



# Net Zero Agriculture

---

TEAM 3, COMPSTRAT CONSULTING

CYNTHIA MAYER, NEBO IWANOFU, ROHIT KUMAR GUPTA

**WHY**  
a need of  
innovation in the  
farming industry?

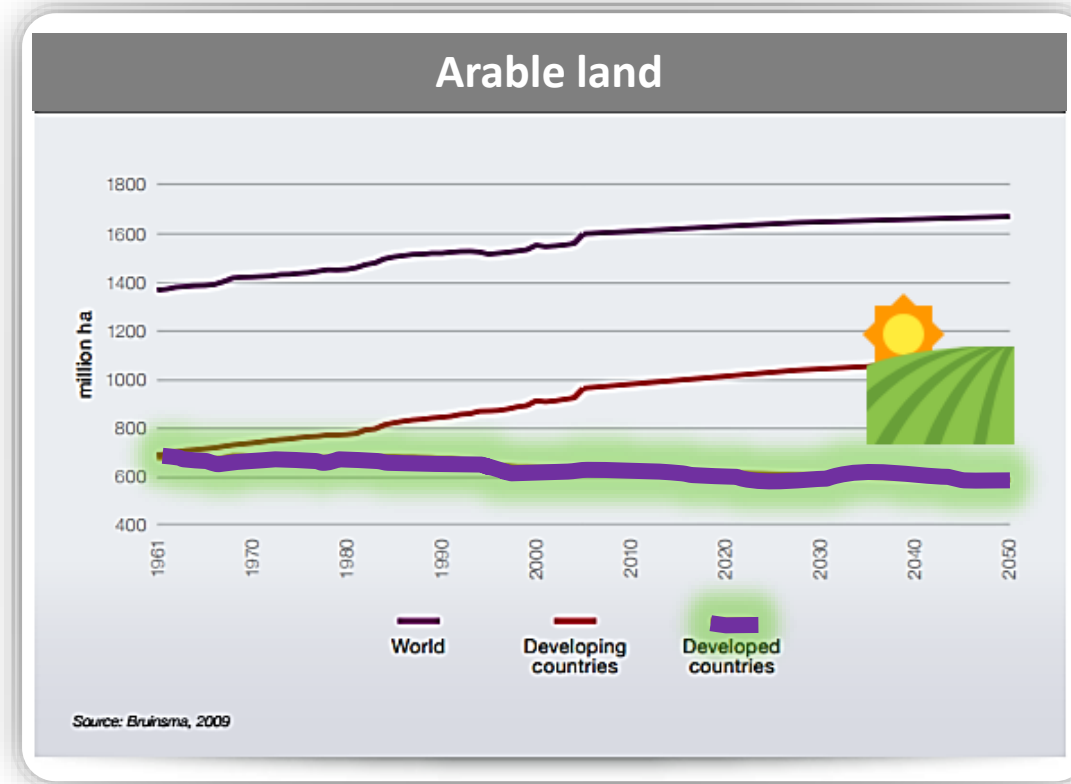
**WHAT NEEDS**  
are answered by  
Net0Agriculture's  
indoor farming  
products?

**HOW TO**  
**PENETRATE** the  
market by crossing the  
chasm?

**WHY**  
a need of  
innovation in the  
farming industry?

**WHAT NEEDS**  
are answered by  
Net0Agriculture's  
indoor farming  
products?

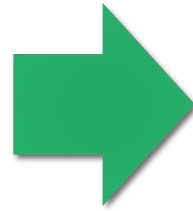
**HOW TO  
PENETRATE** the  
market by crossing the  
chasm?



