



*Everyone can be a little
green!*



**4.5
Million**

**76
Percent**

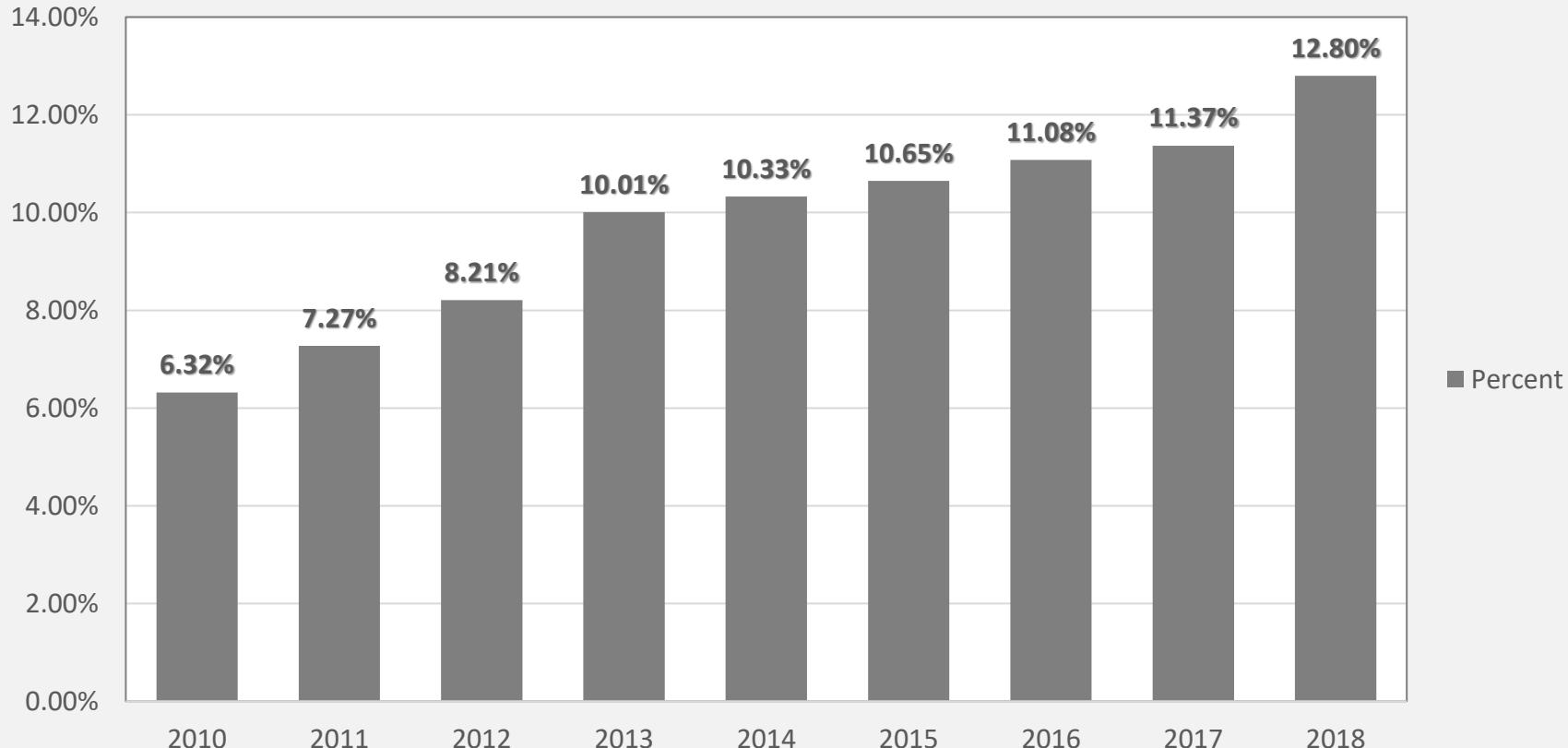
**48
Million**

**Directly Affected
by tampered foods**

Food items are adulterated

Are undernourished

Unemployment Rate



4.4M



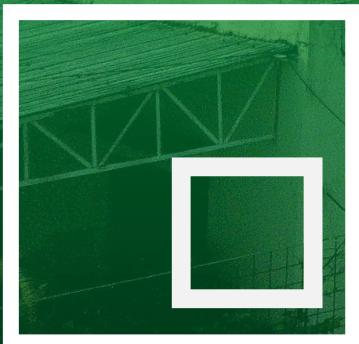
About unemployed

Numbers are speaking for itself. Yet,
help is not on the way?



