div><ul style="list-style-type: none"><li>✚ Agricultural Investors</li><li>✚ Farmers</li><li>✚ People interested in agricultural field</li></ul></div>
<div>COST STRUCTURE</div> <div></div> <div><ul style="list-style-type: none"><li>✚ research and development costs</li><li>✚ Staff salaries</li><li>✚ Marketing and advertising</li><li>✚ Technical support and maintenance costs</li></ul></div>			<div>REVENUE STREAMS</div> <div></div> <div><ul style="list-style-type: none"><li>✚ Technology provided</li><li>✚ Return on partnership contracts</li><li>✚ Return on marketing and export contracts</li><li>✚ Monthly subscriptions to provide nutrients</li></ul></div>		



**THANK YOU**