Current need for innovation in the farming industry

Food waste/year

**95-115 kg** In EU and NA  
**6-11 kg** In other countries



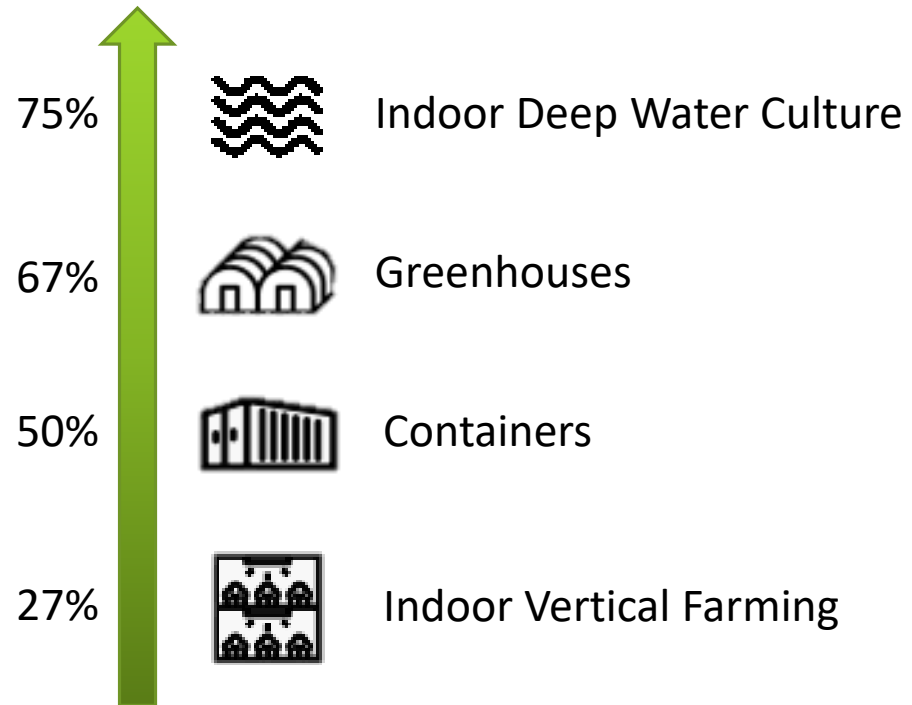
Food production  
closer to customers

Current need for innovation in the farming industry

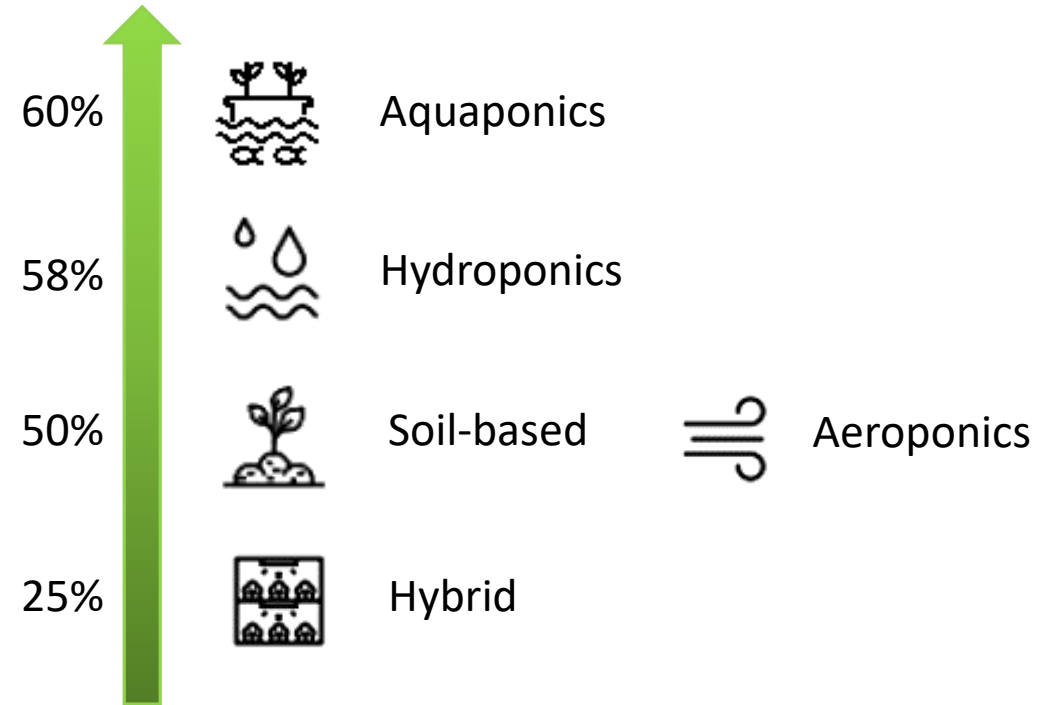


Response: indoor farming

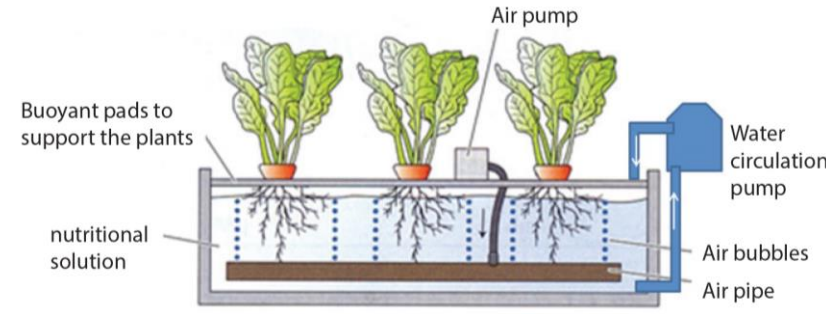
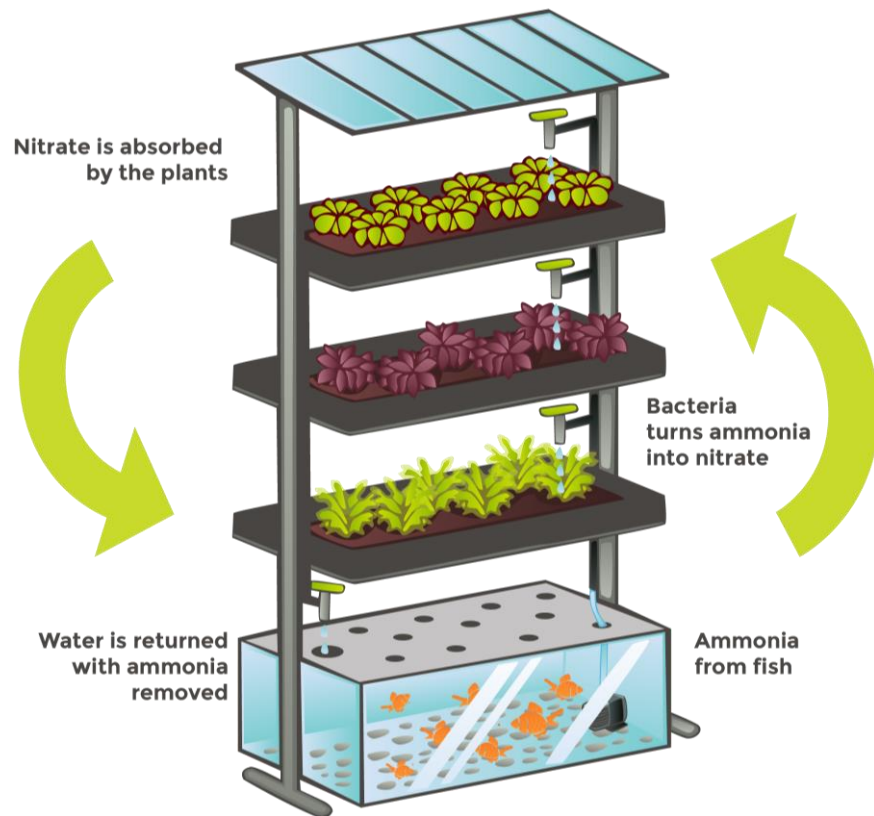
## Profitability