Can 300,000+ buildings

of Dhaka be seen as an employment opportunity



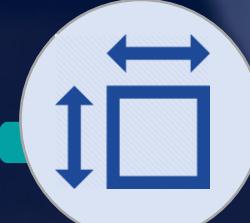
*Can we produce the quality food
we desire to have ?*

Hyper Local Production

850\$ USD Cost



300 Square feet space



3650\$ USD Revenue per year



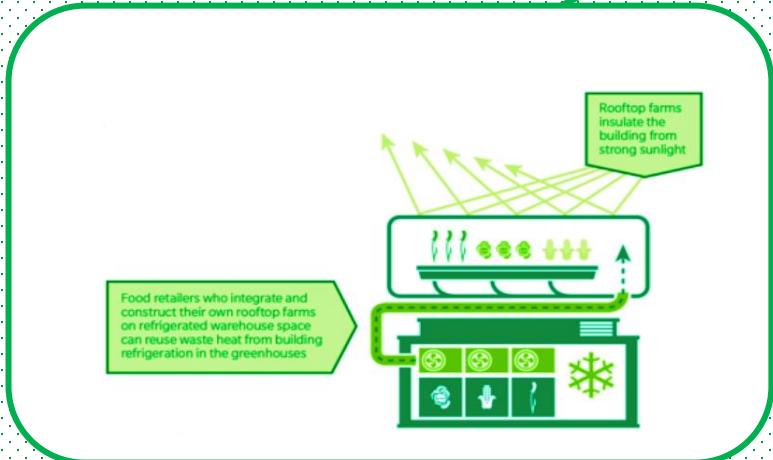
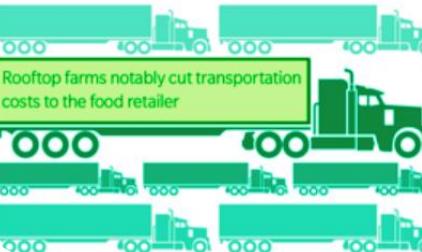
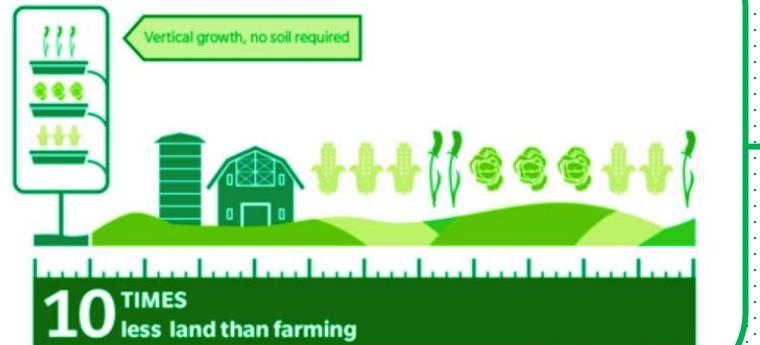
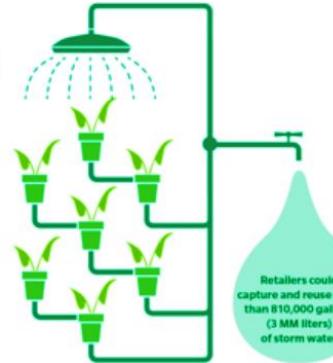
Harvest Crowd

Why?



Rainwater capture,
water reuse, and
low-soil needs

25 TIMES
less water than
traditional
farming
methods



Diversifying the food supply chain hedges against
risks from an unpredictable climate future. Looking
for ways to ensure a consistent supply, grocers can
count on rooftop greenhouses to provide a
controlled, integrated growing environment.





How customers place orders using our interface



Search

Search through
the interface



Order

Order using the app



Checkout

Cash on delivery /
Mobile payment



Delivery

Food delivered at
your door step

Surprising Benefits of Urban Farming

Correlates with Socioeconomic Diversity

Cheaper Than Buying Produce From Normal Supply Chain

Decreases "Food Miles" (Even compared to "local produce")

Higher Food Quality

Air Purification and Breathing Benefits

Less Packaging Required

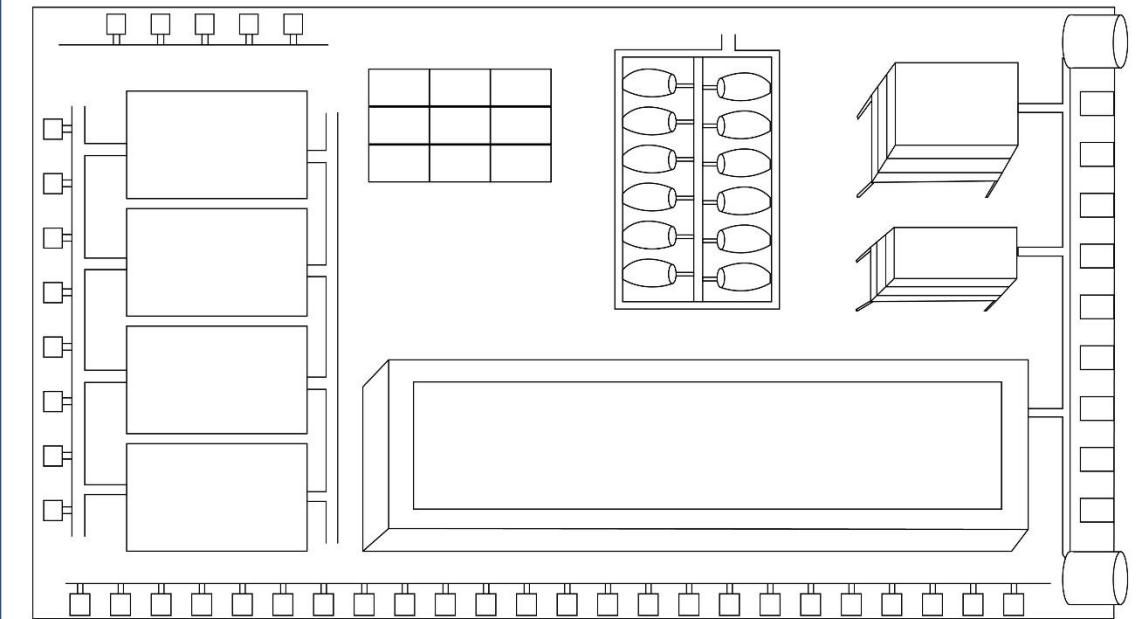
No Need To Worry About Seasonality

Helps Prevent Food Insecurity

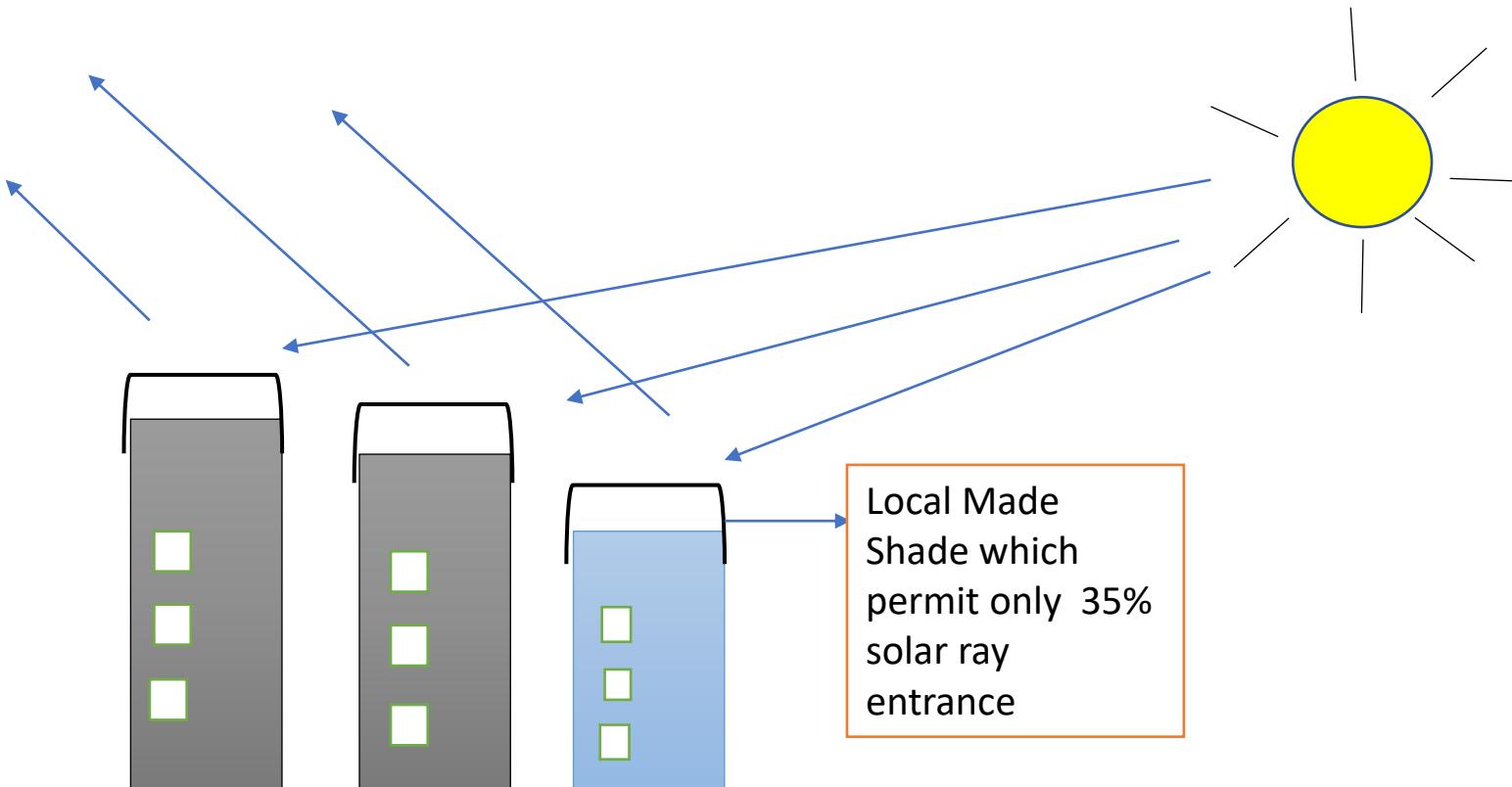
Our Production system is a combination

- ▶ **Aquaponics**
- ▶ **Vertiponics**
- ▶ **Grow Beds**
- ▶ **Dutch Bucket**
- ▶ **LED Grow Lights**

Combining these five technologies this module farming design will cover 2000Sqft of an idle rooftop area which will enable to create income as much as 45000USD annually. Creating meaningful jobs for 5 people at best



Harnessing the Solar Power



→ Key Facilities

- Maintain 25-27°C inside the farm at the light hour
- Reduce LED usage cost
- Produce more yields
- Standard quality control
- Efficient to make more profits

Potential Market

Agriculture, farms and plantations

The population is growing exponentially and the increasing GDP per capita drives global demand for resource-intensive foods