## Profitability



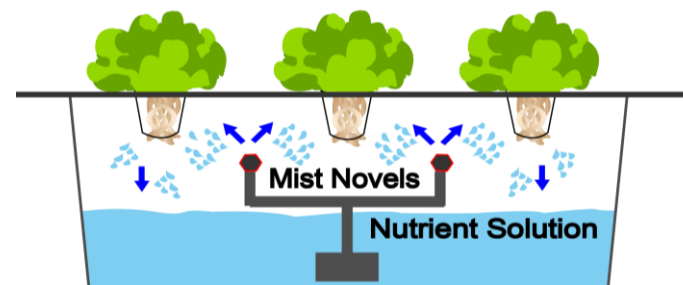




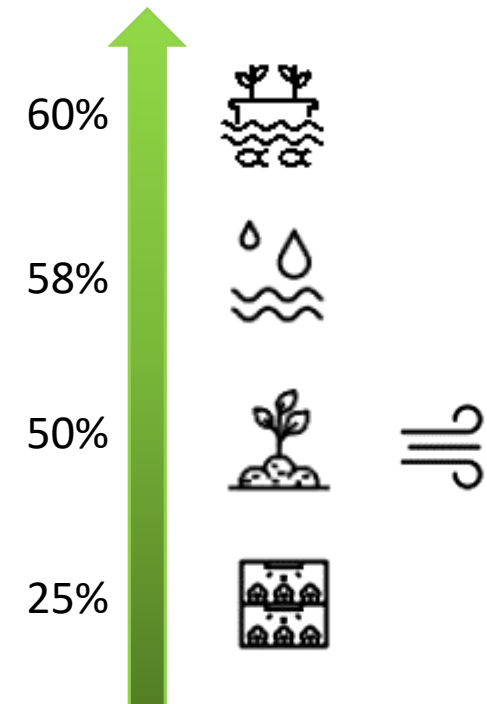
**Hydroponics**

**Aquaponics**

**Aeroponics**



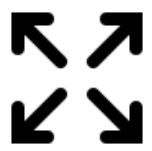
## Profitability





# Value of Indoor Farming

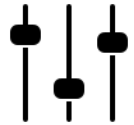
---



Higher & Increased yield



Quick growth cycles  
-> Harvest more often



Controlled environment

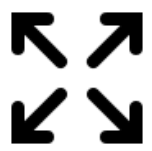


No pesticides



Less wastage of highly perishable food

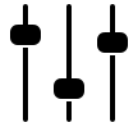
# Value of Indoor Farming



Higher & Increased yield



Quick growth cycles  
-> Harvest more often



Controlled environment

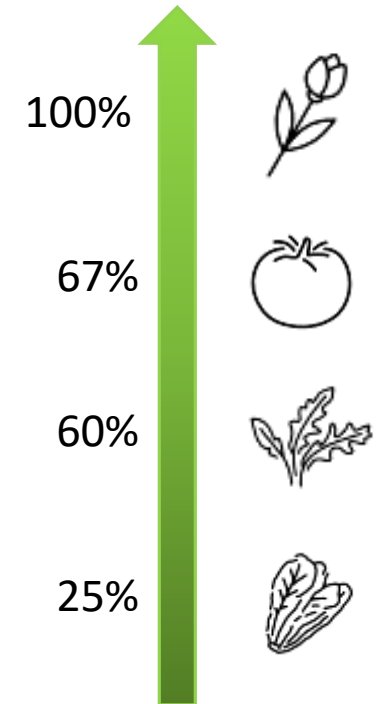


No pesticides



Less wastage of highly perishable food

## Profitability



# Disadvantages and Limitations

---



High initial cost



Effects on electricity



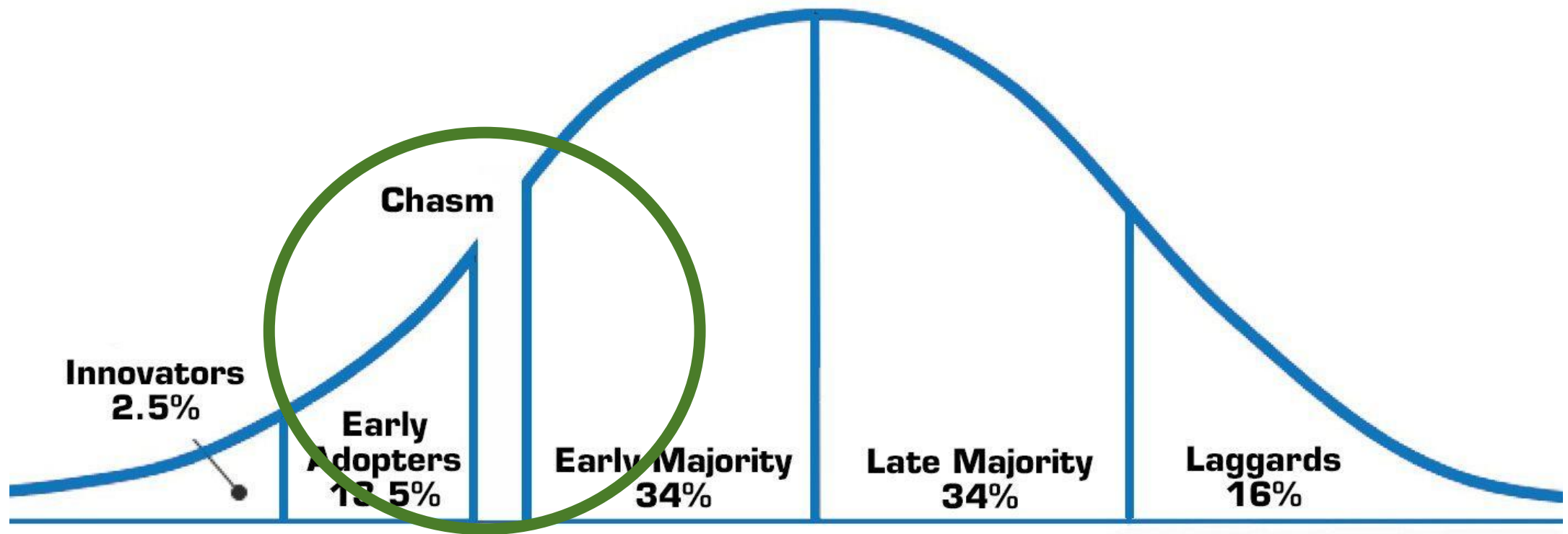
Effects on home and mortgage prices in urban areas