"If diets continue as they are, by 2050 we will need 120% more water and 42% more cropland, we will have lost 14% of forests, and be generating 77% more greenhouse gases. However, agriculture already uses 70% of all fresh water and there is, by good approximation, no new land for agriculture. In fact, land area for agriculture is more likely to shrink due to urbanisation and rising sea levels, but also because we will need land for negative emissions technologies such as bioenergy, carbon capture and storage to meet the Paris Agreement target of a 1.5°C temperature rise. This agreement also requires net global emissions to reach zero by 2040–2060. This implies sustainable intensification of agriculture on existing land—producing as much as we can in the most sustainable way.

- About 84% of farms are smaller than 2 ha, while they operate about 12% of farmland globally.
- In low- and lower-middle-income countries, which are mainly countries of East Asia and the Pacific (excluding China), South Asia, and Sub-Saharan Africa, about 70–80% of farms are smaller than 2 ha and operate about 30–40% of the land. This is a far greater share of farmland than the share that smaller farms have in higher-income countries.



We strive to solve the problem by creating 6500 farms In Dhaka city we pilot the project using **Precision agriculture and automation solutions to close yield gaps and prevent environmental damages.** Adopt Data intelligence to enable the financial inclusion of smallholder farmers in low-and lower-middle-income countries.



Dashboard

Shipment

Transaction

Payment

Marketplace

Search Community

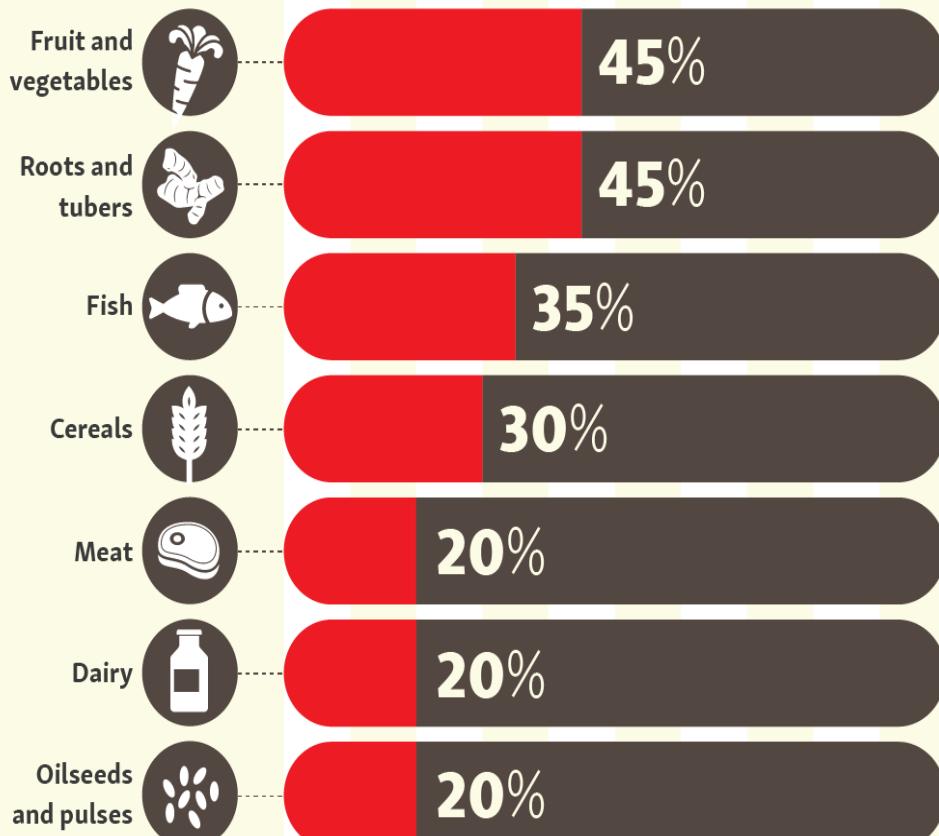
 Admin

Date Range	Commodity	Variety	Type	Total Available	Total Sold	Action
01-05	Tomatoes	No	Conventional	901	521	<button>Details</button>
06-08	Cucumber	No	Organic	1012	744	<button>Details</button>
06-10	Watermelon	No	Conventional	612	540	<button>Details</button>
10-14	Chilies	No	Conventional	1002	662	<button>Details</button>

Web Application Interface

Global Food Waste

Approximately 1.3 billion tons of food is lost or wasted every year. That is about **one-third** of all the food produced for human consumption in the world.



- Food loss refers to food that is spilled or becomes spoiled before reaching its final stage.
- Large quantities of food are wasted due to quality standards that overemphasize appearance.

C. Coelho | Source: FAO

WHO'S WASTING THE MOST FOOD?

ANYWHERE FOOD IS GROWN, SOLD, OR EATEN, FOOD IS WASTED. HOWEVER CONSUMERS ARE DEFINITELY THE BIGGEST SOURCE OF FOOD WASTE