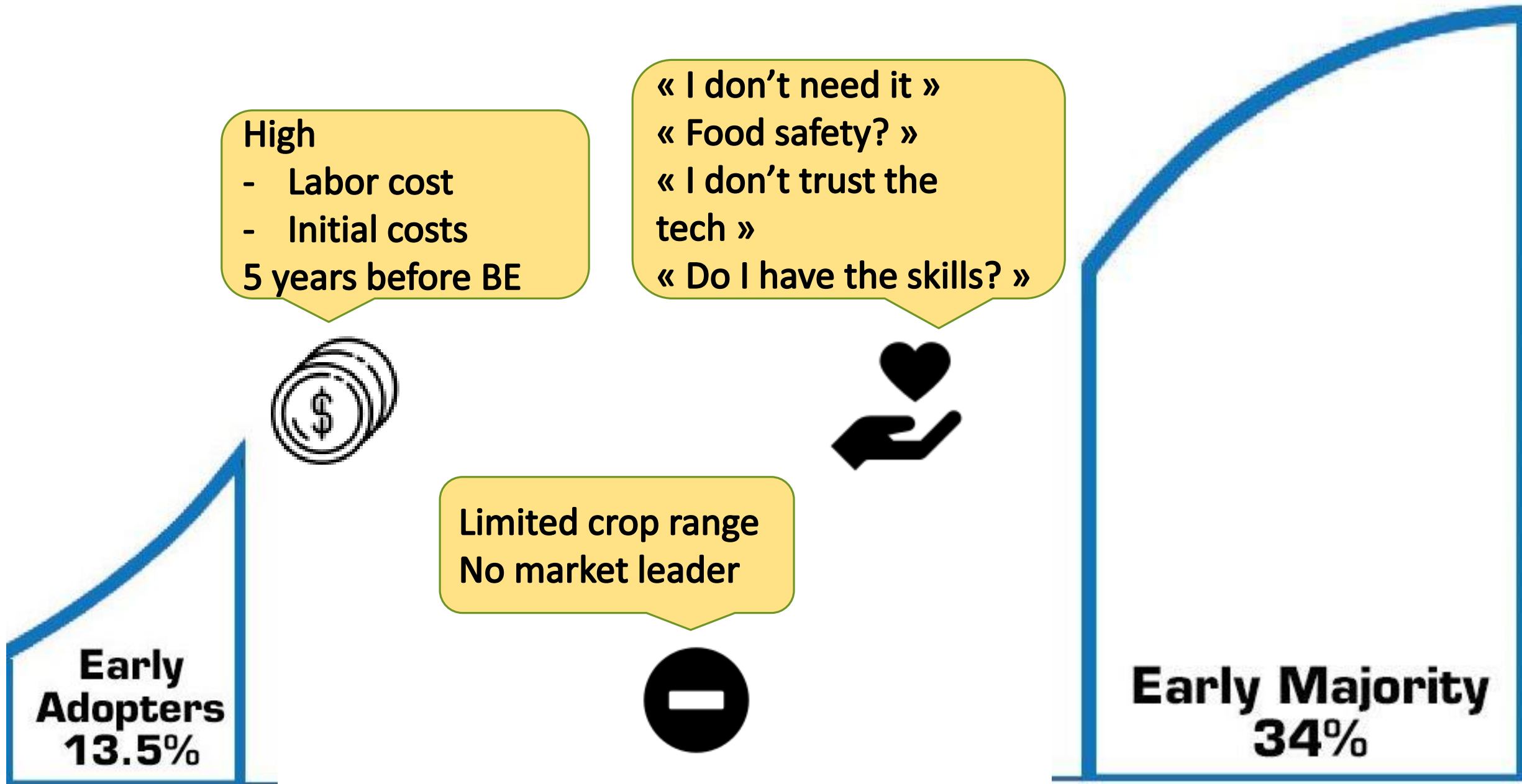


Labor intensive

# The chasm in the technology adoption cycle

---





**WHY**  
a need of  
innovation in the  
farming industry?

**WHAT NEEDS**  
are answered by  
Net0Agriculture's  
indoor farming  
products?

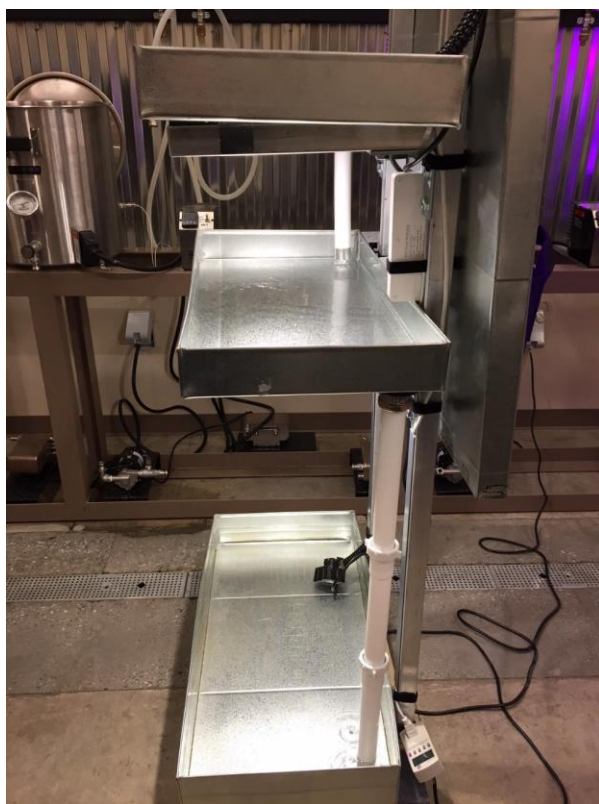
**HOW TO  
PENETRATE** the  