Food Redistribution/ Sharing

Recycling imperfect produce

Recycling offload surplus from restaurants and households

Connect them with NGO's to enable food donations

Source Reduction

Feed Hungry People

Feed animals

Industrial Uses

Composting

Landfill

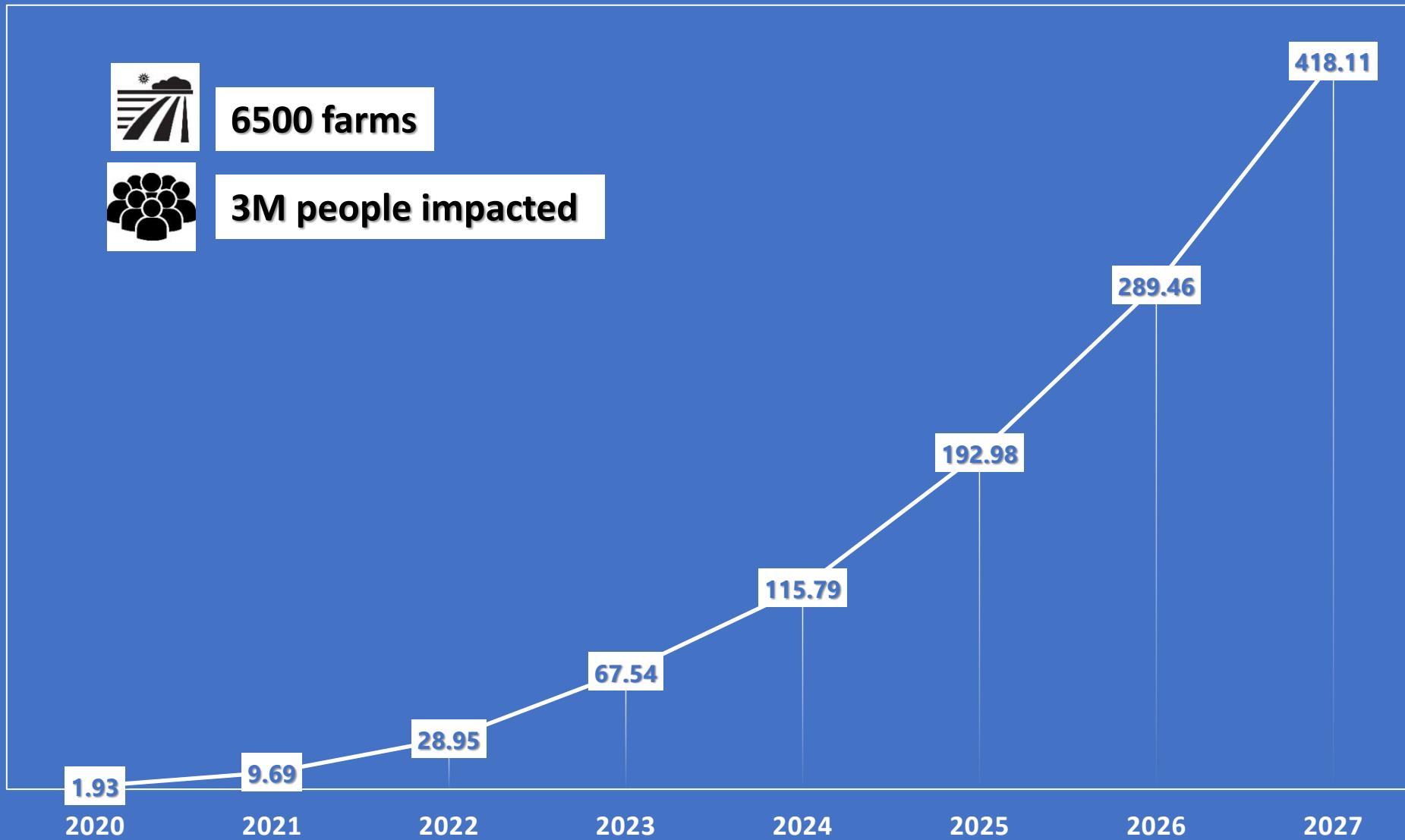
Waste Management

Creating advertisement system for restaurants which they can use for their marketing effort

Providing discount coupons to the households donating their surplus food

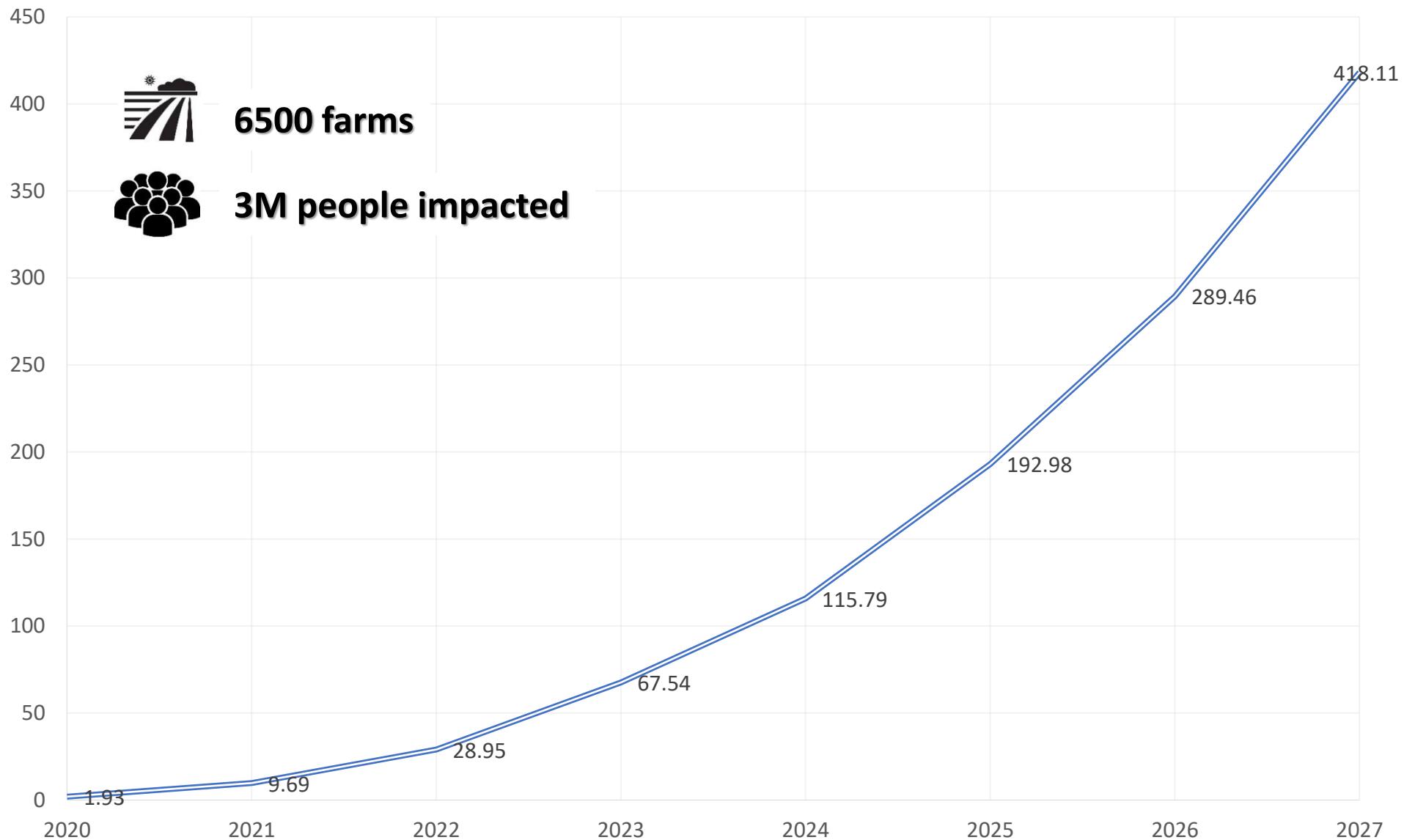
REVENUE (8YEAR GROWTH)

— Amount (M)