market by crossing the  
chasm?










# Net Zero Agriculture

Grow love. Feed. Every. Body








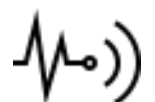








LED lights can be:

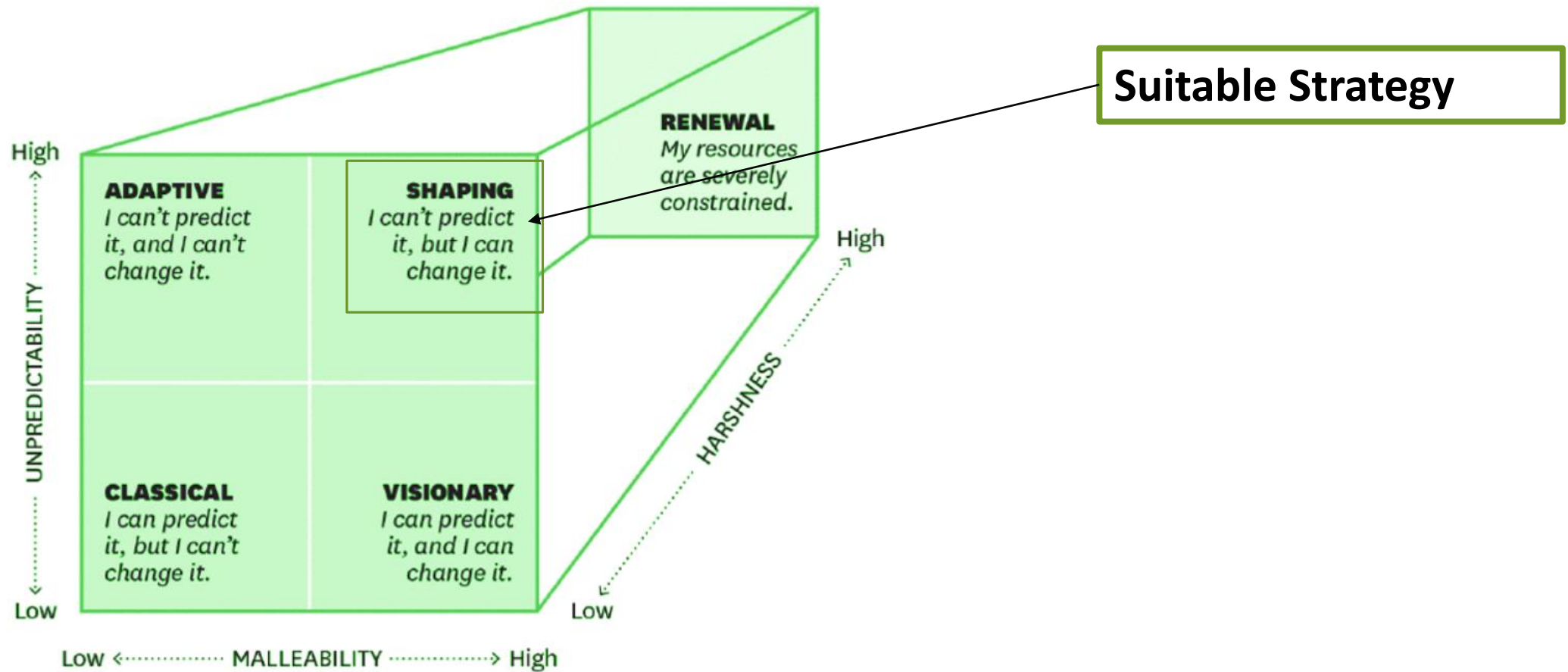
- placed closer to the plants without burning them
- programmed based on the plants needs during the phases of growth