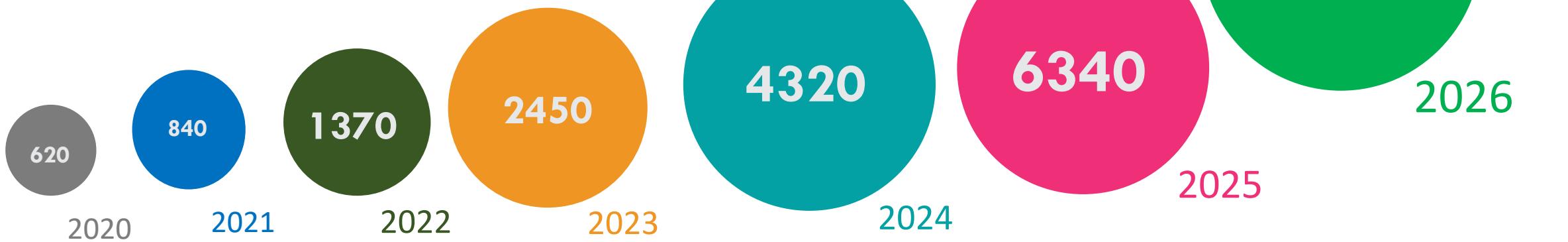


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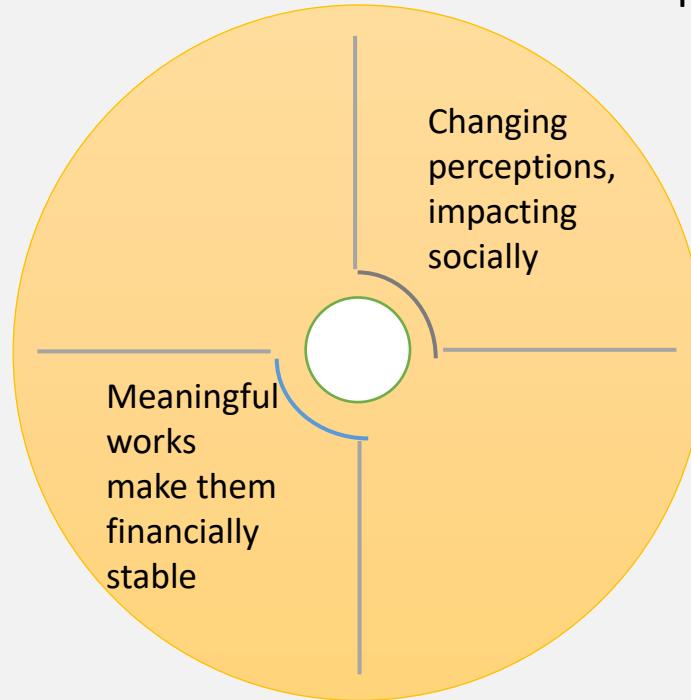
8 Years Employment Growth



Breaking the cycle of youth unemployment

Consultant

Generating business environment that's conclusive to productive work



Appoint

Workers operating their own business which enables youth to access financial market



Employee

Fulfilling mismatch between expectations and qualifications



Social Impact

Providing skillful training, young people become valuable asset to the workforce.

Our two areas of focus

Add more customers to make our platform more valuable



surveyed & heavily on a robust network of local influencers to petition the government on policy matters



Enabling environment reforms benefit from reliable, quality data and evidence.



Driving demand for our offering needs customization of our strategy. Develop hypotheses for methods to drive awareness and adoption and allocate spend and resources across a variety of tactics. Collect data on the results to see what is most effective for your solution and optimize activities and spend accordingly.

Steps to take for Go-To-Market Success



To rise above the crowded field, Our innovators need to convince the farmer to make the switch, and make sure that the farmer will see an obvious return of investment in a relatively short timeframe



In a constrictive enabling environment, this avenue can give our company the necessary time to reach its growth potential in concert with traditional financing.

Some Farms



HARVESTS



Peoples take on Harvest Crowd.



Jobayer: Food adulteration in Bangladesh has reached at an alarming stage over the last few years. Basic food items on the market like fish, fruits, oils, vegetables, and sweetmeats are adulterated with hazardous chemicals in an indiscriminate manner. Poisonous residues in food items are leaving worst impacts on people causing cancer, and damaging vital human organs like liver, kidney, and heart along with affecting children's mental and physical growth.I Really hope that Harvest Crowd comes up with such a platform where buyers can register for free, and deals are negotiated anonymously aims to reduce those costs by using data to track a supply chain (i.e, food) from the farm to the fork, ensuring the correct foods are recalled



Mazhar Hossain stopped counting the number of copies of his curriculum vitae submitted seeking jobs since he completed his master's degree five years ago. The 32-year-old from Satkhira took several recruitment tests. In a number of cases, he made it through to viva but that was it. He is still unemployed.

"I'm really frustrated. It seems you either need good connections or some backing to get a job. Otherwise, you will remain unemployed like me for years," said Mazhar who passed from a reputed institution in Jessore.Im now considering to work with harvest crowd's vision to create employment market through hyper-local production, build and operate rooftop farms in urban and suburban areas. It strive to create a market for the urban farmers and provide jobs to the unemployed youth which is pretty much everything I require now.

Harvest Crowd Ecosystem