Product	HS1	TP1	CS1	DS1
Target	Homes	Homes	Large pop°	Large pop° Onsite/mobile requirements
Description	2 pans	1 pan	2 larger pans	Container
Plants				 



Strengths		Weaknesses		
Patented technology 		Lack of marketing focus 		
Selling of profitable equipment   		Lack of customer reviews 		
Opportunities		Threats		
Growth of industry 	Development of IoT technology 	Technology & Pace of Change	Buyers Power 	Social, Cultural, Economical Shifts 
No market leader yet 		Threat of Substitutes	Industry Rivalry	New Entrants 
		Government 	Supplier Power	Globalization 

# Strategy Palette



# Different markets

---

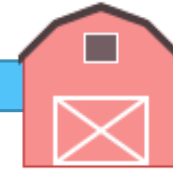
*Supermarkets, Restaurants*



Shorten distance from farm  
to plate: costs & nutrients

*Local farms, urban farming  
communities, government  
initiatives, veg cities*

Produce year-long  
Have a stable income



*Corporate companies, Homes*



Have a better nutrition and  
fresh products  
Save costs

**WHY**  
a need of  
innovation in the  
farming industry?

**WHAT NEEDS**  
are answered by  
Net0Agriculture's  
indoor farming  
products?

**HOW TO  
PENETRATE** the  
market, how to cross  
the chasm?

# Identifying a niche

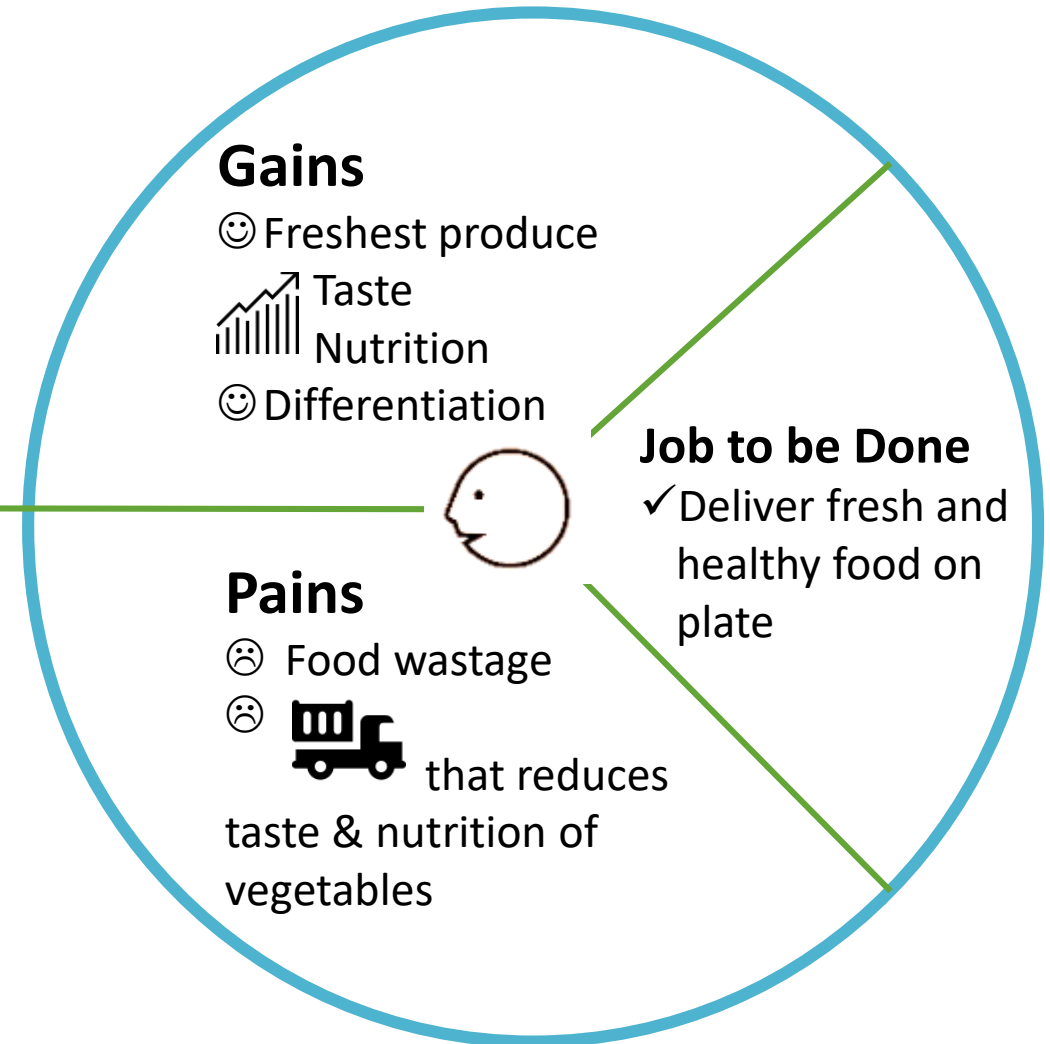
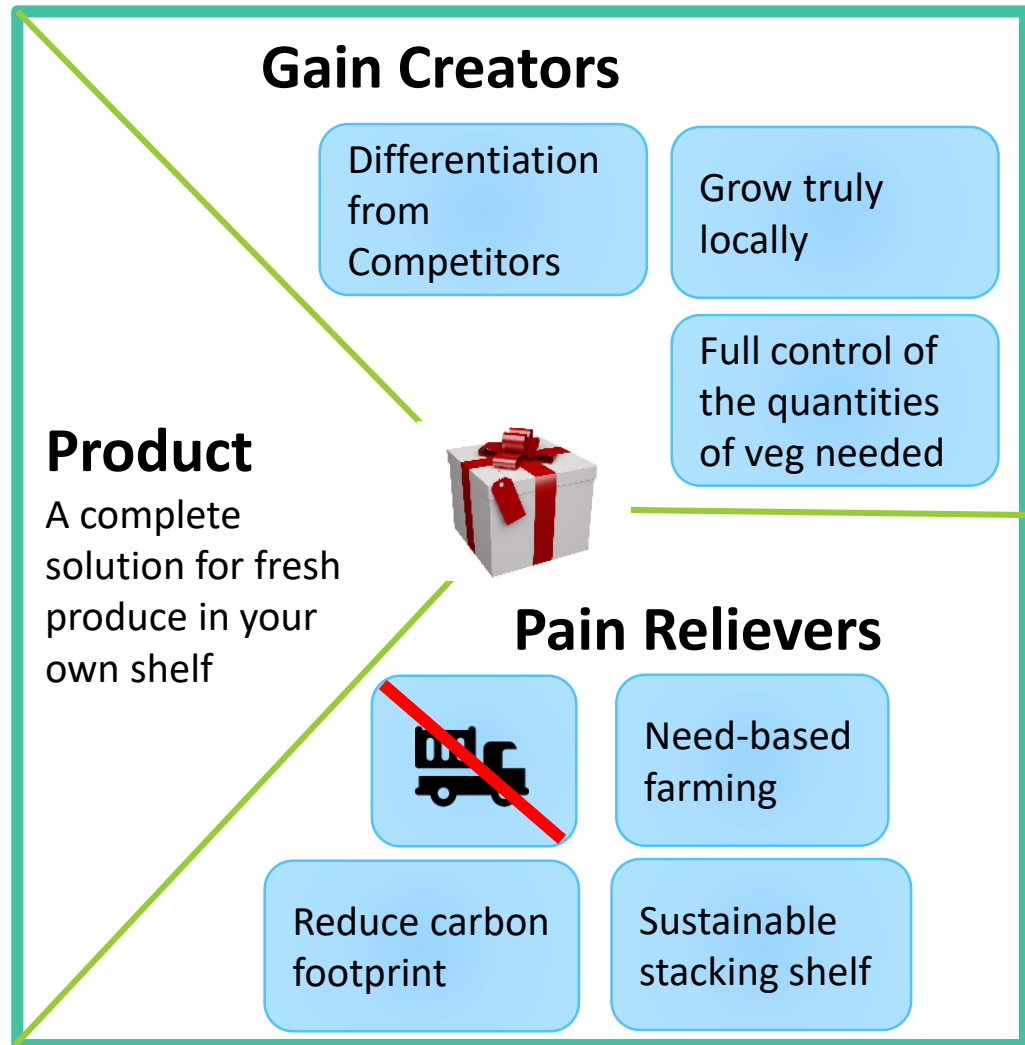


Markets	ATTRACTIVENESS				FIT		Total Rating
	Demand for fresh Food	Food Conciousness	Value Addition	Effect on Cost/Revenue	Not Served well by competitors	Need for our product	
Salad Restaraunts	5	5	4	4	3	5	26
Marijuana	5	4	4	4	3	4	24
Fine Dine Restaraunts	5	5	4	4	3	3	24
Urban Household	3	2	5	5	4	4	23
Grocery Stores/Super M	5	5	5	3	2	2	22
Corporates	4	3	3	4	4	2	20
Shelter Homes	3	3	3	2	3	2	17
Individuals with Recreational Hobbies	2	3	4	1	4	3	17





# Salad restaurants



# Our Recommendations

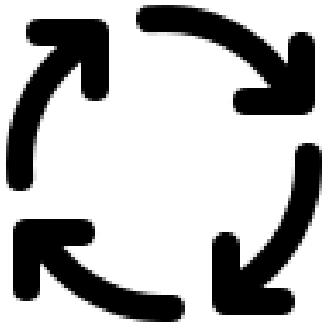
---



# Whole Product

---

Provide customer support on all phases of implementation:



Help for installation

Provide training

Provide technical assistance

Consulting during whole lifecycle

# Build Credibility and References



Certifications

**Weaknesses**



Brand Association with a Salad Company

Lack of marketing focus

Testimonies from



Leverage existing customer base to grow



✓ **Lack of first hand reviews**  
✓ **reputed people (Chefs)**

✓ **academics, researchers**

✓ **niche customers**



Build a community on social media & share success stories

# Create awareness

---



One-to-one selling | Offer trial setups



Go to restaurant events to

- display and explain the invention
- make taste the vegetables



Organize webinars | Open houses to highlight the benefits of the product in a restaurant-setting



# The Beauty of Gifting

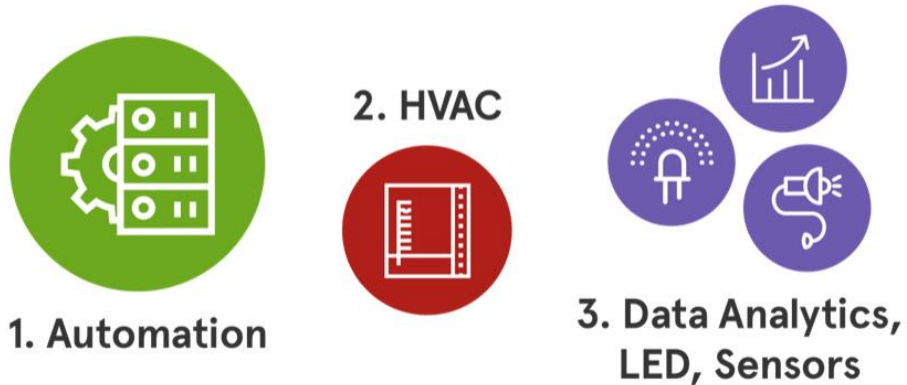


**Special spices and natural aroma instead of artificial scents**

# Pricing Strategy

---

Growers excited by the following technology:



Growers:

- Do not want to be Beta Testers
- Have different levels of tech skills
- Want to pay only for what they use

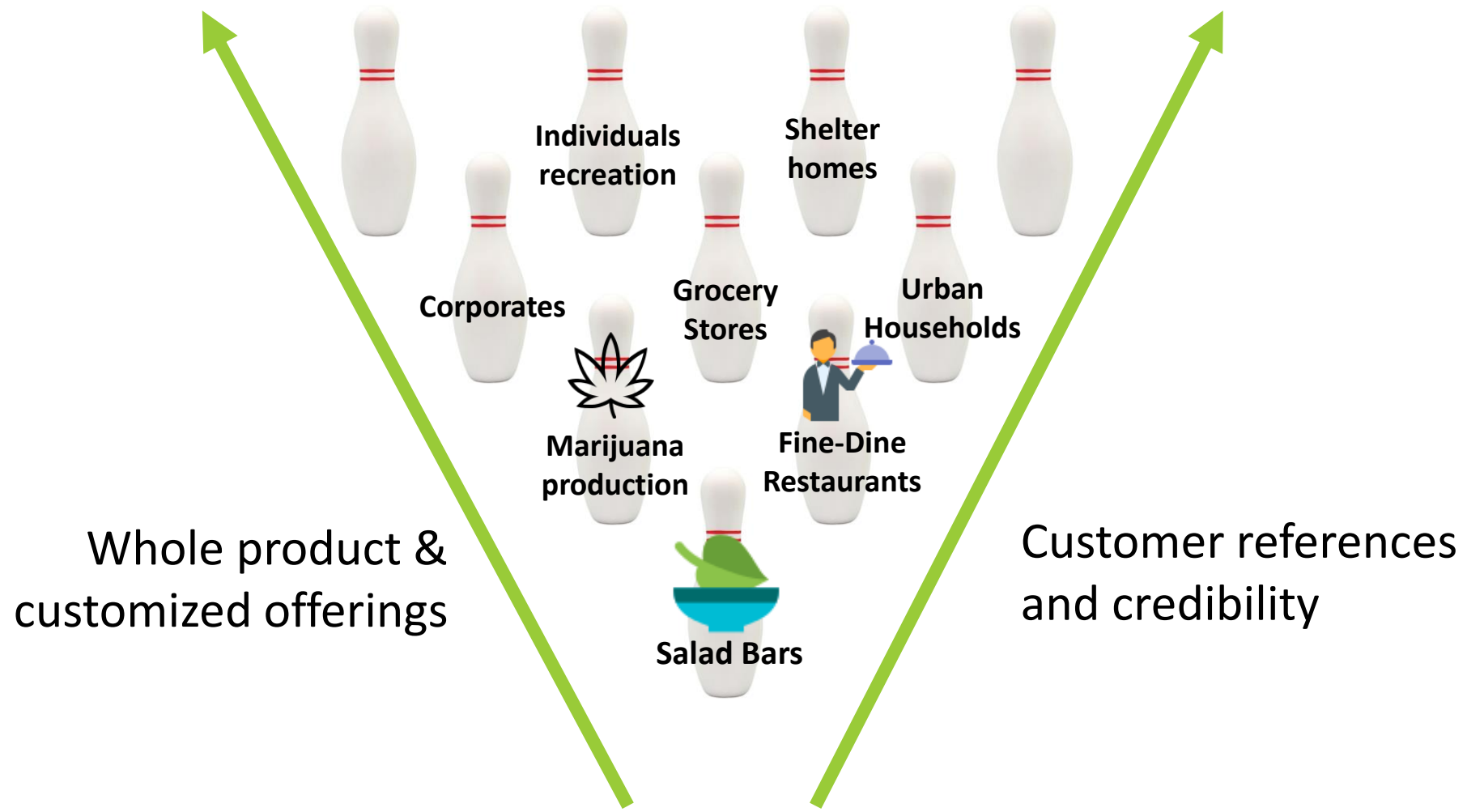
- Customize the product as per requirements of technology
- & Price accordingly

# Distribution

---

- Direct selling
- E-commerce channels
- Farmers' markets
- Nurseries

# Future Roadmap



# Thank You

---

# Questions?

---